

Accelerating decision-making with dynamic group processes and state-of-the-art systems.

Case Study

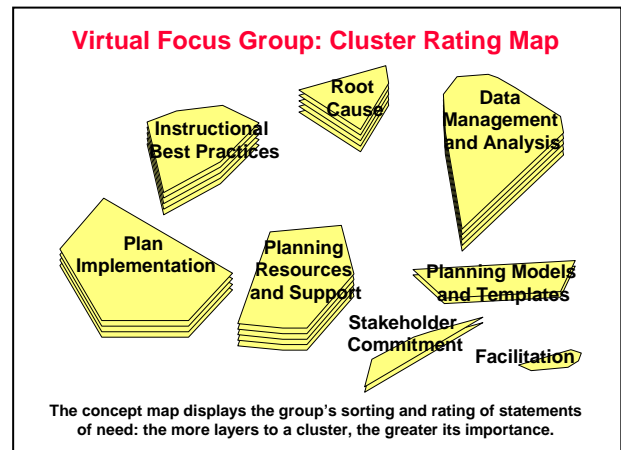
NYSED Virtual Focus Groups

Prism recently completed a virtual focus group for the New York State Education Department (NYSED) using the Concept System[®], a powerful, Web-enabled idea mapping and rating tool.

NYSED needed a low-cost, paperless means to assess the professional development (PD) needs of a variety of stakeholders from across the State.

Hundreds of participants logged on to a website and brainstormed 452 professional development needs. Prism and NYSED reps analyzed these needs, eliminated redundancy, and settled on a final set of 84 needs.

Some 250 educators, including dozens of school superintendents, returned to the Web to rate the importance of the 84 needs. In the meantime, 16 volunteers sorted the same 84 statements into clusters and named those clusters.



The Concept System[®]

Powerful algorithms within the Concept System[®] analyzed all participant sorting and rating data. The resulting concept map defines eight clusters of PD needs in order of priority. (See Cluster Rating Map).

The results were telling. There were no current PD offerings for the highest rated cluster. And the cluster with the most current offerings was rated lowest in importance.

For the study results, go to <http://www.prismdecision.com/login.cfm> and enter this password: needs