

CAREER RESEARCH INTERVIEW EVALUATION FORM*

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Comm 318: Professional Communication

Please respond honestly about how well you thought the informational interview went with a professional in your chosen field. The information will provide you some insights into your own strengths and weaknesses when it comes to these types of interviews; they are vital to the job search process and professional networking.

Directions: On a scale of 1-5 (1 the lowest (weak), and 5 the highest (strong) put the correct number for each statement below; average your score to see where your informational interview readiness may be at this point. (Post to Canvas)

- 5 (1-5) 1. I have the complete interviewee's name, title, organization, address, phone, e-mail address.
- 5 (1-5) 2. I had clear career goals in mind that led me to choose the interviewee.
- 2 (1-5) 3. I was able to research quality sources to gain information about the interviewee, his/her organization, and the field I am exploring.
As a result, I gained insights about
- Importance of pre-interview research
 - Strategies for locating information before the interview
- 5 (1-5) 4. In reference to my method for contacting the interviewee, I did the following:
- Used effective contact strategy.
 - Included copy of and agenda and pre-interview list of questions for interviewee
 - Learned how to contact someone I didn't know or didn't know well for informational interviews.
- 5 (1-5) 5. My goals for interview.
- Overall goal ("big question") defined clearly.
 - Topic areas defined to seek information on goal.
- 4 (1-5) 6. Interview questions were designed and presented effectively, and I achieved the following:
- List of planned questions was developed, organized by topic area.
 - Questions were designed to achieve interview goals. ("How can *I* succeed at..." instead of "How did *you* succeed at...")
 - Learned about questioning strategies.
- 5 (1-5) 7. Description of effective and ineffective communication during
- Opening phase: Ice breaking, explaining my goals, previewing topics
 - Body of interview: time management, keeping control, dealing with interviewee's style, etc.
 - Closing: Thank you, sharing lessons learned, explaining feedback form, discussed future contacts.
 - Learned about structuring the interview: managing time, controlling the conversation, creating a professional image, etc.
- 5 (1-5) 8. Results of the interview.
- Success of interview in accomplishing my goal.
 - Value of future relationship with interviewee. (How can you maintain it?)
 - Names, addresses, etc. for at least two referrals (can lead to additional information-gathering interviews and building your network).

- 4 (1-5) 9. Insights gained about
- My interviewing style
 - How I can use informational interviewing in the future.
- 5 (1-5) 10. Quality of my Career Research Report following my informational interview
- Report follows format of assignment
 - Ideas were presented clearly and free of errors in spelling, syntax, etc.
 - Thank-you letter (proper business format, as illustrated in text), email, or handwritten note was sent within 24 hours of the interview
 - Evaluation forms (self and interviewee) were submitted on time and included detailed information to help me prepare for future interviews

4.5 POINTS; divide your total score by 10 (the number of items) to see how ready you are.

4-5 points: you're ready for the next one

3-4 points: you need to work on a couple of things to be better prepared

2-3 points: you need to focus more on the smaller details before your next informational interview

0-2 points: you should have done your interview preparation before you set up the interview

(Adapted from Ron Adler, author, Communicating at Work, 2013)