

Focus Group to explore EAP 'value proposition'

EAPA is looking for volunteers to participate in a special focus group to be held at the 2012 World EAP Conference in Baltimore. The focus group, facilitated by professor Beverly Younger of the University of Southern California, will explore participants' experience and needs in communicating the value proposition of their EAP to key stakeholders, including those responsible for selecting, continuing, or funding EA services. Focus group input will be summarized and utilized by a Value Proposition Task Force to guide the development of a research-supported multi-faceted EAP value proposition statement.

To assure a broad perspective on the multi-faceted components of EAP value, EAPA is seeking focus group participants representing a broad range of EAP settings, including internal, external, government, military, university, and labor-based programs in the U.S. and other countries. The focus group will meet on Friday, Oct. 19, 4:30-6:30 p.m. during the conference, and you must be registered for the conference to participate.

If you are interested in participating in this important process, please email the following information to valueproposition@eapassn.org.

Name:

Employer:

Phone:

Email:

Geographic location (city, state/province, country):

Primary EAP setting in which you work (see categories above):

Please note that we may not be able to accommodate all volunteers for this initial focus group because we will be trying to balance representation from EAP settings and locations. Thank you in advance for your interest.