**CAREER RESEARCH INTERVIEW ASSIGNMENT\_PART 2: RESULTS**

**A. Reconfirm Your Appointment:** Contact your interviewee a few days before the appointed date. Give your interviewee on overview of the topics you'll be asking about so they can think about their answers ahead of time.

**B. Rehearse:** To conduct an effective interview, ask questions in a natural, conversational style. Look up from your outline. Glance at your outline enough to keep yourself on track, but don't keep your eyes glued to it.

Rehearse your interview out loud until you’re familiar with your opening, closing, and questions. Practice asking the questions out loud. Practice making good eye contact by rehearsing with a friend or by looking at yourself in a mirror while you ask the questions. Check that you aren't playing with your hair, slouching, or tapping your foot.

Realize that your interviewee may answer some of your later questions while responding to your earlier questions, so you might need to revise your questions on the fly. You might also think of additional secondary questions during the interview. In case this happens, be ready to go with the flow.

**C. Print Your Evaluation Form; Address (to your instructor) & Stamp a Business-Sized Envelope:**Print a copy of the evaluation form (posted on this site). Print your name on it. Take it with you for your interviewee to complete. Provide a stamped envelope addressed to your instructor. Ask your interviewee to send the evaluation directly to the instructor. Ask the interviewee to attach their business card if they have one. Your instructor will return the form with your graded assignment.

**D. Conduct Your Interview**

* 1. Dress professionally.
  2. Arrive a little early. Allow extra travel time in case you get lost or traffic gets jammed. (Leave a time cushion after the interview as well, so you can complete your notes, as explained below.)
  3. Greet your interviewee with a warm handshake and a pleasant smile.
  4. During the opening moments of your interview, express appreciation that the interviewee is willing to help you. Overview the topics you'll be asking about (even though you will have already given the interviewee this information when you confirmed the interview). Remind the interviewee that your assignment specifies a 30 minute interview. Giving the interviewee this reminder will make it easier to close the interview graciously when you've reached the time limit. If you do extend past 30 minutes, be absolutely sure the interviewee is not pressed for time and truly wants to talk longer.
  5. Remind the interviewee that they'll be evaluating your performance as an interviewer. Explain that you won't get credit for the assignment until the instructor receives the completed evaluation form; however, the content of the evaluation will not affect your grade. Its purpose is to help you learn more.
  6. If you plan to record the interview, you must ask the interviewee's permission first. Don't put the recorder in a location that will be distracting. Have it all cued up and ready to go so you don't waste their time setting it up.
  7. Maintain good eye contact during the interview, especially while the interviewee is answering your questions. Look interested!! It’s next to impossible to maintain eye contact and a smoothly-flowing conversation if you are taking notes. Moreover, most interviewees will stop talking and wait while you write. This tends to break the train of thought and wasting your interviewee’s time.   
     So... use the **brief delay** method. During the interview, jot down only numbers or very brief specific details. **Within five minutes** after the interview ends, write out a longer version of your notes. You should be able to remember most important material if you wait no longer than five minutes. You can sit in your car or in a lobby to do this.
  8. As interviewer, you are responsible for regulating the flow of the interview. This is an art. You need to direct the interview, yet let the interviewee expand on areas they are interested in. A good information-gathering interviewer lets the interviewee take the lead. However, use your judgment. If the interviewee rambles, goes off topic, or talks way too long regarding one of your questions, **politely** interrupt them and move on to the next question. If they don't talk long enough, that's why you have written secondary questions. Keep asking open-ended questions to get more information.
  9. End the interview with a gracious closing. Summarize what you’ve learned and truthfully explain how it will help you. Don’t exaggerate. Thank the interviewee for their time.
  10. Before you leave, be sure you have the interviewee's postal address so you can send them a formal, typed letter of thanks. Give your interviewee the evaluation form, along with a stamped envelope addressed to your instructor. If possible, the interviewee should attach a business card. It's in your best interest to remind them that you will not receive credit for your assignment until the instructor receives the completed and signed evaluation form.

**E. Send a Letter of Thanks**

Within a day or two, send your interviewee by postal mail a formal, word-processed letter of thanks. Although it's often fine to send a hand-written note, for this class please use block letter format (illustrated in your text).   
Your letter should contain at least three paragraphs. In the first paragraph, express your sincere thanks; target one or two specific concepts you learned. In the second paragraph, expand on those concepts. Explain exactly how the information will help you. In the closing paragraph, reiterate your appreciation, without using the phrase "thank you" again. If overused, that lovely phrase can sound insincere. End on a positive note.

**F. Complete Your Formal Written Interview Analysis**

Compose a **memo** that **analyzes** **what you learned** from the interview and **suggests how you might improve**.

**F.1. Memo Format:** Memos are a form of workplace writing that follows a specific format. They are briefer than other types of documents, and are often arranged under headings. Although memos are brief, they are often packed with detail. The tone is more formal than spoken conversation. Spelling, grammar, and punctuation ARE important, even when you send a memo via e-mail.

* 1. The heading includes four required lines (To; From; Subject; Date) and may include optional lines (CC; Attachments).
  2. Below the heading, open with a short overview paragraph describing the purpose of the memo. Your opening paragraph will NOT have a heading.
  3. Continue with the rest of the material arranged under headings.
  4. The closing paragraph often summarizes the key points of the memo. It ends with a concluding statement that re-clarifies the purpose of the memo.
  5. Refer to Appendix II, Business Writing, “Routine Business Messages.”

**F.2. Content for this Analysis Memo**

1. Create one heading **for each** of the topics of your interview. Under each of these two to four topic headings, write a paragraph or two explaining what you learned about the topic.

* Write in first person ('I') when you are reporting what YOU learned from your interviewee.
* Write in third person ('he' or 'she') when you explain what the interviewee did or said (unless you are writing a direct quote). Don't use more than two direct quotes. If you do use a quote (not required) each must be no longer than twelve words.

2. Add two more headings: "**Analysis of .... as my Career Choice**" and "**Analysis of my Interview Process**."

* + - * Under the heading, "**Analysis of .... as my Career Choice**", explain how the information you learned has affected your interest in this career field. Use specific information you learned in the interview and explain how it has impacted your career plans.
      * Under the heading, "**Analysis of my Interview Process**", describe what you’ve learned about interviewing. Assess your strengths and weaknesses. Propose what you’ll do differently in future interviews.
    1. Draw your memo to a close with a concluding summary paragraph.

**Materials To Submit For Part 2:** Be sure your instructor receives all four of these items:

* an updated copy of your interview outline, incorporating any revisions you made after receiving feedback on Part 1
* your analysis memo
* a copy of the formal letter of thanks (in block style) you sent to your interviewee
* a completed evaluation form, sent to your instructor by your interviewee