

SOCIOMETRICS PROJECT No. 172

CALIFORNIA SERVICE CORPS MARKET RESEARCH PROJECT

With support from the California Service Corps (CSC), Sociometrics conducted six focus groups with young adults from the young adult (age 18-24) Latino/a, African-American and Asian/Pacific Islander communities in the San Francisco and Los Angeles County areas. Our focus centered on understanding the issues that inspire, deter, and support young adults' commitment to volunteer service. Focus group topics included perceived barriers to service, the influence of various media sources, responsiveness to varied types of volunteer recruitment messages, and attitudes about the status of their community and state. Focus group analyses informed a written final report, submitted to the CSC, that summarized key recommendations for upcoming marketing campaigns.

Sponsor: **The Foundation for California Community Colleges**
1102 Q Street
Sacramento, CA 95814
(866) 325-3222

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Staff:	L. Lessard, Letty Quizon, D. Dull Akers, R. Ruiz		