Clayton State University
Institutional Communications Audit Committee
Student Focus Groups Overview

Focus Groups Purpose		
Explore student perspectives about current processes for university-wide communications and identify ways to strengthen and improve communication to students.		
Target Audiences/Populations		
International students, residential students, non-traditional, and graduate students		
Selection of Students		
Potential participants for each target group will be invited via e-mail and will self-select based on availability for assigned focus group time blocks. Participants will indicate their availability via Qualtrics system.		
Group Size		
8-10 students		
Projected Dates		
Fall 2018	Pilot Group – Wednesday November 14, 2018 (12p-1p)	██████████
Spring 2019: Weeks of February 18th and 25th		
Facilitators:		
Tuesday, Feb. 19, 12-1 p.m.	Erin, Jeff	Carmieka
Wednesday, Feb. 20, 5-6 p.m.	Jeff, Carmieka	
Tuesday, Feb. 26, 5-6 p.m.	Celeste, Carmieka	Kelly (Jeff)
Wednesday, Feb. 27, 12-1p.m.	Erin, Carmieka	Kelly, (Jeff)

Incentives	
• Win $50 in Laker Bucks via random prize drawing (1 prize per focus group session for a total of $200).	
Refreshments	
• Provide participants with pizza and drinks from Campus Dining. Total cost for all groups--$200.00.	

Focus Group Session Questions

1. What are your concerns, if any, about the way the university communicates with the students?

2. What sources/platforms do you rely on to receive information? What is your daily go-to (How do you connect with CSU when you first wake up)?

3. What types of information and updates do you wish to receive? What types of information do you not wish to receive?

4. How often do you feel students should receive communications on a regular basis?

5. In what ways could the SWAN be a more useful tool for communication to students?

6. How effective is CSU's social media at providing you updates and information from the university?

7. What other methods of communication would be suitable for students who are not proficient users of technology? What types of seminars, if any, could be beneficial?

8. On a typical day on campus, tell me who you talk to/interact with most often.

9. How often do you interact with someone or are given the opportunity to interact with someone that is different from you?

10. What is your definition of diversity and inclusion?

11. How well does the university promote diversity of our student body through its communication with students?

12. What ways could the institution be more intentional about diverse representation of our student body in communications? Follow Up: How well are you represented in communications?

13. How would providing information in multiple languages serve the student body? How should this information be obtained?

14. What improvements, if any, do you feel should be made to communicate emergency notifications?