

Hi, <their name>.

My name is <my name>, and I work with 18F, a digital services team housed within the GSA  
<https://18f.gsa.gov/>

I'm working with our education and training support team, called Learn, to help them explore what kinds of educational opportunities might be most helpful for our partner agencies and others working within the digital space inside the federal government. Victor Udoewa, a member of the Learn team, suggested that you might be a good person to reach out to on this topic, given your work on <whatever they work on>.

Would you be open to an hour-long conversation with us sometime this week (ideally, if you're available) or next? Or, if you aren't available or don't consider yourself the right fit for this request, might you be able to suggest someone from your team who would be able to speak with on this subject?

We would really appreciate it, and will share whatever findings we come up with back to you and your team to help inform your own work.

Thanks much!

— NAME

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*\*\*These questions are guidelines, the actual discussion will be more like an unstructured conversation than an interview.\*\**

## **Week of July 18, 2016 Meetings with other Agency Educators**

### **Introduction**

Thank you for taking the time to speak with us today.

I'm working with our education and training support team, called Learn, to help them explore what kinds of educational opportunities might be most helpful for our partner agencies and others working within the digital space inside the federal government.

We'd like to ask you a few questions about your experience so we can understand the problem space a little better. You don't have to answer any question you don't want to answer and we can stop at any point. We'll share our results publicly but we won't connect your responses to your name or agency.

Any questions or concerns before we begin?

## **Sample questions**

*Adapt these questions as you see fit.*

### **Context**

Can you tell us about your role at {agency} and the goals of what you're working on?

We've heard a bit about your work at {agency}, but for the purposes of this interview, can you tell us the story from the beginning?

### **Knowledge demand/market fit**

*These questions are aimed at helping us understand what kinds of education would appeal to agencies.*

Do you provide any training or education yourself? What do you provide? How confident do you feel that it's impactful? (*probe*)

Who has asked for training or education inside your partner agency, and what kinds of training have they asked for? How do you determine what kind of education or training would be valuable?

[If they have a formal education or training program] How did your training program get started?

Did you provide that training (either directly or through an outside source)? How did that go? What was the format? How did you determine whether or not it was successful? (*probe*)

Did you observe participants applying that knowledge outside of the training? Do you see any of the methods or techniques presented getting re-used in other parts of the organization? (*probe*)

Can you describe a time when a partner agency said they needed training on one thing, but you felt as though they really needed something else? What gave you this impression?

If you could include only one kind of training into your project, what would it be?

### **If there's more time...**

*These questions are here incase we have extra time and can fit these in.*

### **Production/Media questions**

Can you tell us a bit about the platform or tools that you use to produce your training materials?

How long does it take to produce, and how many people are involved?

Do you have criteria that needs to be met before you are allowed to send it out?

Do you, in any way, receive any feedback and/or measure how effective the learning material that you created is?

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### **Wrap-up**

Thanks for taking the time to talk with us. We really appreciate it.

Who else should we talk to about this?

Do you have any questions? Or are there any topics we covered that you'd like to discuss in more detail?

Excellent! Have a great day.