

## Focus Group Discussion Guide

<b>Where have we been?</b>	
<b>7 Positioning Questions to Answer</b>	<b>Focus Group Questions to Answer 7 Positioning Questions</b>
<b>1. who you are</b>	<i>What does the college mean to you? What are the positive or negative aspects of the college?</i>
<b>2. what business you're in</b>	<i>What is the perceived value of the college to you? What do you expect is the impact of the degree from the college for its graduates?</i>
<b>3. for whom (what people do you serve)</b>	<i>Are you aware of a population or a group of people we should serve?</i>
<b>4. what's needed by the market you serve</b>	<i>What should the college do to do a better job serving you? What type of programs do you think that the college should be offering?</i>
<b>5. against whom do you compete</b>	<i>What other institutions did you consider attending before enrolling at the college? Why did you opt to attend the college? Who else do you think that the college competes with? How would you rank the college among other schools in the region?</i>
<b>6. what's different about your business</b>	<i>What makes the college different from any other school? Would you recommend the college to your family &amp; friends?</i>
<b>7. what unique benefit is derived from your product or services</b>	<i>What are the benefits that the college is providing you? What makes that benefit different from one you could receive somewhere else? What kinds of activities would you participate in at the college?</i>
<b>Where are we going?</b>	
<i>How did you find out about us?</i>	
<i>Who influenced you to attend here?</i>	
<i>What are some of the barriers that you faced enrolling at the college?</i>	
<i>What are some of the barriers that you currently face in continuing at the college?</i>	
<i>On a scale of 1-5, what is your perception of the educational quality at the college? Why?</i>	
<i>Based on this perception, what do you think the college should do to improve overall educational quality?</i>	
<i>How could the college better serve you as a student? What are we not doing or should be doing to help you?</i>	
<i>On a scale of 1-5 (with 5 being the highest), how would you rate your experience as a student at the college?</i>	