General Description
Conduct a series of focus groups targeting the content and messaging of the "Bridges in a Minute" Cards

Project Details

The "Bridges in a Minute" card is in the process of being updated. Focus groups will be conducted in order to maximize the message's effectiveness. The facilitator of these groups will be responsible for developing and asking questions of the focus group to better communicate the Bridges vision through the current Bridges materials. Feedback from the focus group will be compiled and reported to OME administrators who will use it to modify and add to the current communications regarding the Bridges Curriculum. The overall goal will be to provide suggestions to improve the marketing and communication of Bridges, specifically the Bridges in a Minute card.

Volunteer Requirements

Estimated Hours
One hour per focus group (x3), plus an estimated 3 hours to write up recommendations/follow-up

Skills Required
Question Generation, Conducting Focus Groups, Report Writing

Benefits for Volunteering
Gain experience in marketing, communication and design

Other Project Information

Project Number?

Important Dates
Completed by early May

Availability Requirements
Flexible, dependent on when the groups are scheduled

Location
Parnassus