



Focus Groups at CEO

Logistics:

1. Find a **private room** to conduct the focus group and reserve the space for at least 1 hour
2. **Email staff** about the focus group so that they are aware in advance it's occurring
3. Invite 1-2 **staff members** to participate
 - a. Designate one staff member to record notes during the meeting
 - b. The other staff member will facilitate the conversation
4. Invite ideally **6-10 participants** to attend (research indicates the ideal minimum is no less than 4 and no more than 12 participants)
5. Order **food ahead of time** (light/healthy snacks + coffee) as an incentive to participate
 - a. Metro cards can also be offered to participants for their time, or other incentives such as movie tickets or gift cards, as approved by your supervisor

Opening up the conversation:

1. Introductions: The facilitator explains the **purpose of the session**, asks the group for permission to record the audio, explains a few ground rules about hearing from all voices, respecting one another, and then begin introductions by going around the table stating your name, role/tenure at CEO, and an **icebreaker** of your choosing (note: during introductions you can encourage people to being to eat).

Initial warm up question:

1. How has CEO been for you so far?

Encouraging both positive feedback as well as constructive criticism:

1. *Positive*: What's the best part of CEO? (probe: What should we do more of?)
2. *Constructive*: If you could change one thing about CEO, what would you change? (probe: can you tell me more about that?)

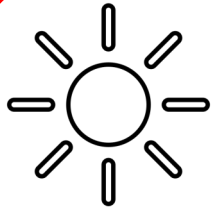
Specific questions (consult your question guide):

1. The conversation will often progress organically, with participants riffing off of each other. There may be specific questions that you wish to ask during a session, at which point it is very helpful to have a prepared list or "**question guide**" to consult. Remember to phrase questions in an **open-ended** manner and maintain a **warm**, nonjudgmental demeanor. The spirit of **Motivational Interviewing** goes hand-in-hand with a focus group!

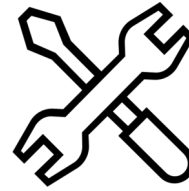
Closing the session:

1. Ask participants for final thoughts, anything they haven't yet shared but want to
2. Thank everyone for attending and make sure to have a record of names and ID numbers
3. If there are specific issues that involve one-on-one attention, follow up directly within one week
4. Provide business cards or contact information as necessary to all participants

Listen for Good (L4G) Visitor Experience & Satisfaction Report // Cycle 2 Spring 2017 Reflection



1. What are 1 or 2 bright spots to celebrate?



2. What are 1 or 2 things that you think are priorities for change?



3. What is a 'next step' you can take towards that change?
What support/resources may be needed?

L4G Cycle 3 -- Discussion Meeting Invite and Sending out the Report Email Copy

MEETING INVITE:

To: Stakeholders

Subject: L4G Cycle 3 Stakeholder Discussion Meeting

Invite Text:

Hello everyone!

Please let's meet to discuss the results of the third cycle (June-August) of data collection with the OMSI visitor experience and satisfaction surveys.

I will send the report out with some discussion questions to keep in mind in advance of the meeting. In the meantime don't hesitate to reach with comments, concerns, or questions.

Thanks,

Carla & Marcie

As a reminder:

Project Background:

Funder/Grant:	Fund for Shared Insight & Oregon Community Foundation / Listen for Good (L4G) grant
Time period:	funding for two years (April 2016 – April 2018)
Goals:	<ul style="list-style-type: none">• Improve museum operations and offerings through systematic feedback data collection and communications with visitors.• Develop and refine system as a formal organizational practice for potential implementation in ongoing museum operations beyond the life of the grant.
Project:	Conduct 4 seasonal cycles (2 per year) of visitor feedback loops
Audiences we heard from:	Visitors during \$2 Sundays, Visitors during non-\$2 Days (general audience), and Visitors in Science Playground

The Survey:

The survey (implemented in-person on tablets in both English and Spanish) included core questions required by the funder and few additional questions of interest to OMSI stakeholders.

General survey themes:

- Demographics
- Motivation for coming
- Areas of the museum visited
- Satisfaction with their visit
- What OMSI is doing well and what can be improved
- OMSI's impact on learning
- OMSI as a trailhead

L4G Cycle 3 -- Discussion Meeting Invite and Sending out the Report Email Copy

SENDING OUT THE REPORT:

Date: 9/27/17

To: Stakeholders

Subject: Summer 2017 Report: L4G Visitor Experience Survey

Hello,

Attached you will find the report of results from the third cycle of data collection with the OMSI visitor experience and satisfaction survey for the Listen for Good project.

We will be meeting next Thursday, 10/5, from 12 to 1pm in the Design Annex to reflect on and discuss these results and next steps.

