HMG UT Summary of Evaluations

HMG Study 2: Focus Group Report: June 2012	
Status (select one)	<mark>Completed</mark> In process
Study Focus (select one)	<mark>HMG independent</mark> HMG in combination with other initiative
Model Relevance (Select one)	HMG Call Center Physician Outreach Family Engagement <mark>Community Outreach</mark> Developmental Screening Other (please specify):
Study Framework (Describe each)	Primary research question: Obtain feedback regarding the monthly Networking Breakfasts Target population: Community Providers attending the Networking Breakfast Sample size (if applicable): 10 individuals Study design: Focus Groups
Key Findings	*Please provide a written of key findings and take aways from this study.* Participants of the focus groups were very positive about the Networking Breakfasts. Most had attended the breakfasts more than once, and many attend them regularly. They believe the breakfasts have tremendous networking power. A number of focus group participants cited specific examples of people they met, collaborations that have occurred, referrals that were made, or other positive networking results.
Other *Please describe other relevant information such as budgets, consults, etc.*	We initiated regular surveys, experimented with slightly modified formats, new methods of advertising Networking Breakfast, Expanded our invitation list.

Help Me Grow Networking Breakfast Focus Group Report

Civicus Consulting Group
17612 Highway E
Richmond, MO 64085
815-985-6794

Overview

Civicus Consulting Group conducted two focus groups on behalf of the Help Me Grow program at United Way of Utah County on Thursday, 7 June 2012. The purpose of the focus group discussions was to obtain feedback regarding the monthly Networking Breakfasts, sponsored by Help Me Grow. These breakfasts typically have a speaker or other educational component, a time for attendees to introduce themselves and their programs, and opportunities to network during the breakfast portion of the event. Resource materials are sometimes shared.

Those invited to participate in the focus group discussions were past attendees of the Networking Breakfasts. A total of 10 individuals attended the two focus groups. A third focus group was cancelled because of no attendance. The groups were moderated by Michael Call. Kami Huff, VISTA worker with Help Me Grow, took notes and at times asked clarifying questions or responded to participant questions.

Results

In general, participants of the focus groups were very positive about the Networking Breakfasts. Most had attended the breakfasts more than once, and many attend them regularly. They believe the breakfasts have tremendous networking power. A number of focus group participants cited specific examples of people they met, collaborations that have occurred, referrals that were made, or other positive networking results.

Civicus Consulting Group utilizes a computer-aided qualitative research system to analyze focus group responses. Although transcripts were not made of these two focus groups, we do have contemporaneous notes with which to do an analysis. We have considered the 20 most frequently used words (excluding "common" words such as and, of, or, a, etc.) and conducted an analysis. Words of similar root and meaning were grouped together. The frequency of the 20 most frequently used words is below.

Word	Count	Weighted Percentage (%)	Cumulative Percentage (%)	Similar Words
have	51	3.24	3.24	*gets, getting, give, gives, have, having, hold, make, makes, making, take*
people	34	2.94	6.18	*people*
more	30	2.60	8.78	*more*
time	20	1.73	10.51	*time, times*
know	22	1.67	12.18	*know, knowing, knowledgeable, knows, learn, learning*
networking	19	1.65	13.83	*network, networking*
information	18	1.56	15.39	*conversations, info, information*
good	23	1.52	16.91	*beneficial, effect, effects, good, healthy, just, right, safe*
like	18	1.47	18.38	*care, like, liked, potential, probably*
talk	14	1.21	19.59	*speak, talk, talking*
start	17	1.05	20.64	*beginning, first, gets, getting, part, start, starting*
collaboration	12	1.04	21.68	*collaborate, collaboration, collaborative*
other	12	1.04	22.72	*early, other*
connections	12	0.98	23.70	*connect, connected, connection, connections*
come	17	0.81	24.51	*come, doing, fair, follow, gets, getting, seem, seems*
feel	12	0.79	25.30	*feel, find, look, looking*
resources	9	0.78	26.08	*resources*
topic	9	0.74	26.82	*subjects, topic, topics*
providers	10	0.71	27.53	*allowing, leave, offerings, providers*
community	9	0.70	28.23	*communities, community*

Table 1: Word Frequency

This analysis helps us see that actions associated with *people, time, networking, learning, information,* and *talking* are all common activities. *Talking, connections, collaboration, resources, finding, looking,* and *providers* are all common themes as well.

