Are We Teaching What They Want?
Employer Interviews

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Today's Topics

- Project overview
- Why capture employer perspectives consistently?
- Employer interviews: Techniques and protocols
- Generating interview transcripts
- Analyzing transcripts with an AM Body of Knowledge
Are we teaching what they want in Advanced Manufacturing?
How do these perspectives compare?

How can we be sure they align?
Project Progress to Date

National Science Foundation
2017-2020

Foundational work
- Literature Review
- Definitions analysis
- Competency model analysis
- Body of Knowledge

Syllabi analysis
- Topic analysis
- Outcome analysis

Job posting analysis
Why Capture Employer Perspectives?

- Formative program assessment
- Advising and career placement
- Track changes in field across time
Interviews versus Focus Groups

FOCUS GROUPS
● Real-world response
● Observe commonalities and differences between participants
● Fluid discovery
● Brainstorming
● Best when participants are in the same geographic location

IN-DEPTH INTERVIEWS
● Explore more sensitive topics
● Granular understanding of topic
● Reach a broader audience
● More detailed answers per question
● Great when participants are dispersed geographically
● Choose type to fit your need: structured, semi-structured, unstructured
Interviewing Best Practices

● **Have clear purpose.** Be strategic in your format choice and question order.
● Know what you want to do with the data and plan note taking and recording accordingly. **Have a Plan B!**
● **Test the questions** with someone to get feedback.
● Be sure to let the interviewee talk—**don’t rush** through your question list, but stay in time limit.
● **Don’t lead the witness**—even if you disagree, let the person make the point. Ask a follow up question instead!
● **Gently guide** by bringing person back to the point.
● Always end with, “**Is there anything else you’d like to tell me?**”
Interview Simulation to Pilot Questions

1. Grab a partner! Decide which partner will play which role first.
2. Choose 2 personas, one for each partner’s time as employer. You can disclose your persona or keep it secret!
3. Round 1:

   Interviewer: Ask your “employer” 5-8 questions on the interview protocol. You may wish to take notes. The interview should last 10-12 minutes.

   Interviewee: Respond to each question. Ask for clarification if necessary.

4. Round 2: Switch!

   Interviewer: Ask your “employer” 5-8 questions on the interview protocol. You may wish to take notes. The interview should last 10-12 minutes.

   Interviewee: Respond to each question. Ask for clarification if necessary.
Debrief!

- Were any of the interview questions difficult for the interviewee to understand? Why? How did you respond?
- What did the interviewer do to elicit more feedback from the interviewee?
- Which additional questions would you have liked to see?
- What was difficult about being an interviewer? What would have made it easier?
- How might you use any of the information you’ve gotten so far?
Capturing Interviews

Don’t rely just on notes!

Get permission and record, if possible

Smartphone recording app

Google Voice

Zoom or other video conferencing app
Generating Transcripts

- YouTube
- Zoom Video Conferencing
- IBM Watson
- Otter.ai
- Kaltura
- Canvas
Analyzing Transcripts

1. Refer to the interview protocol. These are the questions used for this interview.
2. Skim the transcript to get a feel of the “meaty” parts and choose a chunk to start.
3. Compare your syllabus analysis report to a chunk of the transcript in which the interviewee is speaking. Do you see any of your common topics, verbs, or bigrams? Make notes on the transcript copy.
4. Move on to another chunk.
Useful Tools for Analysis
Thank you!

Keep in touch.

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