

## Undergraduate Major – Focus Group Questions - General

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.

### 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? if none of these, what other names would you suggest?
  - A. Agricultural Biology
  - B. Sustainable Pest Management
  - C. Integrated Pest Management
  - D. Plant Health
  - E. Plant Protection
  - F. Crop Protection
- 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/other majors: What would our department's undergrad major need to offer for you to choose it over Biology/Other?

**Commented [D1]:** Simpler sentences would be easily understandable for the undergrads: Would it appeal to you if our major offers opportunities to be involved in research, industrial internships, teaching experiences, and/or outreach activities?

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

(Perhaps mention that most jobs in agriculture do not involve actual farming).

- Would you be interested in a major related to
  - A. Food and food production
  - B. Insects and the roles they play in natural and agricultural systems
  - C. Microbes and the roles they play in natural and agricultural systems
  - D. Sustainable agriculture
  - E. Plant diseases and the roles they play in natural and agricultural systems
  - F. Invasive plants and weeds and how they affect natural, agricultural and urban systems
  - G. Preventing and managing biological invasions
  - H. Reducing food insecurity
- 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?

**Commented [D2]:** Maybe describes more about this: Are you interested in basic research? Or applied research?