Graphically representing these words in a tag cloud or word cloud is often useful. Keep in mind that in the following tag cloud, similar words are taken into account—in other words, the most commonly used word—"have"—also represents *gets, getting, give, gives, have, having, hold, make, makes, making, and take.* "Know" not only represents other words with a common root—*knowing, knowledgeable, knows*—but also *learn, learning.*

Figure 1: Tag Cloud

When this same list is run through a cluster analysis, additional insight is gained. We can see how these words were used together—which words or phrases were more likely to occur with other words or phrases.
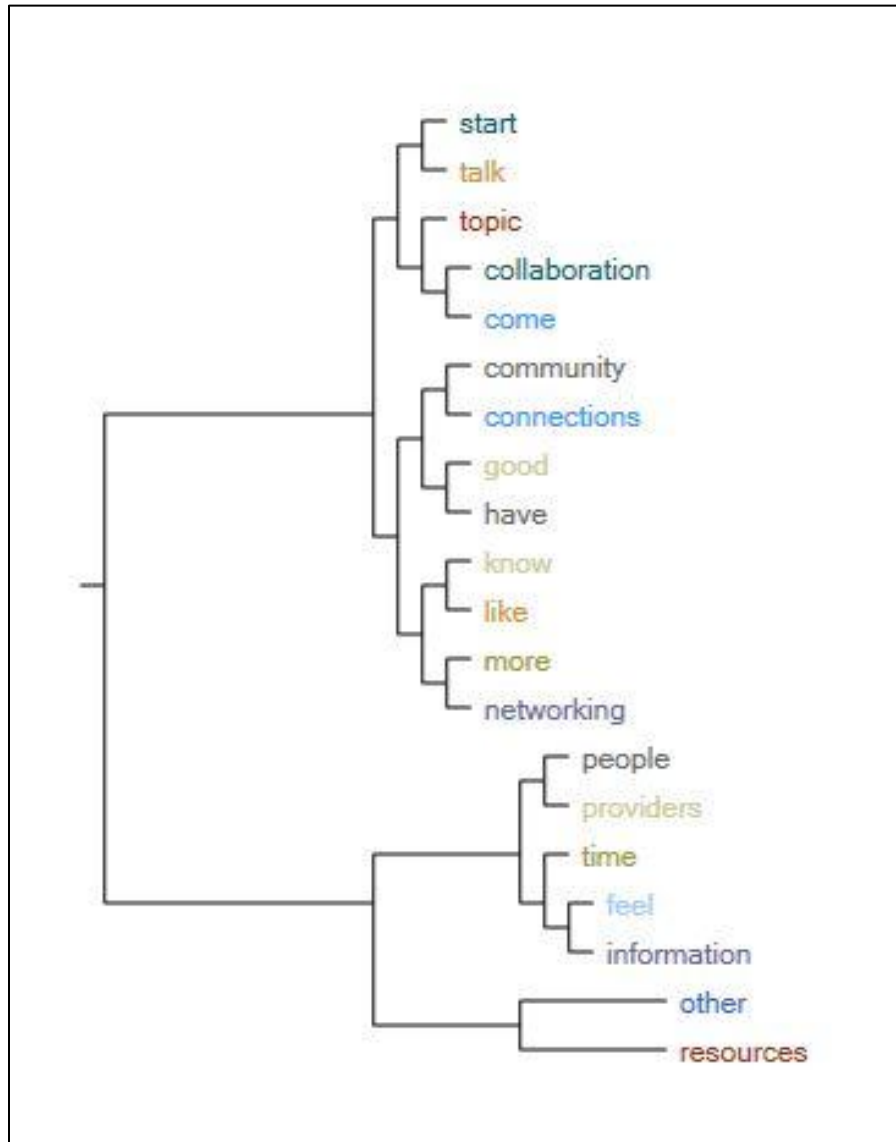

Figure 2: Word Cluster Analysis

We can see from Figure 1, left, that certain words are more likely to be used together than other words. For example "community" and "connections" are used together most frequently. They are connected to "good" and "have," which are also connected frequently. And so, we can say that a common phrase is word or words that have a meaning similar to "It's good to have community connections." Similarly, this group is connected to "know" and "like," as well as "more" and "networking." Therefore, we can deduce that a common theme in the discussions is something like, "It's good to have community connections; I like networking because it helps me get to know more connections."

In the same vein, a common theme was something like, "I feel the information I get from people and providers [at the breakfasts] helps me know more about other resources."

During the focus groups, a number of participants had suggestions for ways to improve the breakfasts. Some ideas include changing the timing of the events, the length of time, the amount of time devoted to networking versus education, and other format-type suggestions. Participants also had ideas on possible future topics and speakers. Although suggestions were plentiful, it is also clear that the present format is very popular and successful.

