Intro script:

Thank you again for agreeing to talk with us today. Just as a reminder, we are going to have a conversation with you about the emerging issues important for today’s families, as well as to understand from your perspective, major influences (both positive and negative) facing families in our community.

Because of your role as XXX in our community, your perspective is very important to this effort. In turn, we hope to share the results of all the interviews in our region, so perhaps together, we can be more responsive to the needs of our families.

Just a little about the 45 minutes or so we will spend together. First, to share some common understanding of each other, we have a brief graphic to share with you about who we are as part of the University of Minnesota Extension Center for Family Development. Then, we will ask you to start by talking about your role as XXX in the community. Then we would like to spend the next half hour or so talking about emerging issues and major influences affecting families in our community. Do you have any questions about that?

Before we get started, I would like to make it is clear that this is voluntary and you can stop our conversation at any time. Also, I assure you that what you tell us will be strictly confidential—your name will not be attached to any results, and all results will be reported as an aggregate of what everyone said rather than what individuals said. If quotes are used in the reports, no names or other specific identifiers will be used that can identify individuals. Do you have any questions about this?

TALK ABOUT US

TALK ABOUT THEM (These questions are for individual interviews. We will have to adjust a bit for group interviews).

GOAL: Get range and scope of the organization and the families they serve.

1. Before we start, tell us about you and/or your family’s history with this area. How long have you lived here? What brought you to the area/what has kept you here? How long have you been with [your organization]?

2. Describe your organization.

3. Describe your current role as XXX.
   a) Describe what you do.
   b) What is your organization’s mission?
   c) Describe the people you (your organization) serve. (probe for SES, race, family structure, lifespan, etc.)
GOAL: To identify what the issues are, the sources that influence the issue, and priorities.

We are interested in learning more about the major issues you see impacting families in both positive and challenging ways. By major issues we mean larger societal trends—like new science, technology, the economy, politics, or other large scale social changes.

4. In your role as XXX, imagine you had to write a strategic plan (or work plan) addressing issues facing families, for the next five years. What would be in it? 
   [The interviewer should write these down in preparation for the next set of questions.]

I heard you say A, B, C… I want to walk through each of these.

For each issue identified that would be part of the strategic plan, ask:
   a. Why did you identify A?
   b. How did you learn about A?
   c. Is this global or local or something in between?

5. Are there other major issues you see impacting families?

6. Of the things you mentioned, what are the two you feel are most urgent? Why?

If someone cannot answer #4, use the following probes to walk them through it:
   a) What are current challenges facing families you connect with?
   a) What challenges do you see in the future for families you work with (or connect with)?
   b) Would you consider the influences you mentioned a positive or negative trend for our families (only ask if it isn’t clear)?

GOAL: To identify how organizations are planning to respond to these changes.

We are also interested in learning more about the ways you are planning to respond to these major issues.

7. How will your organization look different in the next five years?

8. How will your work look different in the next five years?
Prompting questions (use only if participants need prompts to move the flow of conversation)

- Tell me more about that.
- Can you say more about what you meant when you said, XXX?
- Others are mentioning those same issues in our region, do you think this is a regional issue or is it broader than that?
- Would you say your view of that is in the minority or majority among your peers?
- What would you consider a greater concern XXX or XXX?
- Given the future concerns (major influence) you mentioned, how do you think the community should respond?

About the Moodle site

https://moodle.umn.edu/course/view.php?id=8168