To prepare for this meeting, please review the report and consider these questions:

- What's most surprising to you?
- What resonates most with you?
- How does this information relate to OMSI's strategic priorities?
- What are the bright spots to celebrate?
- What are 1-2 things to prioritize for change?
- If results are higher or lower than you expected, what do you think is causing this?
- What can OMSI do in the near-term to demonstrate that we are listening and close the loop with visitors?

Questions welcome and I look forward to the discussion!

Carla & Marcie

its rediscovery over 250 years ago, **POMPEII: THE EXHIBITION** features a 4D eruption theater, and nearly 200 artifacts, including frescoes, mosaics, and precious items belonging to the residents of Pompeii.



ON VIEW

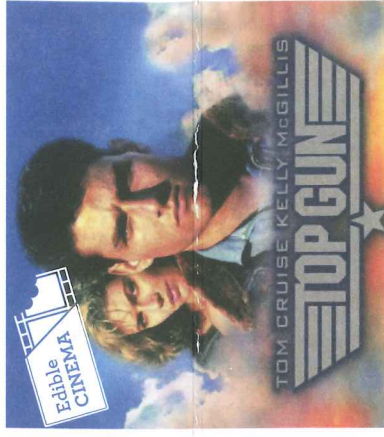
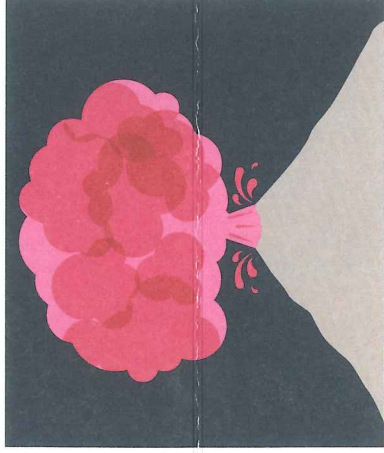
June 24 - October 22, 2017

SPECIAL MEMBER PRICING

Adults \$16

Seniors \$12

Youth \$10



STAR PARTY:

Lunar Viewing

JUL. 8 | 9PM | ROOSTER ROCK & L.L STUB
STEWART STATE PARK

View the moon, stars, and other celestial objects up close through telescopes! The angle of the sun will cause deep shadows to fall on the moon's surface, making its highlands and craters more easily visible.



OMSI AFTER DARK:

Explosions!

JUL. 26 | 7 - 11

Explore the science behind volcanoes as we blow the lid off the science behind blasts. Then, see how science and history collide by visiting POMPEII: THE EXHIBITION.

EDIBLE CINEMA:

Top Gun

AUG. 2 | 7PM | EMPIRICAL THEATER

Perfect for food and film lovers alike, this quarterly series combines good food with the fun of movie night as expert chefs curate a bite-sized tasting menu tailored to specific moments in the film.



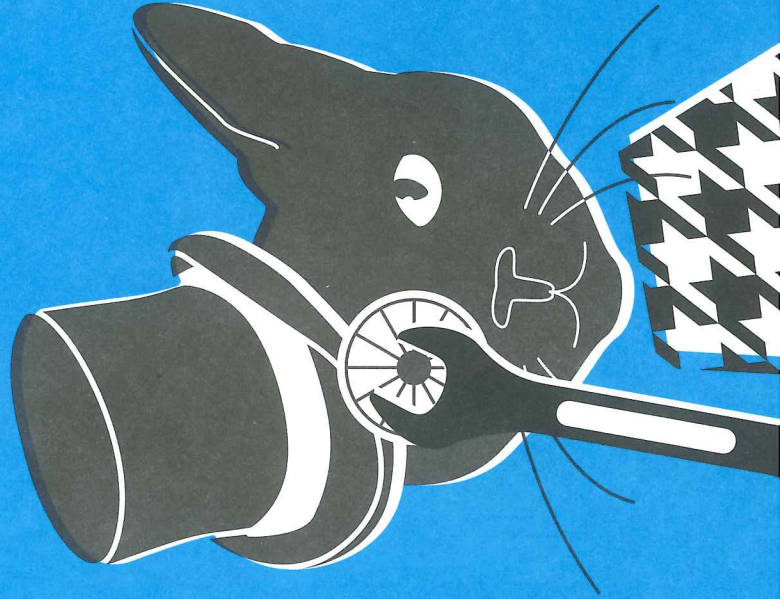
OMSI Partial Solar Eclipse Viewing Party