Conclusions

After moderating the focus groups, reviewing the contemporaneous notes, analyzing the word frequency, and assessing the word clusters, we have come up with the following conclusions:

- Participants value the Networking Breakfasts greatly
- Knowledge is gained and shared during the breakfasts
- Collaboration is high among most participants
- The Networking Breakfasts have become an integral part of the community; service providers' resources are enhanced immensely
- The breakfasts would be greatly missed if they are discontinued.

Recommendations

Because of the feedback received, we recommend United Way of Utah County and Help Me Grow expand the current success of the Networking Breakfasts by

- Regularly surveying participants on possible topics and presenters (this could be done through annual online surveys)
- Experiment with slightly modified formats; for example
  - Periodically hold a network-only breakfast where no education component is provided
  - Extend the meeting time to those who want to stay afterwards have "permission" through formal announcement that networking will occur for 15 or 30 minutes following conclusion of the program
  - Consider holding periodic Networking Luncheons as opposed to breakfasts—these could be brown-bag events where participants bring their own lunches

- o   Consider increasing the frequency of the breakfasts at various times of the year
- Work to improve the awareness of the breakfasts among all nonprofit human service providers
- Seek to expand the invitation list to include an increased number of private-practice or for-profit professionals as well

Appendix: Focus Group Notes

Networking Breakfast Focus Group
Morning Group: 8:00am
June 7, 2012

Purpose:
> To show that Networking Breakfasts have an effect on the system by allowing for more collaboration including more and easier referrals

Attendees:
> Robin Price – Developmental Eye problems, Eye doctor
> Jarrod Davies – Eye doctor with Robin Price
> Tracy Golden – CDC Learn the Signs Act Early
> Tammy Spicer – Discovery Gateway Children's Museum
> Heidi Valdez - DCFS

1. What are the best things about NB?
   a. Networking possibilities with other providers
   b. Meeting other professionals to benefit children and families
   c. Learning about other programs that you might not know about
   d. Building the community feel, helps you not feel lost. Makes the city feel more like family because you get to know people
   e. Sitting at the table and eating together you talk at a different level then a formal sit-down, leads to more personal connections to other groups
   f. It's hard to know where to start and it gives a good starting place, you can make a connection with someone and start from there. Stretches barriers outside of SLC
   g. Diversity of providers, crossing disciplinary lines
2. What are the areas of improvement?
   a. Brag and borrow – bring something that you've done and you brag about it and people can borrow your information and use it
   b. Everyone gets 5 minutes to do a presentation to the whole group (constable that times and moves it one)
   c. Speed dating – keep switching, ask questions, do after people already know what you do
   d. Follow-up and more opportunity to discuss with other people
   e. Community fair – invite the public to come in and learn about these things and programs that come
   f. You could maybe go an hour and a half, probably the longest, if the last ½ hour is just networking and people can leave. An hour seems more doable, but give people the option to stay for an hour and a ½. They may not be as willing to stay at first, but once they saw the benefit for networking they might start staying.
   g. Worth looking at having them at different times, not just breakfast. Lunch might be harder. Maybe having it rotate might be easier for some people. Dinner is more expensive, and people don't really want to come for dinner, might consider lunch.
   h. Maybe give people an idea of who's attending or who's inviting so people can carpool.
3. Do you like the Education component of our breakfasts? Is it worthwhile, do you already know it?

a. Pretty good
b. Frames what you're doing, knows what you're talking about. Get good new information.
c. Always good to have more information
d. Jarrod – It's been new and useful stuff that I didn't know
e. Having a continued variety is important
f. Vision and learning would be a good topic (Robin & Jarrod suggestions)

4. Do you like our networking exercises?
   a. Like the memorable building and activities when you do something, it sticks in your head more
   b. It's times when you do get to talk and interact, not just answering questions
   c. Questions that promote conversations are the best, expanding on educational piece
   d. Do you have time to share information and your involvement?
      i. It's rushed, want to hear more from programs and what they want
      ii. Maybe hold it at a different time that works for more people
      iii. Have one that is just networking, no presentation maybe
      iv. More time to do networking, sometimes it is more beneficial than a speaker
   e. Has collaboration increased due to these NB? Examples.
      i. Potential, haven't seen it but it could happen
      ii. Have used it, Barb introduces me to new people and make those connections (working with someone from DWS, having a casual setting for NB made it so I could propose an idea and get feedback w/o it being official. It was safe and they could talk about hurdles and give advice before moving forward and knew how to get to the right person b/c of it)
      iii. Sending patients to different programs, KOTM have made connections w/ them, it's hard to understand what they are until you sit down and talk to them
      iv. What is happening with the follow-up to keep these connections rolling. Paragraphs on what the organizations are so people can know the organizations that they came and their contact info. Part of the newsletter.
      v. Connect face to organization with picture and pass out as a part of the email

