



COLORADO
Department of Education
Colorado State Library

Interviewing Logistics: Cataloging the Community

A brief training guide for obtaining and recording community feedback. This resource was sourced and inspired by the work of Nancy Barnes and Jamie La Rue of Garfield County Public Library.

Create

- Stakeholder List
 - The Stakeholder List is a live shared spreadsheet of stakeholders you intend to interview. Start with representative groups (school, realtors, economic development, small businesses, anchor employers, Friends, nonprofits, etc) and then add in people and contact information as you go.
- Form Create an online form using the script. From the form you can access a spreadsheet; from the spreadsheet you can easily sort and seek themes.

Managing the Interview Process

- Set up interview (script)
- Call/email/reminder
- Conduct interview (be prompt!) – one person interviews, the other records
 - Recorder is intended to be silent data collector
- Follow-up (thank you and reminder of debrief)
- Enter data using the **form**

Set Up the Interview

Contact each stakeholder (email or phone)

Script suggestion:

“This is [library staff member name, title].”

"I'm reaching out to you because you have been identified as a community leader. We are conducting stakeholder interviews as part of our community needs assessment and would like your insights and wisdom about community concerns."

"We have 5 questions to ask, and it will take 15-20 minutes of your time."

"We'd like to meet at your place of business, or your choice for a meeting place. Or, we are happy to schedule a phone or web call."

"What is your email address for future communication?"

"Later, we'll be presenting these results back to the community."

Update the **Stakeholder List** with the interview schedule.

Call or email reminder 1-2 days prior to the interview.

Conducting the Interview

Community Stakeholder Questions

1. What is your story?
(How did you end up in **(location)**? Your life now?)
2. What is your personal passion?
(interests, community connections, etc.)
3. We realize (identify top 2-3 issues that everyone is already talking about and you know) are issues for **(location)** residents. What other issues matter most to your constituents in the next 18 months to 3 years?
4. What are your aspirations for the community?
(hopes, dreams, visions for the future)
5. Who else should we interview?
(Name and contact if available.)

Interview Tips

- Thank them, introduce yourself, give them your cards, get right to it
- Follow the form (either printed or online)
- The interviewer may ask follow-up questions (this is a reference interview)
 - Who are your constituents, and what do you know about them?
 - Can you expand on?
 - Can you clarify....?
 - Is anyone else working on these issues with you?
 - Other examples....

- Thank them again, say they'll hear from us later about the debrief.
- Other?
- If they ask, "Why are you here?"
 - To understand the environment in which we operate
 - To look for places where we can *add value*

Remember

- You're listening and probing, not talking. *Not marketing.*
- You're not asking about the library. That's OUR job to connect library to the needs.
- Have fun!

Entering the Data

- Best is to do online (type into the **form** while in the interview) or within a day or so of the interview
- In both cases, have your partner review
 - Record their words (don't shortcut or rephrase)
- Add "who else should we talk to" to **Stakeholder List**