

EduNet Webinar Agenda

EduNet Webinar: Evaluation Methods: Focus Groups

On-demand Release Date: December 30, 2022

Welcome, Introductions, and Review of Agenda by Midwest Regional CAC
EduNet Webinar Presentation

Course Description:

Focus groups are a powerful method for evaluating the experience of a group of individuals, whether it be MDTs, survivors or staff. Information gathered can change how you administer a program, work as a team or understand your organization's impact. If you've never run a focus group but want to learn the basics, this webinar is for you. We will teach you about the approach, when it's most beneficial, and how to conduct it respectfully and ethically. We'll address common concerns around capacity, confidentiality, challenging participants and frequency. Participants will walk away with foundational knowledge about focus groups and how to conduct them.

Learning Objectives:

1. Understand the value and purpose of conducting focus groups as part of your evaluation methods.
2. Learn when focus groups are most useful.
3. Learn strategies for setting up and facilitating a focus group.

Instructor Bio: Nora Robinson, MSW & Kara Bixby, MPP

Nora Robinson, MSW, is the strategy director at WithInsight, bringing expertise in organizational development, partnerships, program design and project management. She has a Master of Social Work degree from the University of Minnesota, with a focus on nonprofit administration and management. Nora is known as a "social worker for nonprofits"—helping organizations meet their goals and fulfill their potential. Many of her clients have been social service agencies who serve people disproportionately affected by systemic inequities. Nora's human-centered approach to continuous learning ensures that staff examine their individual and collective agency in strengthening the system for those they serve. She leans heavily on years of intercultural development training and facilitation training to empower teams to work across difference and prioritize equity. Through her experience building the capacity of nonprofits, foundations, and education institutions, Nora has developed a reputation as a trusted partner, facilitator and coach.

Kara Bixby, MPP, is the evaluation director at WithInsight, bringing expertise in program evaluation, data analytics and continuous improvement. She has a Master of Public Policy degree from the Humphrey School of Public Affairs, with a focus on evaluation and education policy. Kara believes that when done well, evaluation can give voice to underrepresented individuals, empower staff to learn and develop their skills, and change



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systems to become equitable and effective. Through her roles as a consultant, internal evaluator at a foundation and school district employee, she has built relationships with diverse groups of people including educators, service providers, youth, and parents, many of which have experienced trauma. Her participatory approach to evaluation recognizes where people are coming from and gives them opportunities to engage in appropriate and culturally relevant ways.

Continuing Education: Approved by Minnesota Board of Social Work for 1 hours of CEU through December 2023.

Course Coordinator:

Should you have any questions, please do not hesitate to contact Sara Lee, Program Manager at sara.lee1@childrensmn.org.



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