

YOUTH 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 help us to learn more about what young people need to achieve their career goals here in _____ County.

Although some of you may know each other, we would like each of you to introduce yourselves. To help us get to know you better, please tell us your name, age and one thing no one else knows about you. To get started, I'll go first.

My company, Social Policy Research Associates is working on a report about the needs of youth and adults for career-related services for the Workforce Investment Boards of Monterey, Santa Cruz and San Benito Counties. These Boards develop policy and make funding decisions for career-related services and this report will help them to make better decisions. Your opinion is very important to us and the Board because it will help shape the how career-related services are provided in this county.

As part of this process, we are having focus groups like this one in each county to get information from youth like yourselves. To do this, we have written a list of questions about the needs of youth related to work and career preparation here 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. Please be as open and honest during the meeting as you possibly can.

The purpose of our note-taker 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 talk. 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 YOUTH CUSTOMER FOCUS GROUP

I. PARTICIPANT CHARACTERISTICS

- What are your career goals?
 - Do you feel that you can fulfill them here in _____ County? Why or why not?
- 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.
- Have you faced particular challenges in finding a job during the summer? Why or why not?

II. EDUCATIONAL SYSTEM

- What have you been learning in school to help you find a job or prepare for a career?
 - Do think this has been helpful? Why or why not?
 - Is there anything else you would like to learn about finding a job or preparing for a career in school?

III. JOB AND CAREER NEEDS

- What assistance do you need to help you reach your career goals?
 - Information about various career and the skills and education needed to achieve them.
 - Internships or work experience.
 - Job shadowing.
 - Help with academic studies.
 - Job or personal mentoring.
 - Paid employment part-time or during the summer.
- What kind of help do you need to find and keep a job?
 - Job search assistance.

- Classes on the basic skills needed to find and keep a job.
- Interviewing classes.
- Resume workshops.
- Career counseling.
- Vocational training—what kind.
- Job placement assistance.
- Computer classes.

II. OPINION OF CAREER AND VOCATIONAL SERVICES

- Who has been part of a career or vocational program? Which program?
- What do you think of that program?
 - Do you think participating in it will help you meet your career goals? Why or why not?
 - What was most useful about the program? Why?
 - What was least useful about the program? Why?
 - What was the best part of your experience with this program?
 - What would you change if you could?
 - Do you need anything that isn't available?
 - Would you recommend the program to a friend?
- Have you visited a One-Stop Career Center? What did you think of it?
 - Have you visited more than once? Why or why not?
- How did you find out about the program?
 - Do you think this recruitment process is reaching all of the young people who need help?
- What challenges have you faced since finishing the program?
- 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 young people need that are not available?
 - Is it easy for young people to receive these services? Why or why not? (Are program hours inconvenient? Is it too difficult to get to the program locations.)
 - Are there any groups of people who might have a hard time receiving services? Which ones? Why?
 - If your friends have not participated in a career or vocational program, why not?

- Where have you been getting the most support to help you find or keep a job or achieve your career goals?
- What would it take for you or your friends to participate in a career or vocational program?

III. CONCLUSION

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