Public Library System Re-Design (PLSR)
Planning for Focus Groups & Survey

Focus Groups

Dates for the Three Focus groups:
1) Tuesday, January 9, 1:00 – 3:00 p.m.
2) Wednesday, January 10, 1:00 - 3:00 p.m.
3) Thursday, January 11, 1:00 – 3:00 p.m.

Location for each date will be determined when the submissions are compiled

Key Dates and Actions Leading Up to the Focus Groups

1. **WiLS** deploys focus group interest form on **Nov. 17** with submission **deadline of Dec. 1**. **WiLS** sends out a couple of reminders during the week of Nov. 27.

2. **WiLS** compiles submissions on **Dec. 4** and determines largest possible participant pools for the 3 locations to finalize the date for each location. **WiLS** reserves conference rooms at the 3 locations from 12:00-3:30.

3. **WiLS** sends compiled interest forms to Russells on **Dec. 4**.

4. **Russells** select and send names of focus group participants to **WiLS** on **Dec. 6**.

5. **WiLS** coordinates with **John Thompson** to send out focus group invitation letters (**WiLS and John Thompson** draft in advance) on **Dec. 7** with acceptance deadline of **Dec. 13**.

6. **WiLS and John Thompson** follow up on missing focus group confirmations on **Dec. 14**.

7. On **Dec. 15**, **WiLS and John Thompson**, in coordination with **system directors** in the 3 regions as needed, actively identifies recruits additional focus group participants.

8. **WiLS** has final list of focus group participants for each group by **December 20**.

9. Bruce sends background info and confirmation of logistical details to focus group participants on **January 2**.

10. **WiLS** makes arrangements for box lunches and refreshments at each focus group location by **Jan. 3**.
Developing the Focus Group Questions

1. **Russells** send draft questions to **WiLS** on **Dec. 4** to be shared with Steering Committee prior to Dec. 7 meeting.

2. **WiLS** and John Thompson meet with Russells at **9:30 on December 8**th to review Steering Committee feedback on focus group questions.

3. **Russells** finalize focus group questions by **December 15** and shares with WiLS to be shared with Steering Committee.

Focus Group Report

1. **Russells** attend COLAND meeting via phone on **January 12, 10:00 a.m.** to verbally share preliminary focus group findings.

2. **Russells** put together written preliminary findings from all three focus groups to be shared at **Jan. 18 Steering Committee meeting.** Location to be in Portage or WI Dells.

3. **Russells** compile final focus group report by **Feb. 28.**

Survey Development, Deployment, and Reporting Findings

1. **Russells** send draft survey questions to **WiLS** on **January 25** for Steering Committee’s review and feedback.

2. **WiLS** sends survey questions to Steering on **January 25** for them to provide feedback to WiLS individually. **Deadline for feedback is January 30.** **WiLS** meeting with **John Thompson and Paula Kiely** on January 31 to compile and finalize feedback.

3. **WiLS** sends feedback on survey questions to **Russells** by **Feb. 1.**

4. **WiLS** provides email addresses, from **DPI**, for all library directors to the Russells by **Feb. 1.**

5. **Russells** finalize survey by **Feb. 9.**

6. **Russells** deploy survey on **Feb. 12** with deadline of **Feb. 26.** **Russells** send out four survey reminders during those two weeks. We extend survey deadline to **March 2**, depending upon response rate. This is annual report deadline time, but there isn’t much that can be done about this to have this information to Steering by April 2nd as one of their information inputs. The dates of the survey will be heavily promoted so this is on the radar for all.

7. **Russells** compile survey results by **March 23.**