



An affiliate of the American Evaluation Association

**2011 Fall Workshop**  
***Seating is Limited - Register Today***  
***(Registration Deadline: September 27, 2011)***

### **Fundamentals of Moderating Focus Groups**

**Tuesday, October 4, 2011**  
**9:00 AM—3:00 PM**  
**Mitchell EMC Auditorium**  
**475 Cairo Highway**  
**Camilla, GA 31730**

The workshop will be offered by experts in the field: Catherine Kostilnik, President, Center for Community Studies, and Mark Miller, Health Planner Analyst, Phoebe Putney Memorial Hospital.

During the workshop, participants will learn through lecture and hands-on experience:

- The benefits and limitations of focus groups
- The stages of a focus group
- How to develop a purpose statement
- How to write focus group questions
- How to facilitate a focus group
- Recruitment strategies

**For more information contact:**  
**Johnnie Marston**  
**706-298-4512**  
**[jmarston@ccstudies.org](mailto:jmarston@ccstudies.org)**

Fees: (Pre-registration required)  
\$10 - SGEA Members  
\$20 - Non-members  
Lunch is included.

Cut along line below



**Registration deadline: September 27, 2011**

**SGEA 2011 Fall Workshop Registration Form**  
***\* Make Checks payable to "SGEA" and pay by check only please \****

Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Work or Cell Number \_\_\_\_\_

Payment Amount: \_\_\_\_\_ \$10 SGEA Members \_\_\_\_\_ \$20 SGEA Non-Member

Mail registration form with payment to: Center for Community Studies, P.O. Box 446, LaGrange, GA 30241