|  |
| --- |
| Key Stakeholder Interview Checklist |

Arranging the interviews

If not already completed, start filling out a [Stakeholder Interview Form](https://slco.org/globalassets/1-site-files/health/programs/community-groups/coalitions-lite/Step2ToolInterviewForm.docx) for each of your interviews using the meeting minutes from Meeting #2.

Obtain the contact information for the people you will interview.

Contact the individuals or agencies and ask them if they would be willing to participate in an interview, and if not, could they suggest another person.

Explain the purpose of the interview (use the elevator speech). Give them an estimate of the time it will take (usually about 30 minutes).

Address any concerns or questions they may have about the interview.

Schedule a time to meet. Be as flexible as possible to decrease the burden on your interviewee.

Follow-up on phone messages or emails if you do not hear back.

Send a reminder a day or two before the interview.

If applicable, gather any incentives.

Review and prepare for the interview logistics, such as travel time and directions to the meeting location (and the parking situation) for in-person meetings or the online platform you’re using for virtual meetings.

Determine whether/how you will audio record the interview (if permission is granted).

Print out a copy of the *Stakeholder Interview Form* or have an electronic version ready if you’re bringing your laptop.

## Conducting the interviews

Arrive 5-10 minutes early – don’t be late!

Briefly remind them why you are interviewing them and address any concerns.

Ask permission prior to recording the interview.

Use your *Stakeholder Interview Form* to guide the interview, being sure to cover all the assigned questions. Be open to additional information they provide, but keep the interview focused on the identified issue(s).

We want them to be as specific as possible when they identify “why” the issue is happening. If they provide a vague answer, ask them to be more specific or elaborate until they are as specific as they can be.

Don’t forget to thank them for their time! You might give them a coalition brochure or other agency information.

Post-Interview wrap-up

Very soon after the interview (within the day), read over your notes to make sure they are legible or jot down any thoughts you had during the conversation. It is often difficult to read what we wrote or understand what we meant after a week or two.

Complete your *Stakeholder Interview Form* and theaccompanying *Data Summary Tool*. Make sure these pages are filled out before Meeting #3, and as soon after the interview as possible.

Send a small thank you note or email to thank your interviewee again. This is a good public relations opportunity for the coalition.