AUG 21 | 8AM | OMSI'S FRONT PLAZA | FREE

Join us for a free Partial Solar Eclipse Viewing Party in Portland on OMSI's Front Plaza. Enjoy space science activities, refreshments from the Empirical Cafe and purchase your eclipse viewing glasses from OMSI's Science Store. The main event will begin with first contact around 9:06 AM, the maximum partial solar eclipse of 99.1% will be at 10:19 AM, and last contact will be 11:38 AM. Space science activities will include Star Quilts, Planispheres, Pocket Solar Systems, Sun Dials, and more! *Note: You MUST use a solar eclipse viewer to watch throughout this extraordinary event. Standard parking rates apply.*

Listen For Good Project

In September - October 2016, we surveyed over 100 visitors to Science Playground through a grant project funded by the Fund for Shared Insight and the Oregon Community Foundation. If you shared feedback during that time, thank you! Your feedback is a huge part in helping us elevate the guest experience at OMSI! Based on feedback, we are experimenting with some new ideas for our youngest learners. Stay tuned this summer for more rotating experiences!

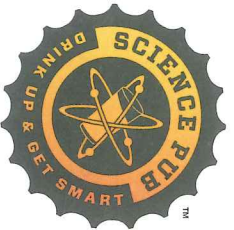


Portland Mini Maker Faire®

Be part of the greatest show-and-tell on Earth and celebrate the Maker Movement!

The Portland Mini Maker Faire, a family-friendly showcase of invention, creativity, returns to OMSI September 16 - 17, 2017.

Apply to be a Maker at: makerfaireportland.com



Science Pub is
a monthly event
open to all ages.

No RSVP or scientific background required.
Just bring your curiosity, sense of humor, and
appetite for food, drinks and knowledge!
Visit: omsi.edu/sciencepub

**From Apples to Hellfire:
A Whirlwind Tour of Hard Cider from
the Basics to Secret Recipes**

JUN. 20 | 7 - 9PM | EMPIRICAL THEATER
With Nat West, Cidermaker, Owner and Founder
of Reverend Nat's Hard Cider

**Nature's Fury:
Living with Active Volcanoes**

AUG. 15 | 7 - 9PM | EMPIRICAL THEATER
With John Pallister, USGS Volcano Disaster
Assistance Program; Marta Calvache, PhD,
Colombian Geological Survey; and Richie
Robertson, PhD, University of West Indies

**Chasing Shadows, Then and Now:
The Great American Eclipses of 1878
and 2017**

JUL. 18 | 7 - 9PM | EMPIRICAL THEATER
With David Baron, Author, Journalist, and
Broadcaster

Antarctica: Below the Waterline

SEP. 19 | 7 - 9PM
With Paul North, Founder of Meet the Ocean and
Underssea Specialist with Lindblad Expeditions/
National Geographic



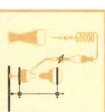
Adults 21+, IDs required

It's a night at the museum for the 21+ crowd
filled with food, drink, music, and science fun!
Get a head start at happy hour beginning at
5pm in Theory with stone hearth pizza and local
beer, hard cider and wine.
Visit: omsi.edu/afterdark



Ciderfest

JUN. 21 | 7 - 11PM
Drink up as we toast the history,
tradition and science that goes
into crafting cider.



Brewfest

SEP. 27 | 6 - 10PM
Don't just drink beer, learn
beer! Sample beers from local
breweries, and learn something
while you're at it.



Oceans

AUG. 30 | 7 - 11PM
Dive into the science behind the
deep blue seas (and oceans) of
the world.



Spirits

OCT. 25 | 6 - 10PM
Ghosts, goblins, and whiskey,
oh my! Get in the spirit and
celebrate Halloween—costumes
encouraged!



Oregon Museum of Science and Industry
1945 SE Water Avenue
Portland Oregon 97214

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OMSI
ELEMENTS
SUMMER 2017

A VOLCANO AWAKENS, A CITY VANISHES

POWELL



Closing the feedback loop: Sharing results with girls and staff members

Our context

Asking for girls' feedback aligns with PACE's belief of providing girls with opportunities for self-advocacy. The Listen for Good Project provided girls a voice and made PACE accountable for acknowledging what they had to say and for sharing across the organization girls' concerns and ideas. To close the feedback loop, PACE was challenged to find innovative strategies to communicate findings in an engaging non-threatening way across 19 Centers located in different counties across Florida.

Our Strategy

We used video conference technology to loop-in multiple PACE Centers and discussed our findings. To make this experience engaging, survey results were disseminated playing Jeopardy. Each PACE Center was considered a team and took turns selecting the questions. We used our qualitative data analysis to identify the game categories and select information that was relevant for the girls and staff members. Our game categories included: 1) all about the survey (we ask about logistics associated to the survey administration process); 2) things that PACE could do better; 3) things that girls like; 4) things that girls want (these are girls' improvement suggestions); and 5) PACE Environment. Efforts were made to develop questions that captured the data and were also fun.



