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# 1:1 Community Interview

## Examples & Tips for Libraries

— Wisconsin Library Association Annual  
Conference | November 2021 —

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# Welcome & Introductions

Martin Alvarado, Madison Public Library



Jon Mark Bolthouse, Fond du Lac Public Library



Laura Damon-Moore, WiLS



# Overview | 1:1 interviews for libraries

## Why

- Allow you to ask follow-up questions, understand the “why”
- Inclusivity and accessibility
- Connecting 1:1, relationship building
- Pearl-growing your network
- Co-creation with your community

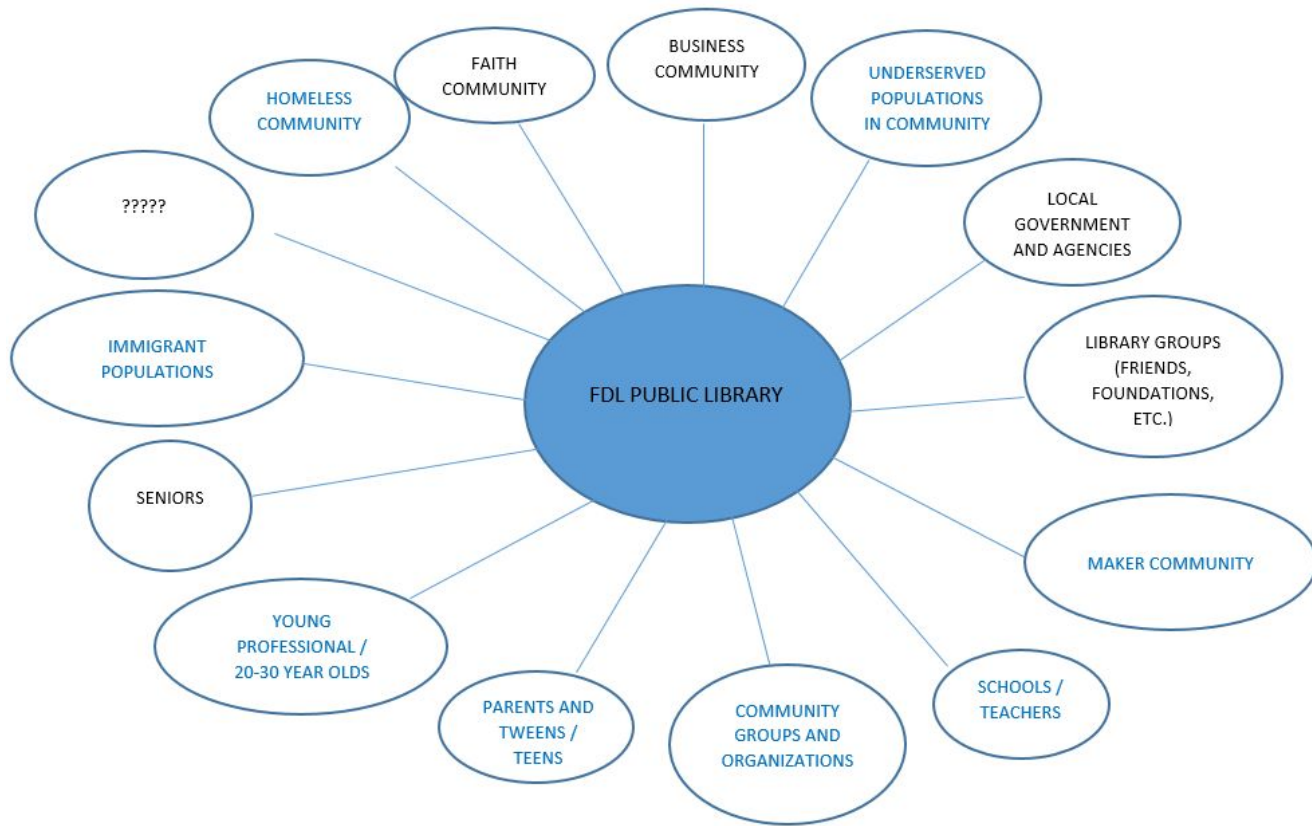
## When

- Ahead of, or as part of, major decision-making or planning processes
- As a way to do ongoing information gathering related to strategic priorities
- When planning for or working on community history or documentation efforts

# Case Studies | 1:1 Interviews

# Case Study #1 | Fond du Lac Public Library

- 2021 Strategic Plan
  - Community Survey
  - Community Leader Questionnaire
  - Staff SOAR Conversation
  - Board Discussion
  - 1:1 interviews



## Community Mapping

File Home Insert Page Layout Formulas Data Review View Nuance PDF Tell me what you want to do...

