

# Adapting Assessment Practices to Continue Engaging Student Voices During the Pandemic: Virtual Focus Groups as a Viable Option

Dr. Jessica M. Turos  
Associate Director, Office of Academic Assessment  
Bowling Green State University

[jmturos@bgsu.edu](mailto:jmturos@bgsu.edu)

# Learning Outcomes



- Identify how to engage students in the assessment process
- Discuss virtual focus group formats
- Examine strategies for implementing online focus groups

# Student Learning Analyst Program



**Student Learning Outcomes:** Students who serve as a student learning analyst (SLA) will:

- Design assessment projects to investigate topics identified by administration
- Create reports analyzing and summarizing assessment findings
- Present findings from assessment project(s) to the BGSU community in a variety of formats

**Primary Duties:**

- Investigate (i.e., design, conduct, and analyze) projects related to student learning experiences
- Create written and verbal summaries of assessment data
- Collaborate with peers, graduate assistants, and supervisor on assessment projects
- Participate in bi-weekly Student Learning Analyst team trainings

# COVID-19 and Adapting Assessment

---

- Team meetings moved online
  - Continued collaboration
  - Onboarding as a virtual process
  - Flexibility of schedule
- Introduction of virtual focus groups
  - Sharing questions in the chat box increased focus
  - Technology challenges and successes
  - Pressing topics

# Engaging Undergraduates in Assessment

---

## Discussion Questions:

- How do you currently engage students in assessment?
- What has worked well?
- What challenges have you encountered?

- Strategies
- Lessons Learned

# Focus Groups

- What are they?
- Why would you use them?
- What are the benefits?
- What are the limitations?



# Synchronous, Online Focus Groups

---

- Chat Room
- Web Platforms



**Cisco Webex**



# Implementing Virtual Focus Groups



- Useful strategy for adapting assessment practices to meet challenging times
- Lessons learned
- Future implications



# Application



## Discussion Questions:

- How could you more actively engage students in assessment at your institution?
- What are some potential virtual group topics you would like to explore?



# Questions