	All about the survey	Things that PACE could do better	Things that girls like	Things that girls want	PACE environment
100	100	100	100	100	100
200	<p>Also good for trains, PACE keep girls on this?</p> <p><small>Correct Response Continue</small></p> <p>What is the right track?</p>				
300					
400					
500					
500					



Resources:

Jeopardy Labs: Allows you to customize a Jeopardy game online: <https://jeopardylabs.com/>



Girls' feedback!

Tell us what you think about PACE

Frequently Asked Questions by Girls

Why do I need to take a survey?

Pace Center for Girls believes that each girl's thoughts and opinions matter and are essential in improving our Centers and ensuring the provision of quality services. This is your opportunity to let PACE know what you like or don't like and make suggestions that can impact how things are done at your PACE Center.

What kind of questions are you asking?

The survey questions are about your experiences at PACE Centers.

How will my answers be used?

The answers to all the surveys will be gathered into a report describing what girls like, do not like and areas of improvement. The results will be shared with PACE staff members and PACE girls.

Can my answers be identified as mine?

No. This survey is **ANONYMOUS**. Results will be combined together and no single response can or will be identified. The answers you provide cannot be linked to your name.

How can I take the survey?

You will be taking the survey using a computer or a tablet.

When am I supposed to take the survey?

The survey will be administering during the week of October 10. PACE staff members will let you know when it is your turn to complete the survey.

How long will it take me to finish the survey?

The survey will only take 5 minutes!

Is the survey mandatory?

The survey is not mandatory, but it is one of the few ways in which girls can provide their thoughts and ideas freely. Let PACE hear your voice!

Frequently Asked Questions by Staff

Why are we conducting a survey?

Pace Center for Girls believes that each girl's thoughts and opinions matter and are essential in improving our Centers and ensuring the provision of quality services. For this reason, we are developing a feedback loop to gather girls' feedback and satisfaction data.

What are we asking the girls to do?

We are asking girls to provide their thoughts and opinions about the center by completing the survey.

What does the new survey measure?

The survey measures the NET Promoter Score, perception of safety at the center, relationships with staff members, relationships with other girls, what PACE is good at, what can PACE do better and how well is PACE meeting girls' needs.

What is the Net Promoter Score?

The Net Promoter Score (NPS) is a highly regarded loyalty metric that people use to collect customer feedback. It is based on asking people a single question that predicts the likelihood of referral: "How likely is it that you would recommend this company to a friend or colleague?" Customers rate their answers on a scale from 0 to 10.

I do not think the girls will understand the NPS, what should I do?

If you think the girls will not understand what the NPS question is asking, here are some things that you can do to prepare her for the survey:

- You can introduce the concept of surveys and the NPS question in your classes. Ask the girls to rate things they are familiar with, like ice cream, using a 10 point scale.
- You could help address comprehension questions during the survey administration. However, be careful to remain impartial and **do not** influence girls' responses in any way.

Who should take the survey?

All girls enrolled in the program during the survey administration period.

Is the survey anonymous?

Yes. This survey is **ANONYMOUS**. The answers you provide cannot be linked to the girls' names.

Is the survey mandatory?

The survey is not mandatory, but it is one of the few ways in which girls can provide their thoughts and ideas freely. Please encourage girls to participate in the survey. Our goal is to have 100% participation; this means that we want all girls who attended PACE during the FTE week to complete the survey.

When are we administering the survey?

The feedback survey will be administered to the girls three times per year (Summer, Fall and Spring) during FTE week.

Who will be responsible for the survey administration?

Centers will be responsible for surveying the girls. A contact person for this project has been identified at each center and will serve as the lead person at the Center.

How are we administering the survey?

The survey will be administered electronically through Survey Monkey and using tablets or computers. The Director of Program Evaluation will send the contact person at your center an e-mail with the survey link. The contact person should use the survey link to set-up the equipment that will be used during the administration.

How are the results going to be used?

Results will be combined together to create reports with the following information.

- Center level: aggregates all the girls at your center.
- PACE level: describes aggregates of all the girls at PACE Inc.
- NPS benchmark: will allow for a comparison of the NPS score taking into consideration organizations that provide similar services.

Are we sharing the results with the girls?

Yes! Our intention is to share the results of this survey with the girls after we had an opportunity of sharing them with staff members. In some cases, we may ask for their help with results' interpretation.

If I have questions about the survey, who should I contact?

You can contact Lymari Benitez, Ph.D. Director of Program Evaluation at 904.421.0898 or lymari.benitez@pacecenter.org.

Do you know what the rating scale means?

How likely it is that you would recommend PACE Center for Girls to a friend or family member?



I really do not like PACE and I won't recommend it!



I do not like or dislike PACE, I do not know if I would recommend it



**I love PACE!
I would recommend it**