Clipboard: Cut, Copy, Paste, Format Painter

Font: Arial, 11, Bold, Italic, Underline, Text Color, Background Color, Wrap Text

Alignment: Merge & Center

Number: General, Currency, Percentage, Increase/Decrease, Conditional Formatting, Format as Table

Styles: Normal, Bad, Good, Neutral, Calculation, Check Cell, Explanatory..., Followed By..., Hyperlink, Input

Cells: Insert, Delete, Format

Editing: AutoSum, Fill, Clear, Sort & Filter, Find & Select

Segment	Person, Group, Organization/Business	FDLPL user/non-user/unknown	Last Name	First Name(s)	contact phone	contact address	contact email	Role (survey outreach, 1:1 interviewee, comm leader questionnaire, future contact)	Who will contact?	Invited/Contacted
Community Group	United for Diversity	unknown	Abler	Tracy			<a href="mailto:unitedfordiversity@gmail.com">unitedfordiversity@gmail.com</a>	interview	Shelley	
Gov	City of FDL	yes	Braatz	Jackie			<a href="mailto:ibraatz@fdl.wi.gov">ibraatz@fdl.wi.gov</a>	interview	Shelley	
Service agency	Advocap (Unempl. Coach)	yes	Breckenridge	Lori			<a href="mailto:laurab@advocap.org">laurab@advocap.org</a>	interview	Shelley	
Library affiliated	Friends	yes	Conrad	Kay			<a href="mailto:kac_fdl@milwpc.com">kac_fdl@milwpc.com</a>	interview	Shelley	
Art	THELMA Center for the Arts	unknown	Corsi	Jacqui			<a href="mailto:jacqui@thelmaarts.org">jacqui@thelmaarts.org</a>	interview	Shelley	
Marginalized Group	Ebony Vision		Frasier	Daisy			<a href="mailto:ebonyvisionfdl@ebonyvisionfdl.org">ebonyvisionfdl@ebonyvisionfdl.org</a>	interview	Emilyn	
Community Group	FDL Pride Alliance	unknown	Gedlinske	Misty			<a href="mailto:mgedlinske@fdlpride.org">mgedlinske@fdlpride.org</a>	interview	Emilyn	
Business	Downtown FDL Partnership		Hanson	Amy			<a href="mailto:amy@downtownfdl.com">amy@downtownfdl.com</a>	interview	Emilyn	
Service agency	Boys & Girls Club	no	Heim	Tiffany	920-924-0530		<a href="mailto:them@kidsclubfdl.org">them@kidsclubfdl.org</a>	interview	Emilyn	
Service agency	United Way	unknown	Kilawee	Amber			<a href="mailto:akilawee@fdlunitedway.org">akilawee@fdlunitedway.org</a>	interview	Emilyn	
Service agency	Senior Center	unknown	Loomans	Cathy			<a href="mailto:cloomans@fdl.wi.gov">cloomans@fdl.wi.gov</a>	interview	Kallie	
Library affiliated	Former Friends Pres	yes	Lukas	Barbara			<a href="mailto:beejoux2@msn.com">beejoux2@msn.com</a>	interview	Kallie	
Service agency	Salvation Army		Millard	Connie	920-923-8220		<a href="mailto:connie.millard@usc.salvationarmy.org">connie.millard@usc.salvationarmy.org</a>	interview	Kallie	
Service agency	ARC Fond du Lac		Morrell	Liz			<a href="mailto:lmorrell@arcfdl.org">lmorrell@arcfdl.org</a>	interview	Kallie	
Service agency	Salvation Army	no	Ognan	Crystal			<a href="mailto:crystal.ognan@usc.salvationarmy.org">crystal.ognan@usc.salvationarmy.org</a>	interview	Kallie	
