



BEYOND THE SURVEY

Focus Groups

Retreats

Kansas State University

- Located in Manhattan, Kansas
- 23,000 students
- 50 states & 90 countries are represented
- 250 undergraduate degree programs
- 11 master's, doctoral & certificate programs
- 81% are Kansas residents



University Life Café

Purpose

- University Life Café is an innovative, interactive online program designed to engage college students in promoting mental wellness, particularly with regard to prevention of suicide, depression, and substance abuse and to encourage help seeking behaviors.



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WHY FOCUS GROUPS AND A RETREAT

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- Surveys are a valuable tool...but -
- Personal interaction with students provide a rich dialogue that cannot be captured by a static survey.
- Students are co-constructing the project and feel they are an important part of the initiative.



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STUDENT EXPERTS: ON THE CUTTING EDGE

- ▶ Focus Groups
- ▶ Method to invite students –table at the student union.
- ▶ Questions – open ended regarding student's thoughts about the website.
- ▶ Videotaped and transcribed.
 - What websites they frequent.
 - Where would they go on the internet for mental health information.
 - What style and tone were appealing.
 - What would they suggest for a K-State site.
 - What were student needs.



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OVERNIGHT RETREAT

- Method-Students requited through invitations sent to students (see handout).
- Questions were open ended and centered around planned activities.
- Specific objectives for the process were to assess student's preferences, and needs.
- To develop a content theme, layout and design.



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RETREAT

- Provide an inviting environment away from campus. (Over MLK Weekend)
- Learn from the cutting edge sites
 - Wireless computers set up
 - Break into groups to brainstorm ideas
 - Videotaped the retreat and transcribed
 - » Video releases/informed consent



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OVERNIGHT RETREAT

- Secondary benefit.
- 28 students and faculty including international from several countries.
- Connections formed between faculty & students.
- Building a community on & off line.



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Synthesizing Information

- All advisory meetings/focus groups videotaped.
- Transcribed all ideas.
- Ideas to the web developers.
 - Translated student ideas into what would be feasible

