STEPS FOR CONDUCTING KEY INFORMANT INTERVIEWS WITH POLICY MAKERS

1. Identify key elected officials, administrators, and public staff to be interviewed that are/were involved in the adoption and/or implementation of the policy and at a minimum meet the number of key informant interviews required in your CTCP-approved evaluation plan.

2. Identify project staff and community volunteers involved in the policy advocacy to interview.

3. If you’ve contracted with an outside evaluation consultant, project staff should make the initial contact with the key informants by telephone or email and request an interview. Ideally, project staff has already built a relationship with the policy makers. This contact for an interview is the key to gaining interviews with policy makers.

4. After staff makes the initial contact the evaluation consultant should email the potential key informant to introduce himself/herself and the purpose of the interview. Be sure to mention the project staff person who made the initial contact.

5. Offer two different options for date and time for the interview. When conducting multiple interviews you can also use an on-line meeting calendar such as Doodle to set the appointments. Finally, always tell them approximately how long the interview will last.

6. The day before the interview send a reminder email or telephone call.

7. Conduct the interview in person. When a face-to-face interview is not possible, conduct the interview by phone, or as a last resort by written survey.

8. On the day of the interview, reintroduce yourself and the purpose of the interview. Reiterate how long the session will take and keep to that time.

9. Recording the interview is optional. If you choose this method, always ask permission and explain that the recording will be erased after transcription.

10. Immediately after the interview transcribe your notes while they’re fresh in your mind.

11. Send a thank you message to the key informant very soon after the interview.