Community Group	Professional Womens Connection		Parafiniuk	Sadie			<a href="mailto:sparafiniuk@envisiongreaterfdl.com">sparafiniuk@envisiongreaterfdl.com</a>	interview	Katie	
Community group	FDL Historical Society	yes	Reinhardt	Tracy			<a href="mailto:fondygenie@gmail.com">fondygenie@gmail.com</a>	interview	Katie	
Education community	FDL School District- District Coordinator of Equity		Snyder	Laurice			<a href="mailto:snvderl@fonddulac.k12.wi.us">snvderl@fonddulac.k12.wi.us</a>	interview	Katie	
Business	Envision Greater FDL	no	Spang	Sarah			<a href="mailto:sspang@envisiongreaterfdl.com">sspang@envisiongreaterfdl.com</a>	interview	Katie	
Service agency	Broken Bread	yes	Summer	Lucy			<a href="mailto:summerlucy713@gmail.com">summerlucy713@gmail.com</a>	interview	Katie	
Community Member	resident (retired police, now Sophia)	unknown	Thiry	Steve			<a href="mailto:steve@sophiapartners.org">steve@sophiapartners.org</a>	interview		
Community Member	resident (retired UW-Ext)	yes	Tidemann	Shelley			<a href="mailto:tidemannm@gmail.com">tidemannm@gmail.com</a>	interview		
Art	Artist	yes	Vahlsing	Lora			<a href="mailto:loravahlsingdesigns@gmail.com">loravahlsingdesigns@gmail.com</a>	interview		
Gov	City Council	no	Allen	Arietta			<a href="mailto:aallen@fdl.wi.gov">aallen@fdl.wi.gov</a>	leader	Jon Mark	Yes
Gov	City of FDL	no	Benson	Dyann			<a href="mailto:dbenson@fdl.wi.gov">dbenson@fdl.wi.gov</a>	leader	Jon Mark	Yes
Service agency	Advocap (director)	no	Bonertz	Mike			<a href="mailto:mikeb@advocap.org">mikeb@advocap.org</a>	leader	Jon Mark	Yes
Gov	FDL Police Dept	no	Brown	Keywon			<a href="mailto:kbrown@fdl.wi.gov">kbrown@fdl.wi.gov</a>	leader	Jon Mark	Yes
Community Leader	FDL County	no	Buechel	Allen			<a href="mailto:allen.buechel@fdlco.wi.gov">allen.buechel@fdlco.wi.gov</a>	leader	Jon Mark	Yes
Gov	City Council		Degner	Dan			<a href="mailto:ddegner@fdl.wi.gov">ddegner@fdl.wi.gov</a>	leader	Jon Mark	Yes
Gov	Fond du Lac County		Gerred	Erin			<a href="mailto:erin.gerred@fdlco.wi.gov">erin.gerred@fdlco.wi.gov</a>	leader	Jon Mark	Yes
Gov	City Council		Giles	Ben			<a href="mailto:bgiles@fdl.wi.gov">bgiles@fdl.wi.gov</a>	leader	Jon Mark	Yes
Community Leader	Retired	unknown	Goldsmith	Judy			<a href="mailto:judygold@charter.net">judygold@charter.net</a>	leader	Jon Mark	Yes
Gov	City Council		Hans	Alicia			<a href="mailto:ahans@fdl.wi.gov">ahans@fdl.wi.gov</a>	leader	Jon Mark	Yes
Service agency	Boys & Girls Club of FDL		Hebel	Dan			<a href="mailto:dhebel@bgcfdl.org">dhebel@bgcfdl.org</a>	leader	Jon Mark	Yes

# Case Study #1 | Fond du Lac Public Library

- Find the “Connectors”
- Pick from contact list
- Invite for 1:1 interviews



# Case Study #2 | City of Madison

City staff from different professional backgrounds engaged residents on parking and transportation issues with the aim of prototyping an intervention.

