



**Cloudy with a
chance of insights:**
silver linings and
practical tips from
online focus groups
with young people



Groups of ages 10 – 14

**Youth participant
voices were key to
the evaluation**





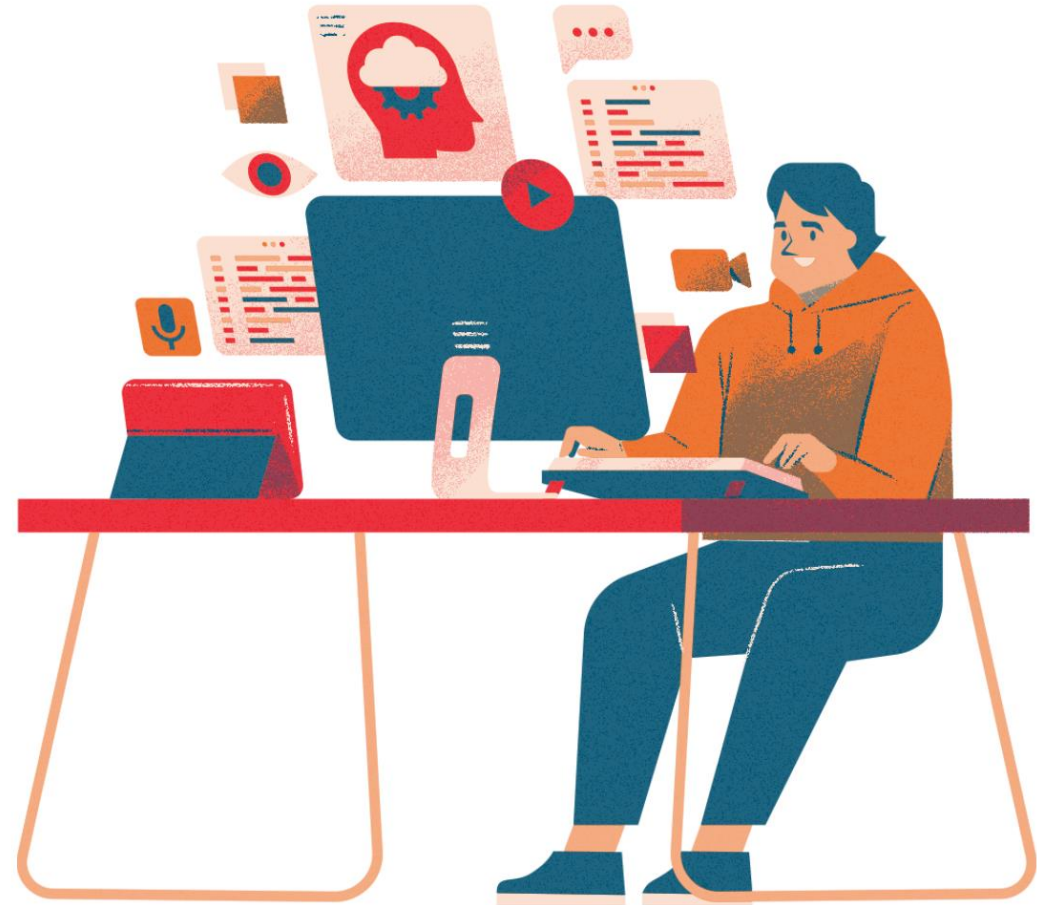
More accessible



Time efficient



Online = the new normal







Cloud: distractions





Cloud: unclear audio





