

Focus Group Question Template

Semi-structured interviews were conducted with HCC employees. The interviews consisted of mostly open-ended questions. The purpose of the interviews was to gather qualitative data regarding the process of aligning industry credential requirements within coursework, the perceived value of industry credentials, the role of credentials in retention and completion, and employee recommendations.

- When did your programs start providing industry credentials?
- Did programs in your department already have embedded credentials prior to the grant?
- Are the credentials required for employment?
- What were the biggest challenges in embedding credentials? How were these challenges overcome?
- Are there any continuing challenges?
- What value does earning a credential provide to students?
- What value does embedding credentials provide to programs at your institution?
- What do you see as the biggest challenge in retaining students/students completing their program?
- What has your institution been doing well regarding the grant/industry credentials?
- What has your institution/your program been doing well in retaining students? How have credentials played a role in retention/completion?
- Is there anything your institution can improve on?
- What recommendations do you have for your institution moving forward?
- What recommendations do you have for other colleges who might want to follow your institutions model?