Human-centered design (qualitative research approach)

Learn about the problem

Come up with ideas and prototype

Implement

Brief intercept/contextual interviews:

- Connect with the person close the experience, rather than relying on recall
- Allow observation of behavior and comparison with answers
- Good for: testing assumptions, preparing for long-form interviews, presenting prototype ideas
- Informal and semi-structured

## Resources

<https://www.digital.govt.nz/standards-and-guidance/design-and-ux/service-design/service-design-tools/intercept-interviews/>

<https://www.nngroup.com/articles/contextual-inquiry/>

# Case Study #2 | City of Madison

## Long form interviews

- Find places where communities of interest gather or access services
- Multiple ways of posing a question: interview questions, visual prompts, flash cards to evoke responses
- Take notes vs make a recording (allows more conversational feel while capturing all information)
- Take verbatim quotes (a more direct link to the speaker's thoughts and feeling) vs paraphrasing
- Interviewee as expert



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## Resources

[De Leon, J. P., & Cohen, J. H. \(2005\). Object and walking probes in ethnographic interviewing. Field Methods, 17\(2\), 200-204.](#)

# Case Study #2 | City of Madison

Before and after the interviews

- Find a good framework to direct research, organize information and refine it
- Consider working with a partner or a team
- Consider developing personas (composite representations of your interviewees)

## Resources

<http://designthinkingforlibraries.com/>

<https://civicservicedesign.com/tools-tactics/home>

<https://www.usability.gov/how-to-and-tools/methods/personas.html>



## Case Study #3 | Madison Public Library

- Living History Project → Stories from a Distance
- Community stories related to the COVID-19 pandemic
- Focus on underrepresented voices and stories
- Big pivot to distanced interviews
- Pearl-growing → “Who else should we talk to?”



# Best Practices & Considerations

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Format / platform:

- Technology can be a barrier
- Offer several choices of interaction
- Location
- Compensation
- Flexibility in how much time you ask for

# Best Practices & Considerations

Crafting questions:

- What do you want to learn?
- How do you expect to use the information that you are gathering?
- Core questions and follow-ups
- Warm-up questions
- Open-ended questions
- Magic wand question

[Roulston, K. \(2010\). Asking questions and individual interviews. \*Reflective interviewing: A guide to theory and practice\*. 9-33. \(PDF\)](#)

# Best Practices & Considerations

## Data, information and ethics

- Data/information use policy
  - What do we want to know?
  - How do we want to be able to use it?
    - internal
    - external
  - Safeguards
  - Don't over-collect
  - Anonymizing, confidentiality, and public use of information.
- Informed consent: Develop a consent form/release for use of information
  - Explains any compensation that will/will not occur
  - Explains the purpose and scope of study
  - Explains exactly how name, image, words, and data will be used
  - Explains that the participant can quit at any time
  - Written in plain language (8th grade level)
- Demographics - purposes
  - Who took part in the study? (retrospective)
  - Are we achieving representation of categories we wanted to include? (prospective)
- Demographics - best practices
  - Provide inclusive categories and also allow individuals to self-identify
  - Ask for ranges rather than exact figures (age, income, level of education)
  - Why do I need/not need to know a given category (race, gender, sexual orientation)?
  - Multi-lingual surveys?

## Resources

[Evaluation Guide for Public Libraries by Kate Haley Goldman](#)

**Informed consent creates an ethical boundary around the process**



# Best Practices & Considerations

## Following up / next steps

- Write a thank-you note
- Be specific about what comes next (relates to informed consent)
  - What will be done with notes or transcripts
  - Point people to language or information so that they are aware and can return to it if questions arise
- Ask if and how they would like to stay connected to the project

Q&A

# Contacts for follow-up

[laura@wils.org](mailto:laura@wils.org)

[malvarado@madisonpubliclibrary.org](mailto:malvarado@madisonpubliclibrary.org)

[bolthouse@fdlpl.org](mailto:bolthouse@fdlpl.org)