Cloud: peer dynamics





Cloud: maintaining engagement





Silver lining: seeing the group





Silver lining: being with peers





Silver lining: golden interactions





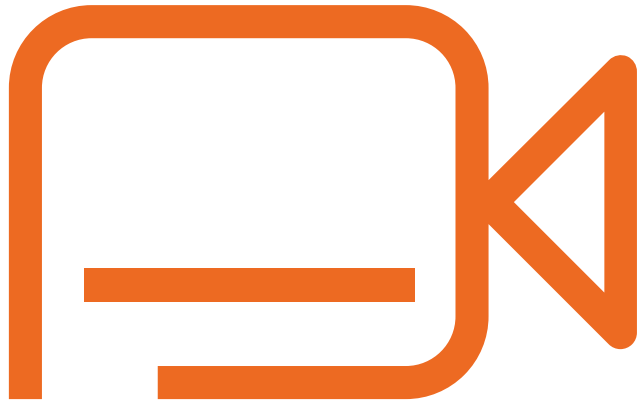
Silver lining: rich outcomes data

FRIENDSHIP

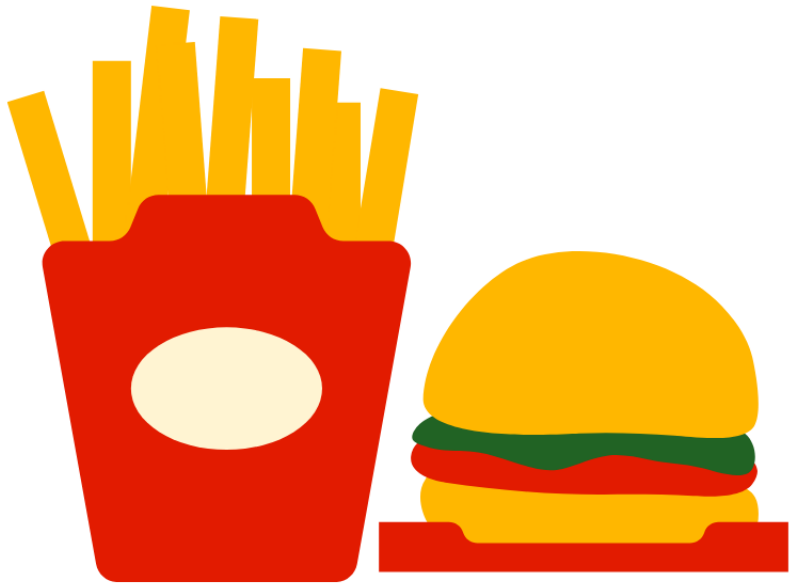
LEARNING

It's okay to ask for help

