ALMA MAJOR

Capability Statement

Qualitative research · Co-design · Evaluation

CONTACT

Meg Kemp, Founder
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COMPANY DATA

Women-owned small business
Founded 2019
Serving the Baltimore–DC region, nationally, and internationally

NAICS CODES

541720 Social science research
541611 Management consulting
541910 Market research

CERTIFICATIONS

Maryland Small Business Reserve and MBE (women-owned) certifications in progress

PAST CLIENTS

Gates Foundation
Johns Hopkins
InterAction
Women in Global Health
Global technology company (confidential)

AFFILIATIONS

Member, Design Justice Network

The community voice on your team.

Alma Major is a women-owned qualitative research and co-design firm. Planning firms, evaluators, governments, universities, and funders bring us in to run the focus groups, co-design sessions, and qualitative evaluation inside their projects, and to turn what people say into decisions.

Core competencies

Qualitative evaluation
Program and developmental evaluation; the qualitative strand of mixed-methods studies.

Co-design & engagement
Workshops with residents, staff, and partners for plans and programs, including comprehensive plans.

Focus groups & listening
Recruitment, facilitation, and thematic analysis in community, campus, workplace, or virtual settings.

Also: organizational and climate assessment · ethnography and audience insights · staff training and capacity building

Past performance

Global technology company	Cross-regional ethnographic study across North America, Europe, and South Asia. Embedded with the strategy team to turn raw field material into comparable insights for strategic planning.
Gates Foundation	User research and design partnership with a product team, balancing user needs with business requirements.
Johns Hopkins	Qualitative research and co-design in global health.
InterAction	Stakeholder research to guide a redesign for an alliance of international NGOs.
Women in Global Health	Research and strategy to help mobilize a global network of advocates for gender equity in health.

Differentiators

- Senior researchers run every session
- Equity-centered methods that reach people standard outreach misses
- Fixed-price packages, or hourly and daily rates for teaming
- Trained in behavioral science at Temple and Johns Hopkins
- Fast to field: proposal content within days of an intro call
- Flexible studio that scales with trusted collaborators

Ways to work with us

As your subcontractor
We write our scope, bios, past performance, and budget for your proposal, then deliver findings that fit your report.

The Focus Group Study
Fixed-price packages from $20K to $50K: one to several audiences, 4 to 10 groups, in about 6 to 10 weeks.

Building a team for an RFP? Send the solicitation and we'll reply with fit and scope. meg@almamajor.com • almamajor.com