

Content Capture and Final Report

Using multiple methods to capture the content of focus group sessions ensures the most accurate interpretations and understanding of the responses. For the best results, the note taker must focus on the purpose of the session – to assess needs and identify issues. This guides the note taking. It is important to capture the most useful and relevant content for the initiative team. This includes well-said quotes and enlightening phrases. [A template has been developed to ease the note taking responsibilities.]

Content Capture during UW Extension Focus Groups

Three methods are recommended for capturing the content from the UW Extension focus group process:

1. Memory – your memories of the session are helpful during the debriefing session immediately following the focus group. The moderator, assistant moderator and educators attending highlight the key points and provide additional summaries and helpful content from memories and notes.
2. Laptop computer notes – the note taker must be able to type quickly and should try to type the interview word-for-word as much as possible. Some may find it easier to take minutes by hand. While the assistant moderator has the ultimate responsibility for the transcription process, laptop/handwritten notes may be taken by an office assistant who attends.
3. Paper capture – done by the moderator on the flip sheets. Also done by others attending as observers/listeners to capture key points during the session. These notes may be used during the debriefing session and added to the final report.



Transcript and Final Report

NOTE: Please use the template located at the UW Extension website under Employee Resources. (Template examples are located in the Appendix.)

The *Transcript and Final Report* are combined into one document. An abridged transcript of the participants' comments is acceptable for the UW Extension focus group session. The abridged edition omits the moderator's introduction, ground rules and the introductions of participants at the beginning. It also does not include comments that do not relate to the purpose and information desired. The final report summarizes the results and presents interpretations and conclusions from the session. The *Transcript and Final Report* template includes the name of the initiative area and following sections:

- a. Location of the Focus Group
- b. Date
- c. Name of moderator, assistant moderator and other educators attending
- d. Names and types of participants attending
- e. Questions – please identify the responders by first and last initials instead of full names
- f. Debriefing comments
- g. Results
- h. Interpretation and conclusion
- i. Acknowledgements and thank you's

TIPS to the note taker: the purpose of the focus group drives the content that should be captured. All relevant comments are included even if they become redundant. This establishes patterns. Comments are recorded word for word as much as possible. Please keep the following tips in mind:

- Single-space all comments and double-space between speakers. Don't worry about punctuation or incomplete sentences. Add periods when it sounds like the end of the sentence. Remove "ums" and "ers". Spell-check at the end.
- Type comments word for word even when it repeats something said earlier. Do not change words or correct grammar. If a word is unintelligible, type three periods ... to indicate the missing word.
- Note special or unusual sounds in parentheses such as laughing, shouting, interruptions by others or long silences.

After the focus group session, a debriefing session is held with the moderator, assistant moderator and other educators attending to capture additional patterns, themes or key points that were not part of the assistant moderator's summary, anything surprising or unexpected and memorable quotes. This is done to capture subtle content that was not obvious but was observed by those sitting on the periphery. The template includes a place to capture the comments made during the debriefing session.

The last part of the template captures the results in summary form, includes interpretations and conclusions (so what; what do the results mean for the team; now what) and ends with acknowledgements. Your goal is to provide enlightenment, understanding and clarity for the readers. Remember that you may have a broad reading audience including your initiative team, administrators, specialists, educators, participants in the focus group session and county commissioners.

Please submit the final report to the educators involved, Associate Director, county coordinator, area team chair, initiative team chair and staff development coordinator within 2 weeks of the session.