University Focus Group
Moderator’s Guide
September 04
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I. Introduction and Ground Rules

Ground rules

- We will be tape-recording your comments today. This is for me to review and summarize your thoughts in a report. It would be too hard to try to talk and take notes, so I use a tape recorder.

- This focus group is confidential. Your names will not be connected to comments you might make.

- To make sure we end the group on time and cover everything we need to, I will move the discussion from topic to topic, and allow everyone an opportunity to speak.

- You do not need to raise your hands, but please speak loudly, clearly, and one at a time without interrupting others. There are no right or wrong answers. We are interested in your opinions and you do not have to agree with one another.

- Please introduce yourselves. What institution do you represent, and what is your position within that institution?
II. Discussion Questions

1. When you first think of CSUS what comes to mind?
   - What is our identity?
   - Chickens

2. What do you call our institution?
   - What should be our name?
   - Is it confusing to anyone to have so many names?

3. What are the important variables you look at when you think about recommending CSUS rather than some other institutions?
   - Academic
   - Campus live
   - University reputation

4. What have been your experiences when working with personnel from CSUS?
   - Do you have much interaction with staff?
   - Are they courteous?
   - Are they helpful?
   - Suggestions?

5. Considering your professional point of view, if you were asked to design a high quality urban university what would make sure you included in that university?

6. What are the negatives of CSUS?
   - How do we fix them?

7. What are the positives of CSUS?
   - How do we make them better known?

8. We have talked about a number of topics. Which message do you most want me to communicate to the readers of my report