Arranging the Interview

* Decide whom to interview and contact him/her well in advance
* Know what your purpose is and convey that to interviewee
* Set a time and location convenient for both, let interviewee know how much time of his/her time you will be taking

Preparing for the Interview

* Do some background research on who your interviewee is (e.g. If a Dean, find out what a Dean’s role is, so you can put your questions into context; learn as much as you can about what they do in their job)
* Use an outline of topics, not a list of scripted questions
  + Open-ended questions, not “yes” or “no” or short answer
  + Ask a question that will prompt a long answer and “get the subject going”
* Consider in advance what follow-up questions you might ask, depending on how the interviewee answers a question
* May need to adjust interview style to fit the comfort level of the person
  + Funnel (general to specific) or Inverted Funnel (specific to general)

Conducting the Interview

* See “Tips” : Be prepared, Be on time, Be polite, Maintain eye contact, Smile, Relax
* Seek ways to establish a genuine, personal connection; helps put the person and you at ease; people respond well to general curiosity; at the same time, don’t invade
* “Tell me about …” “Fill me in on …” “How do you feel about…”
* Don’t interrupt, interject with personal comments, allow for silences to work for you
* Ask specific questions to elicit more information “How much did that cost”

Ending the interview

* End the interview with “Is there anything else you’d like to add”?
* Ask permission to contact the person again if you need clarification.
* Thank him/her again for her time

After the Interview – Follow up with a thank you card