

Common Themes in Focus Groups/Interviews

1. Engagement:

- The “real experience” ethos should be a key element in framing our research, scholarship, and creative activity enterprise.
- The added vocational value of navigating ethical review should be a the center of communicating opportunities.
- Enhanced email digests, social media, personal communication are primary drivers in communication engagement at LU.
- Stakeholders are more apt to access conversational and narrative resources than online, written guidance.
-