

Attachment B: Interview Script for Current External Stakeholders

This script will be used during interviews with stakeholders who are current users or are familiar with the WMPD report.

Hi [name], how are you doing, today? I wanted to start off by thanking you again for taking the time to speak with me. My name is [name], and I am a communications professional contracted by the National Center for Science and Engineering Statistics – or NCSES – to help increase the reach, value, and impact of their annual reports. In particular, my goal here today is to gather your insights to improve NCSES's current *Women, Minorities, and Persons with Disabilities in Science and Engineering* report.

Please note that I will often reference this report using its short-term acronym "WMPD". General information about this report's contents can be found in the handout that was attached to this meeting invitation. Do you have a copy of that information?

- Yes.
- No. [If not, team member is prepared to share over Microsoft Teams Messenger.]

Now, before we get started, can you confirm that you are familiar with, and have used, NCSES' WMPD report before?

- Yes.
- No. [Team member pivots to document for new users.]

Before we get started, I'd like to give you a quick overview of what to expect from our conversation today. This interview will last no longer than 30 minutes. Please know that the information you provide today is completely voluntary and will be kept 100% confidential. Your name will not be attributed to any of your answers, and insights from our discussion will be used solely for the purpose of bettering our WMPD reporting capabilities. There are no right or wrong answers. We want to hear both positive and negative comments if you have them. If there are any questions you do not wish to answer, just let me know and we will move on.

Finally, to ensure the accuracy of our reporting, I'd like to ask your permission to record and transcribe our conversation. Do you agree to be recorded for your interview today?

- Yes.
- No. [Team member says this is not a problem and relies on notetaking skills for information.]

Great! Do you have any questions for me before we get started?

Interview Questions –External/Current Users

We are now going to get started with a couple of questions about your experience with diversity in science and engineering at large.

Purpose/Big-Picture Questions

1. Can you tell me a bit about your work as a/an [insert title here] and the role that demographic trends and/or science and engineering workforce statistics play in your profession? How do you or your organization use demographic trends and/or science and engineering workforce statistics to make decisions, products, or services?
2. How have you used the WMPD report in your work?
3. How would you rate the general public's level of interest in topics related to demographic trends in the science and engineering workforce? Would you say their interest is high, medium, or low?
 - a. [If medium or low probing question:] What do you think can be done to increase public interest in these types of topics?
4. How would you describe the WMPD report to someone who is not familiar with it?
5. What is the simplest thing we could do right now that would immediately improve this report?
6. Which of the following is most important to you when accessing and using data on demographic and/or science and engineering workforce trends in your work?
 - a. A comprehensive data set with an accompanying contextual narrative.
 - b. A well-organized and well-presented report.
 - c. The ability to manipulate and view data in a variety of formats.
 - d. The ability to find and access data quickly and easily.
 - i. [Probing question]: What makes that one the most important?

Specifics (Content, Presentation, Functionality, Dissemination)

7. Are there any types of people or specific demographic groups that are not included in this report that should be?
 - a. [If yes probing question:] Which groups?
8. The WMPD report explores differences in sex, race and ethnicity, and disability status within the science and engineering enterprise as they relate to:
 - a. Undergraduate/Graduate enrollment rates
 - b. Field of Degree(s)
 - c. Employment status
 - d. Occupation types
 - i. [Probing question:] Of the categories I just mentioned, is there one that you refer to more often than others?
 1. [If yes probing question:] Why is that topic important to you?
9. What information about the level of diversity within the science and engineering enterprise do you wish was more readily available?
10. The WMPD report presents data in several ways, including charts, narratives, and data tables. Could you please rank how much you use each one with 1 being most often and 3 least often?
 - a. [Probing question:] Why do you use the top ranked format more than others?
 - b. [Probing question:] Why don't you use the lowest ranked format as often?
11. How could we improve upon the current "look and feel" of the WMPD report?

12. What would you expect to see from a modern, high-tech version of the WMPD report?

The next few questions ask about WMPD's overall strengths and weaknesses. We will also work to identify opportunities that will keep WMPD relevant into the future as well as any possible threats that could undermine its value to current or new users.

Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis Questions

13. What are the WMPD's greatest strengths?

- a. *[Probing question:]* What is the single greatest value-add that the WMPD report provides for its readers?

14. What are some of WMPD's weaknesses?

- a. *[Probing question:]* What, if anything, could keep WMPD from providing value to users?

15. How would you rate the WMPD report's current level of relevance: high, medium, or low?

- a. *[If medium or low probing question:]* How can NCSES increase the relevance of the WMPD report in the coming years?

16. Other than WMPD, where do you currently obtain information on demographic trends and/or science and engineering workforce statistics?

- a. *[Probing question:]* How does WMPD compare to this database/outlet/resource?

17. Which agencies, organizations, or businesses are currently "doing it right" when it comes to presenting well organized data – on any topic – to a wide set of audiences?

Thank you! I only have two more questions for you before we close this meeting.

Closing Questions

18. Is there anything else about the WMPD report or diversity in science and engineering that you think I should know?

19. What was the most important thing you said that I should take away with me today?

That's it! Thank you again for your honest feedback! Do you have any questions? If it's alright with you I will follow up with you directly, should I have any clarifying questions. Otherwise, we should be all set. Thank you so much for your time!