

ADULT AND DISLOCATED WORKER CUSTOMER FOCUS GROUP (90 MINUTES)

INTRODUCTION - 10 minutes (include sign-in sheet)

Welcome! My name is _____ and I will be your moderator for this focus group.

Thank you for agreeing to be a part of our focus group. Your participation today will provide us with the opportunity to gather information about adult and dislocated worker needs related to work and preparation for careers in _____ County.

Although some of you may know each other, we would like each of you to introduce yourselves. Please tell us your name, age, where you live and whether you currently participate in any employment-related or training programs. This will help me as a moderator of the focus group and our observer _____, get to know you.

Social Policy Research Associates is in the process of developing a community asset investment portfolio for the Workforce Investment Boards of Monterey, Santa Cruz and San Benito Counties. This process involves conducting a needs assessment, an inventory of services, and a gap analysis. Your opinion is very important to us and the Board because it will help shape how career-related services are provided in this county.

As part of the needs assessment, we are conducting focus groups like this one in each county to gather feedback from adult and dislocated worker customers like yourselves to help Workforce Investment Boards understand all of the needs in the community. To do this, we have developed a list of questions addressing issues related to the needs of adult and dislocated worker related to employment and training in _____ county.

During the next 90 minutes, we will give each of you time to answer all of our questions. There are no right or wrong answers. Each of you has equally valuable information and thoughts that we are very interested in hearing. I would encourage you to be as open and honest with us during the meeting as you possibly can.

The purpose of our observers is to record what you say. We don't want to miss any of your ideas. In addition to taking notes, we will be recording this session. I want to assure you that all the information gathered at this meeting will be kept confidential and anonymous. The tapes will not be used to identify who said what, but to record all the ideas from the discussion.

Because our time is limited during this session, my role as moderator is to make certain that all topics are covered and to move the discussion along, while ensuring that everyone has a chance to participate in the discussion. As moderator, I want to review the guidelines for participating in a focus group:

- Give priority to those who have not spoken.
- Speak briefly and often.

- Speak one at a time, not on top of each other.
- Be open and honest.
- Be specific. Talk from your own experiences.
- There are no right or wrong answers. All responses are valid.

Again, the focus group is scheduled to last approximately 90 minutes. Are there any questions about what we are going to do today or about anything that I have said? Okay, let's turn on the tape and begin our discussion.

MODERATOR'S QUESTIONS FOR ADULT AND DISLOCATED WORKER CUSTOMER FOCUS GROUP

I. CAREER GOALS

- What are your career goals?
- Do you feel that you can fulfill them here in _____ County? Why or why not?
 - If not, are you considering re-locating? Where?
- What are some of the challenges you have faced in finding or keeping a job?
 - No jobs for which you're qualified.
 - Haven't received the right training.
 - Not enough experience.

II. JOB AND CAREER NEEDS

- What assistance do you need to meet your career goals?
 - Job search assistance.
 - Interviewing classes.
 - Resume workshops.
 - Career counseling.
 - Vocational training—what kind.
 - Job placement assistance.
 - Basic skills classes (GED/ESL).
 - Computer classes.
 - Supportive services (child care, transportation, housing).
- What assistance do you need to keep a job?
 - Job retention counseling.
 - Help with talking to your employer.
 - Supportive services (child care, transportation, housing).

- Additional skills training.
- What kind of help do you need to move up in your job or find a better job?
 - Career counseling.
 - More education-- what kind?
 - More training—what kind?
 - Workshops on how to advance your career.

II. OPINION OF CAREER SERVICES

- Which career or vocational program have you attended or received services from? [Some examples of programs might include: adult education programs, community college programs, vocational training programs, union apprenticeship programs, and One-Stop Career Centers. Discuss the following questions with each program that one or more participants has attended]
 - What were the most valuable parts of this program?
 - What would you change if you could?
 - Were there any services that were missing?
 - Did this program help you find or keep a job or move up in your career?
- How did you find out about this program(s)?
 - Do you think the program(s) is reaching all of the people who need help with finding a job or getting training?
- If you have finished your program of services or training, what challenges have you faced since?
- Overall, what do you think about services to help you find and keep a job or get career-related vocational or educational training in _____ County?
 - Are there any services that are lacking?
 - Are these services located in convenient locations?
 - Are they open at times and days that are convenient?
 - Is it difficult to get services because you are not eligible for them or they are too expensive?
 - Are there any groups of people who might have a hard time receiving services? Which ones? Why?
- Where have you been getting the most support to help you find or keep a job or move up in your career?

III. CONCLUSION

- Is there anything else anyone would like to add?
- Is there anything we could have done to improve this focus group?