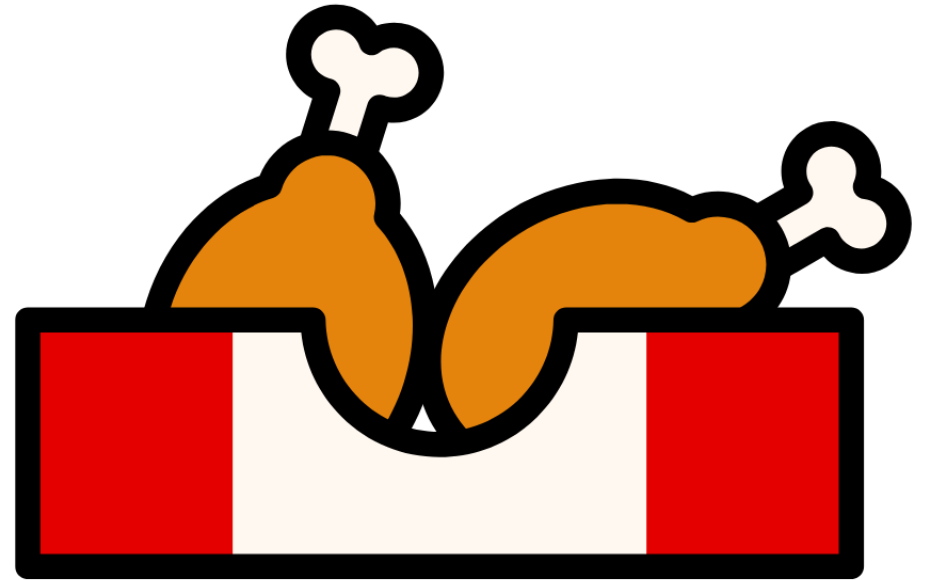
Tip #1 Prep your tech

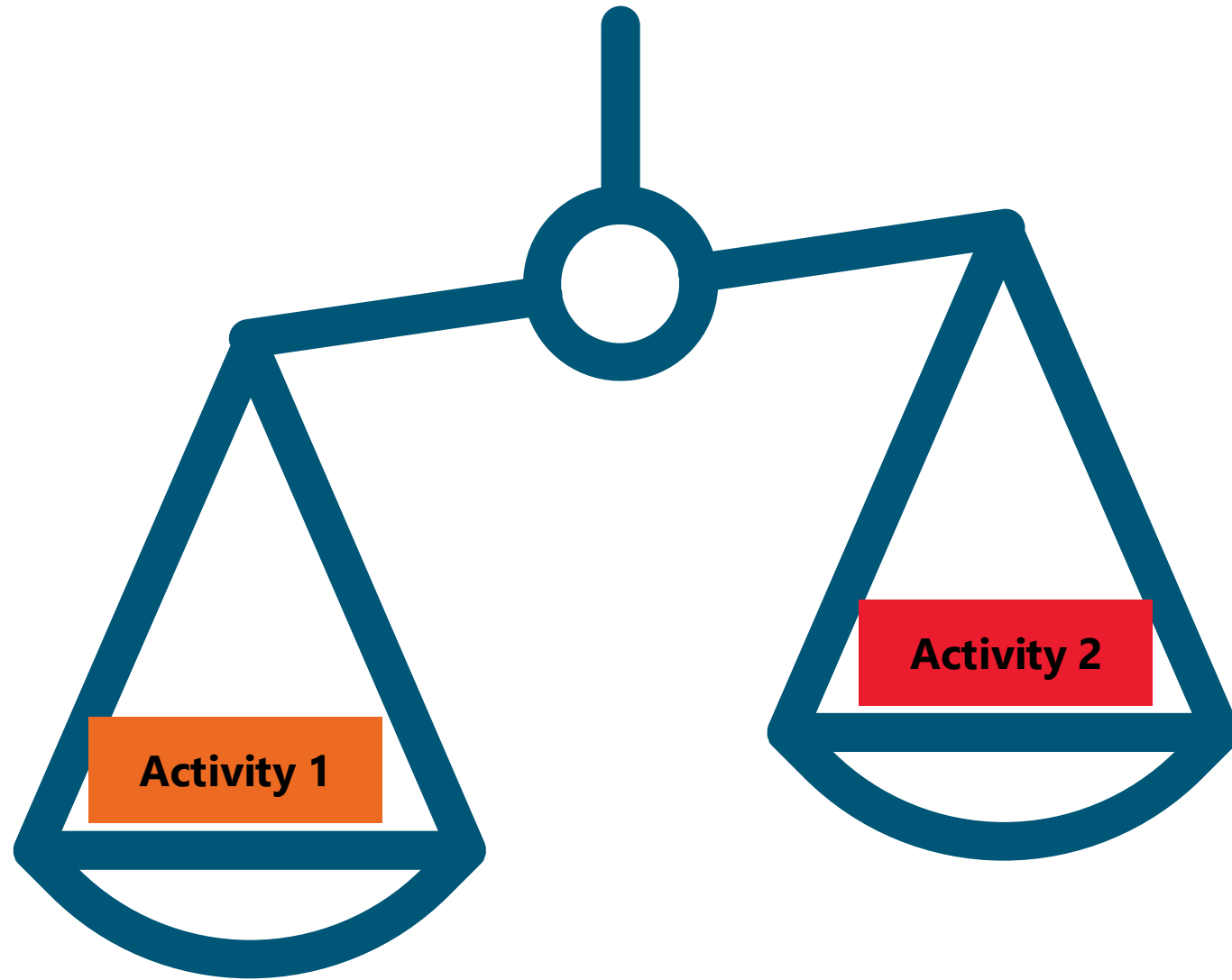


Tip #2 Ice breakers matter



Vs.





Adapt the ice breaker to measure program preferences

Tip #3 Keep it short



online $\neq$ impersonal



When evaluating youth programs

Get creative and work with what you've got

Even if you can't predict the weather!