

**8. ELCAA: Key Informants: Focus Groups** [See 6. ELCAA: Community Focus Groups: Step by Step for general instructions]

Thank you so much for making time to be here today, and for taking part in this focus group. I'm \_\_\_\_\_ [your name, title/job at library and your focus group role; also have assistant/note takers introduce themselves].

The library is retooling its early literacy services and we're starting by getting to know groups and agencies like yours to have your insights about working with young families and to understand the pressures and opportunities that young families face. [Tell them what's in it for them – that you'll share the results of your ELCAA interviews and focus groups with them].

Let's briefly do some introductions: tell us your name, organization and your position there. Looks like we have wonderful group of multiple talents here today! [Set expectation for time frame and housekeeping details like restroom locations. If using snacks, toys, and notepads say] Feel free to eat, doodle, take notes, or play with toys while we talk

1. Tell me what it's like doing your work in \_\_\_\_\_ [your community]. What do you see as your mission as you work with young families?
2. From your perspective, what is it like for young families living here?
3. What other agencies/organizations do you work with in assisting young families?
4. What are some of the most respected and/or useful agencies or organizations in \_\_\_\_\_ [your community/region]?
5. What gaps do you see in services or resources for young families? How could those gaps be filled?
6. How familiar are you with the library services that we provide for young families? [ask them to name some. If some are not known, briefly describe them].
7. What role do you think the library should play as a community resource both to your organization and to young families?
8. Is there anyone else I should talk to in order to get a good understanding of the situation here for young families?
9. Is there anything else I should know or that you would like to add to what we discussed?

I am so appreciative of your time and knowledge today! [If you are going to share the results of your ELCAA in any way, reiterate here how you will share it with them.] Thanks again!