



The University of Texas at Austin

Office for Inclusion and Equity

Guide and Template for Conducting Diversity Planning Focus Groups

Moderators conducting focus group: _____

Focus group participant category: _____

Date/time of focus group: _____

Instructions to moderators and note takers:

Thank you for agreeing to conduct a focus group on behalf of the College/School Diversity and Inclusion Committee. We are looking for relevant information, topics, and discussion points raised, but not a word-for-word transcription.

Prior to the focus group:

- arrive early to set up the room
- arrange the chairs into a circular shape to help facilitate conversations
- set out name-tags and markers for participants
- organize the food when it is delivered
- display the one-page handouts that highlight the committee
- greet participants as they arrive

At the end of the focus group, be sure to clean and reorganize the room.

Please use the guide below during the focus group. Feel free to ask clarifying or follow-up questions as needed, but be mindful of overall time.

After you conduct the focus group, take some time (preferably the same day) to look back over your notes and add or elaborate as needed. **Within 2-3 days after the focus group, please e-mail this completed document as an attachment to** (insert contact's email address).

Suggested focus group format (please say this in your own words):

- Welcome
 - Good afternoon and welcome, thank you for taking the time to join our discussion on diversity and equity in the College/School. I am _____. (moderators and note taker introduce themselves and their roles)

- Overview and purpose of focus group
 - These focus group meetings are being held by the College/School Diversity and Inclusion Committee and will help the committee members develop a comprehensive five-year plan that clearly conveys the college/school's commitment to diversity and inclusion and articulates goals, objectives, and action plans for implementation.
 - Previously, you were invited to participate in a college-wide survey about your perceptions of climate and diversity within the college/school and about interaction among students, faculty, and staff. Recently, the survey results were shared with the college. If you go to our committee's website (reference one-page handout), you'll find more information about the findings.
 - During the focus group today, we want to hear more about your insights and perspectives on diversity and inclusion within the department and college.
 - The College/School Diversity and Inclusion Committee mission is to (insert committee's mission).
 - For the purposes of this focus group, diversity includes (insert information regarding various dimensions of diversity included in scope of diversity planning process for college/school).

- Ground rules (things that will help our discussion go smoothly)
 - Please take this time to turn off your cell phones and put away laptops.
 - There are no right or wrong answers, we expect that you will have different points of view. Please feel free to share your point of view even if it differs from what others have said.
 - We're taking notes during the focus group because we don't want to miss any of your comments. No names will be included in any reports. Your comments are confidential.
 - We are here to ask questions, listen, and make sure everyone has a chance to share. We're interested in hearing from every one of you.

- Let's begin by finding out a little more about each other by going around the room one at a time. Please tell us your name and program area.

- Introductory Question
 - What were your first impressions of the department and college in regards to diversity, inclusion, and equity?

- Transition Questions
 - When did you first begin thinking about diversity in college/school? Could you share a little more about your experiences? How would you describe the college's environment for diversity?

- Key Questions
 - In what ways is the college/school welcoming and inclusive? Would you give me an example of what you mean or explain further?

 - In what ways is the college/school not welcoming and what are the barriers to establishing an inclusive environment and equitable opportunities? Where are the opportunities for improvement?

 - In what ways do diverse experiences, people, and ideas enrich our college/school?

