

Undergraduate Major – Focus Group Interview Guide - General

Bio Ambassadors: Leaders who are identified as leaders (most in animal science) for the college

5:30-5:35

Introduction and purpose:

KF Introduction

Recording information and follow up options:

5:35-5:40 Description of the methodology

1. Intro: Where do you see yourself right after graduation and then follow up, where do you see yourself 5 years out?
 - What do you most value about your future college degree from CSU?
2. What has been your favorite course and why? Probe instructional strategies and formats (labs, etc.)
3. Most jobs in agriculture do not involve actual farming, and rather they support the production and distribution of food. Much of this work depends on understanding the science behind food production.
 - Knowing that, which of the following topics sounds appealing to you? (This question is partly about marketing and for designing a curriculum (so what do we emphasize?))
 - A. Food and food production
 - B. Sustainable agriculture
 - C. Invasive pests (plant diseases, insects and weeds) and how they affect natural, agricultural and urban systems
 - D. Improving food security
 - E. How pests impact agriculture and how to manage them
 - F. How plants, insects and microbes function in natural systems
4. How did you and your peers select your degree program? (or how will you select it?) (For students from other majors: What would our department's degree program need to offer for you to choose it over your current degree program?)
5. Final exercise: This is a short handout to be done at the end. "Of the following names for a college degree program, which of the following do you find most appealing and why? If none of these, what other names would you suggest?"
 - A. Agricultural Biology
 - B. Sustainable Pest Management
 - C. Integrated Pest Management
 - D. Plant and Ecosystem Health
 - E. Plant Protection
 - F. Applied Pest Biology
 - G. Food System Protection