



Drexel University College of Engineering Focus Group Protocol

Thank you for participating in a focus group as part of the strategic design process at the College of Engineering.

You may be wondering about the purpose of this meeting and what is involved!

Focus Groups will pursue two key goals:

1. To understand the climate of the College (how it feels) and the culture (how it works) by exploring the practices, routines, expectations and experiences of the focus group members: what works, what is problematic, what aspects of the experience are aligned with the College's mission and priorities, and what seems not to be. As feedback is gathered, we explore participants' attitudes, experiences, and ideas by connecting them to specific examples and anecdotes, and by reflecting on them together within the larger context of living and learning at the College.
2. To understand and define the underlying values that shape and define the institution: the ethos and principles as the participants understand them to be—in practice and philosophy. We ask participants to articulate the values of the community—both operational and aspirational—and explore what might be done to better live/serve the values as practices evolve strategically in the future.

Your participation is deeply valued because it allows us to hear your perspective and understand your experience.

We aim to create an environment in which you feel comfortable being candid and forthright with your perspective. Your contributions help all of us understand the College as it is today, and what you aspire to for the future. Together, we will design strategy that honors core values, amplifies strengths, and tackles new opportunities and challenges in service of our students. Therefore, we strictly adhere to the following norms for each group:

- All individual statements and contributions from members are kept confidential. In our reporting, insights, anecdotes, and comments will never be attributed or assigned to an individual. Rather, we shall report out in aggregate, distilling themes, issues, concerns and aspirations that surface. Even if a direct quotation is important, we shall preserve the anonymity of the comment, offering it to illustrate and underscore larger themes and issues.
- We also and conversely expect/require focus group members to preserve confidentiality. Specifically, focus group participants will not repeat or report to others anything they hear outside the group after participation.

Focus Group Structure:

- Focus groups are generally comprised of from 8 to 12 participants from the community.
- Focus group conversations generally last approximately 30 minutes to 1 hour depending on scheduling.
- Focus groups will be guided by 1 or 2 GLP facilitators, who will frame general purpose and direction for the group and whose ultimate goal is to listen and learn.

What happens next?

We commit to sharing key understandings and issues for the College of Engineering with all of you, so you can expect to hear more about our ongoing learning and process following completion of our focus groups.

We thank you for participating and look forward to learning from you!

Stephanie Rogen, Katie Knowlton, and Sarah Goldin
The GLP TEAM