

Undergraduate Major – Focus Group Questions

Which of the following names for an undergrad major would you find most appealing and why? (list potential names); if none of these, what other names would you suggest?

What would our department's undergrad major need to offer for you to choose it over Biology? (maybe just for the Bio majors)

If our major can offer experiential learning (lab placement, internships, supervised teaching/outreach), would that appeal to you and why?

Would you be interested in a major related to food and food production (mentioning that most jobs in ag do not involve actual farming)?

What criteria do you and your colleagues use in deciding on a major?