

Community Interview Process

Adapted from the ALA Advocacy Bootcamp / Libraries Transform Communities

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| Step 1 | Brainstorm Community Leaders |
| Step 2 | Call and make an appointment (in their space) If they ask why – “Because you are a community leader. You talk to a lot of people. You see patterns. We want to tap your wisdom. |
| Step 3 | Conduct the Interviews (see reverse for questions) |
| Step 4 | Staff Analysis – combine responses and look for themes/patterns |
| Step 5 | Debrief – Invite interviewees to library to hear a report based on their responses. Also ask – Who else is working on this? |
| Step 6 | Select Themes to Focus on – and build the library’s plan |
| Step 7 | Build a plan Incorporate evaluation methods – what will success look like? Budget for it |
| Step 8 | Do the plan. And don’t forget to tell people about it |

Community Interview Questions – For Community Leaders

- What decisions will you have to make over the next 18-24 months and what do you wish you knew first?
- What would success look like?
- What trends are you noticing in town?
- What opportunities do you see for this community in the future?
- What threats are out there for this community in the future?
- Who else should we talk to?

A slightly different, but more labor-intensive, approach is to go door to door or canvas a place where people gather (parks, supermarkets, etc.) and ask residents the following questions:

- What kind of community do you want to live in?
- Why is that important to you?
- How is that different from how you see things now?
- What are some of the things that need to happen to create that kind of change?

For more information on this topic, go to the American Library Association's page on Libraries Transform Communities:

<http://www.ala.org/tools/librariestransform/libraries-transforming-communities>