

Undergraduate Major – Focus Group Questions

Numbered questions represent the information we wish to gather through the focus groups. Bulleted questions are those that address specific components of the overall topic area or are examples of different ways to word the questions. Please add comments and edits using TrackChanges.

1. What do you want to get out of a university education?

- Is a college degree most important to you because it will help you get the job you want or some other reason?
- What type of learning environment do you want: lecture or experiential?
 - If our major can offer experiential, problem solving, problem based learning (lab placement, internships, supervised teaching/outreach), would that appeal to you and why?

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? (Please add example names for majors designed to appeal to students on different levels or for different reasons. I have listed a few. Please note your thoughts about whether or not these example names should be included or replaced by others)

- Agricultural Biology
- Sustainable Pest Management
- Integrated Pest Management

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

For students on campus:

What criteria did you use for choosing your current major?

For biology majors:

What would our department's undergrad major need to offer for you to choose it over Biology?

2. Would this appeal to you? Do you like what we have to offer?

Mention that most jobs in agriculture do not involve actual farming.

Would you be interested in a major related to food and food production/insect ecology/microbial ecology/sustainable agriculture/plant diseases/ others ?

What major would you be interested in if it is not on this list?

3. What sort of science do you want to do? What sort of job would you want in science?