METHODOLOGY

Bulletin Board Discussion Groups, Live Focus Groups, Telephone in-depth interviews, Webcam Groups	Live Focus Groups, Bulletin Board Discussion Groups, In-depth telephone interviews, Online quantitative surveys	Live Focus Groups, Multi-Wave Bulletin Board Discussion Groups	Bulletin Board Discussion Groups, Online Quantitative surveys	Bulletin Board Discussion Boards, In-depth Telephone Interviews

| **Product Concept Testing** | **Market Needs Assessment** | **Teacher Trends Panel** | **Member Needs Assessment** | **Sales Material Evaluation (Win/Loss)** |

OBJECTIVES

To obtain design and content feedback for print, digital or web products in nearly every subject including RTI, ESL . SPED, test readiness.,	To determine the strengths and weaknesses of current brands used as well as unmet needs of the marketplace prior to product development	To follow panelists over weeks/months to gather information regarding product experiences or subject area trends.	To understand member satisfaction with specific teacher associations along with the key benefits/services offered	To determine key reasons for adopting /selecting specific product brands, including marketing materials/ presentation review.

METHODOLOGY

| In-depth Phone Interviews with instructors at State Colleges and Universities | Focus Groups & in-depth telephone interviews with Instructors and a 3-day Bulletin Board Focus Group among college students | In-depth Phone Interviews and Online Quantitative Survey among Instructors in 2yr and 4yr Institutions | Bulletin Board Focus Groups, Online Quantitative survey, In-depth Phone Interviews with Adjuncts in 2yr & 4yr institutions | Teleconferences among students at State Colleges, Ivy Universities and Community Colleges |

| **Instructor Course Material Selection Journey** | **Digital Library Concept Test** | **Instructor Drivers & Barriers to Digital Products** | **Adjunct Journey** | **Audio Study Tools Concept Test** |

OBJECTIVES

| Identify moments of truth during instructors' course material journey, from selection through usage, that lead to disconnection | Assess interest in a library of media products designed to enhance and engage the learning of Humanities/ Social Science course materials | Understand instructors' motivations and barriers to the use of digital products in their classes | Understand the career path, workflow and course material selection journey of adjunct instructors | Determine the value/interest in audio study tools developed for Humanities/Social Science course materials |

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Sample Research (3 of 4): College Student

METHODOLOGY

| Bulletin Board Focus Groups and Online Quantitative surveys among 2yr, 4yr, & career tech students throughout the semester | Focus Groups & in-depth telephone interviews with Instructors and a 3-day Bulletin Board Focus Group among college students | In-depth Phone Interviews and Online Quantitative Survey among college students in 2yr and 4yr Institutions | Email Strategy among College students planning to attend2yr & 4yr institutions | Bulletin Board Focus Groups among High School Juniors and Seniors |

Student Course Selection Journey | **Digital Library Concept Test** | **Student Drivers & Barriers to Digital Products** | **Pre-college Experience** | **College Exam Test-prep Motivations**

OBJECTIVES

| Develop a picture of the college student as a consumer of course materials and gain insights into their overall journey and decision process | Assess interest in a library of media products designed to enhance and engage the learning of Humanities/ Social Science course materials | Understand instructors' motivations and barriers to the use of digital products in their classes | To understand the flow of type of flow of information that takes place between students and colleges prior to orientation. | To understand the attitudes and emotions surrounding Test-prep classes for college SAT/ACT testing. |

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Career Readiness/Learning and Development Research Experience

METHODOLOGY

Those selecting adult-Ed products/ training products in adult learning centers, community colleges, career centers	Bulletin Board Discussions among HR/ Development managers, underwriters & reinsurance professionals	Telephone interviews followed by an online quantitative study with group benefits brokers	Telephone interviews among corporate and university decision-makers for test prep materials for a range of professionals	Online quantitative study among educators who belong to an association
Career Readiness Concept Study	**Online Industry Training Program Concept**	**Broker Training Needs Study**	**Corporate Test Prep Certification Research**	**Member PD Academy Evaluation**
To obtain feedback on the content of the online program including benefits and barriers to increase engagement and use	To evaluate the concept, and identify improvement priorities from a product, price, positioning perspective	To explore the broker training landscape and identify specific broker training needs, especially with carriers	To deepen understanding of the purchase journey for test preparation materials for these audiences	To evaluate interest in a large-scale professional development offering by members

OBJECTIVES

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