This script will be used during interviews with stakeholders who are not current users of 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 today. 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. My goal here today is to gather your insights to improve upon NCSES's *Women, Minorities and Persons with Disabilities in Science and Engineering* report.

This report, also known as WMPD, is a collection of statistical data tables, graphs, and narratives focused on revealing how the U.S. science and engineering enterprise is comprised of differences in sex, race and ethnicity, and disability status. Are you familiar with or have you used this report before?

- Yes. [Team member pivots to document for current users and screenshares handout.]
- No. [Team member continues with current script.]

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. 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/New 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?
2. How do you or your organization use demographic trends and/or science and engineering workforce statistics to make decisions, products, or services?
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. What databases, outlets, or resources do you currently use to access information on demographic trends and/or science and engineering workforce statistics?
   a. *[Probing question:]* What are the benefits in using this database/outlet/resource?
   b. *[Probing question:]* What are some of the drawbacks to using this database/outlet/resource?
5. Which of the following is most important to you when accessing and using demographics of the science and engineering workforce information 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?

Thank you for your responses! We are now going to focus on the specifics that make up a strong diversity in science and engineering report.

Specifics (Content, Presentation, Functionality, Dissemination)
6. Differences in sex, race and ethnicity, and disability status within the science and engineering enterprise are often tracked with respect 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?
7. What information about the level of diversity within the science and engineering enterprise do you wish was more readily available?
8. Are there any types of people or specific demographic groups that you believe are currently underrepresented in the national conversation about diversity trends?
   a. *[If yes probing question:]* Which groups?
9. Statistical reports often present data in a variety of formats, such as 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. <mark>*[Probing question:]*</mark> Why don't you use the lowest ranked format as often?
10. What does a successful trends-based report "look and feel" like?
11. What would you expect to see from a modern, high-tech statistical report?
12. 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?

That is great, thank you! I only have two more questions for you before we close this meeting.

Closing Questions
13. Is there anything else about demographic trends and/or science and engineering workforce statistics that you think I should know?
14. 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!