

Name \_\_\_\_\_ Date \_\_\_\_\_ Period \_\_\_\_\_

### **OBJECTIVE**

Students will demonstrate the ability to effectively communicate through oral, written, and visual expression by conducting an “Informational Interview” with an industry expert in a VWE II-aligned sector and write a short article and presentation about what they’ve learned and their experience.

### **PROJECT DESCRIPTION**

In this project you will conduct an “Informational Interview” to learn more about an individual’s life and work. You will utilize your professional communication skills by researching and interviewing an industry expert in a VWE II-aligned sector of your choice. You’ll take what you learn in the interview to write a short summary and produce a presentation to be shared with your class. **If you enjoy meeting new people and asking questions, this is an excellent project for you!**

### **RESEARCH**

The most important part of conducting an informational interview is research. Once you’ve chosen a sector, you should begin by researching local, regional, and state-wide companies and organizations that specialize in that particular field.

If you’re having trouble identifying a company or an individual, the Nepris platform offers a “Connections” feature (<https://nepris.com/user/list>) where your teacher can help you find, and connect with, a professional of interest who works in your chosen sector.

Once you have a specific individual picked out, you’ll need to research their position, the company they work for, and more about their specific job. This will help you prepare for your letter of introduction and subsequent informational interview.

### **LETTER OF INTRODUCTION**

Once you have settled on an interview subject you need to write a formal request for an interview.

In your request provide:

- Opening – Offer a brief introduction to you, your project, and what you hope to accomplish during your informational interview.
- Request – Outline what you’ll be asking him/her about.
- Dates/Times – Share your requested dates and times.
- Mode of Contact – The Nepris platform is the ideal means of communicating with this individual, however, a phone call works as long as you have a reliable means to record the interview.
- Closing – Thank this individual for their time/interest.

### **BEFORE THE INTERVIEW**

**Preparation is key.** The most important part of being of good interviewer is research. Once you've contacted and secured a date and time with a professional, you should begin researching more information about their particular job title and their company. This will help you formulate thoughtful questions.

You should prepare **at least 15 questions** (even though you are unlikely to use all of them) relevant to the individual's position, their education/expertise, the company/organization they work for, their past experience, what they like most and what they like least about their work, etc.

**Your interview questions are to be turned in and reviewed by your teacher before your scheduled interview.**

### **DURING THE INTERVIEW**

At the beginning of your interview introduce yourself and ask for your subject's permission to record the conversation. Remember, you cannot record interviews without permission.

Ensure that you are using formal English when reading your questions and asking follow-up questions. Treat the interview like you would a formal job interview, only in the case of an informational interview, you're the one asking the questions!

Take notes during your conversation so that you are prepared to write about your experience.

At the end of the interview, be sure to thank the professional for his/her time!

#### **Tips for How to Write Interview Questions**

- Never, ever go in "fresh," research and preparation are key.
- Your best bet is to find out what you want to know about this person, their career, or their educational experience. Take your questions from there.
- Research more information about this individual and his/her company. Read with a discerning eye and look for primary sources for verification.
- Ask open-ended questions that will get your subject talking, reminiscing, and/or expounding on the topic.
- If you're interviewing an author, writer, researcher, blogger, artist or other expert who produces a particular product, by all means, go check out that product and see what questions you still have.

### **ESSAY/ARTICLE**

Review your interview recording and your notes to write a 2-page article or essay relating what you learned from the research, outreach, and interview processes. As always you will be graded on grammar and mechanics in addition to the actual content of your article or essay.

Below is a sample outline of what your essay/article might look like:

- I. Introduction
  - A. Start with a humorous or interesting anecdote or fact that the person told you.
  - B. Thesis statement: One sentence that tells who was interviewed, his or her title, and why you interviewed that person. Basically, what do you plan to tell your reader about this person? Read this article on [how to write a thesis statement](#) for more help.
- II. Body paragraph 1: One big idea you learned
- III. Body paragraph 2: Second big idea you learned
- IV. Body paragraph 3: Third big idea you learned
- V. Conclusion
  - A. You need to wrap up your essay by summarizing and writing some concluding remarks about the person.

### **PRESENTATION**

In addition to your article/message you will also create a brief presentation for the class using PowerPoint. Your presentation will be scored by your teacher and classmates using the PVLEGS rubric. Your presentation should include at least 7 slides and run for 5-7 minutes in duration.

Please include the following:

- Title Slide
- Brief Overview of Individual Interviewed
- Key Takeaways from Interview
- Reflection on Research Process
- Reflection on Interview Process (tips for classmates)
- Summary
- Bibliography

### **NECESSARY PORTFOLIO COMPONENTS**

Please include the following project components in your final course portfolio:

- Printed copy of correspondence
- Teacher reviewed interview questions
- Digital recording of interview (if applicable)
- Essay/Article
- Printed presentation
- Completed rubric