Networking Breakfast Focus Group
Afternoon Group: 12:00pm
June 7, 2012

Purpose:
> To show that Networking Breakfasts have an effect on the system by allowing for more collaboration including more and easier referrals

Attendees:
> Chhristina Pitts – Ability First
> Dean Barley – BYUCC
> Elizabeth Thome – UVPeds
> Janae Moss – HMG Parent Champion
> Mindy Buttars – UVPeds

5. What are the best things about NB?
   a. The speakers are knowledgeable and give good information
   b. Relationships, like PIC, spend a little bit of time getting to know each other. Collaboration thing, base of a relationship.
   c. Collaboration, know more people and who to refer to
   d. Resources to help other people, network and resources, getting people to resources
   e. Referrals
   f. Trends, keep up to date
   g. Community development, making decisions and building capacity
   h. Brainstorming, people bring in their different specialties, creative things happen
   i. Listen and are fed. Rushed to get there, but you get good food with a good speaker
6. What are the areas of improvement?
   a. More time for people to make connection
   b. More time with the agencies sharing within the time frame we already have
   c. Have the speaker go for shorter period of time so that people can talk and collaborate more
   d. Involve the other tables into talking with each other
   e. Start it a little earlier so they are there
   f. Have something at the table that says "talk with people to network" or something
   g. Networking 7:30-8:00, Speaker 8:00-8:45, Activity or questions 8:45-9:00
   h. People might be able to come for just part
   i. People seem to rush through at the end because there isn't enough time (make sure that the person knows how long to speak, start it earlier so people will be on time)
   j. Not knowing the other people that are there
   k. Hold questions to the end or have them ask afterward with the presenter so there is more time for the speaker to speak
   l. Look at subjects by time of year, Dr's in the summer because it's easier for medical providers
   m. Last place was hard to find

n.   Notes of slides, have something they can take notes on (the notes pages aren't as helpful as the slides)

o.   Brief speed networking activity "anyone have a group for young adults" and have people raise hands and just give the name of their agency so people can connect

p.   Communities that care model (check it out!) – maybe use as a speaker (check with Dean Barley BYUCC), factors that kids need in order to grow up healthy (Topic of a future breakfast)

q.   Have someone speak on the disability process, what happens after someone is diagnosed (what does it mean to be on a waiting list, denied, turn 18, disability waiver, disability payment, etc") – effects infants to adults

r.   Make sure gate keepers are there (office assistants), include religious community because people go to dr, religious, schools first (Elder & Sister Butler check with Dean Barley to connect with LDSFS)

s.   Get connected with Latinos in Action, Centro Hispano to get connected into those communities (to a Latino Family Event)

t.   Do a qualtrics survey about topics to those that come

7.   Do you like the Education component the breakfasts? Is it worthwhile, or do you already know it?

a.   They're diverse, sometimes you get a lot out of it and other times not, but you still get things out of it

b.   Look at the topic, and come according to idea of topic and information about the topic

c.   Liked Dr. Karen Lewis on immunizations

d.   Lousy topic or person that isn't credible don't want to go

e.   Networking sometimes doesn't apply to what we're doing (can I bring information back to my doctors?)

f.   Is the benefit more than the cost of being gone from work?

8.   Do you like our networking exercises?

a.   You sit with people that you know, it would be more beneficial to sit with people you don't know (have people get up and move, or a poster at the beginning to remind people to move)

b.   Sometimes doesn't help with networking as much as getting information about a topic

c.   Networking needs to be more structured, activities not as many just questions

d.   Sometimes it is how comfortable you are at your table

e.   Has collaboration increased due to these NB? Examples.

   i.   Don't have enough time, have to speed talk

   ii.   Has increased more informally, gotten resources to give to people

   iii. The resources table with information and brochures that people can take

   iv.   Can get more collaboration with PIC

   v.   Maybe optional networking afterwards if you'd like to stay and people can talk more

   vi.   Gotten more information from the SD about IEP and SE info that I wouldn't have known before

   vii. Gotten more information from an agency on how the referral process works and how they can work better with them

viii. Helps get more information on application process and why it is a certain way

ix. Would like to know who is there more so you know who you might want to talk to or find to go with

x. Really like the "speed dating" case idea