[Sample] Interview Guide

Youth Education Organizations

**NAME:**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

ORGANIZATION: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**TITLE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**LOCATION: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**DATE:** **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| INTRODUCTION |
| * Introduce each member of the team * Background of institution * Background of program * Goals for interview, for ex: * “We would like to talk to you today because we want to get to know more about organizations or groups that previously worked or are working with youth, especially adolescent girls, livelihoods, or financial education. We would very much like to record these discussions to help us remember them and so that we do not miss any of the issues and ideas you give us. All interviews are confidential. We will just use the information that you give us for our project. Is it okay if we tape record this conversation?” |
| PURPOSE |
| * To learn more about the organization’s programs for young people and to identify additional organizations that offer programs, especially those targeting girls and covering topics such as livelihoods or financial education. |

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| CORE QUESTIONS | PROBING QUESTIONS |
| 1. Please tell me more about your organization. | * What is the mission of your organization? * What programs or services do you provide? * Who are your funders? |
| 1. Tell me more about your organizational structure. | * How many staff members do you have? * What is the structure of your organization to support the activities that you do? |
| 1. What is your outreach? | * How many girls/youth do you reach a year? * Geographic coverage? (local/national; urban/rural) |
| 1. Who is your organization’s target group? | * Age? Gender? Socioeconomic status? Geographic focus? * For youth: In school? Out of School? Working? Non-working? |
| 1. What activities or programs do you provide for youth and/or adolescent girls? | * Livelihoods? Capacity building? Financial education? Health? Children’s rights? |
| 1. What is your cost per participant? | * What are costs per participant to deliver the non-financial services, including materials, staff, and administrative fees? |
| Training Programs for Youth or Adolescent Girls (if applicable) | |
| 1. What training programs do you provide for youth or adolescent girls? What results have you had? | * Who were the participants? * Who provides the training? * How many young people on average attend the training? * Where was the training? * How long is a typical training? * How often is it offered? |
| 1. What is the content of your trainings? | * Which subjects/topics are covered? * Key messages? |
| 1. How do you provide the training? Delivery mechanisms? | * Classroom trainings? Youth clubs? After school groups? Radio programs? * What has been the most effective way to reach youth? |
| 1. How do you segment the girls/youth? | * Target group? – Gender, age, rural/urban, education level, those in school or drop outs? Other * Are some groups of girls/ youth more vulnerable than others? Which ones? How so? |
| 1. What have been some of the positive outcomes of the training programs? | * What programs have the youth liked best? * Did you conduct an evaluation of the programs? |
| 1. What are some of the challenges your organization has faced in reaching young people? | * What have been some lessons learned? |
| 1. Does your organization have experience implementing training programs through schools? How was the experience? | * What were some of the positive outcomes? And the challenges? * If not, do you know of any organizations with experience implementing training programs through schools? |
| Other Training Programs for Youth | |
| 1. What are some other youth serving organizations in *[insert your country]* engaged in livelihood training for girls or adolescents? | * What are their main objectives? * What groups of young people do they target? Age? In school? Out of School? Working? Non-working? Socioeconomic status? Geographic region? * Do girls and young women participate? * How do they provide the training? Classroom trainings? Radio programs? Youth clubs? After school groups? * How many youth do they reach? |
| 1. What do you need to know when targeting children, youth and adolescent through education programs? | * Is it different for girls and boys? * What are the most effective strategies? |
| 1. In your view, which are the best training, or education organizations in *[insert country name]*? | * What has made this organization so successful? What are the characteristics of a successful training or education organization? * How could *[insert your financial institution name]* partner with these organizations? |
| Savings patterns of girls, adolescents and youth | |
| 1. How do young people in *[insert country name]* manage their own money? | * Do they save? * *If yes:*    + How do they save? Where do they save?   + Do they track their money?   + Is it different for girls and boys? |
| 1. When do they have the most/least money? How do they get money? | * What time of the year? * Does it differ by age group? Children, adolescents, youth? * Income-generating opportunities (part-time, full-time) – where? Starting at what age? |
| 1. What do you think would be important to teach young people in *[insert country name]* about saving? | * What do they need to know to open a savings account? * What barriers would prevent them from opening a savings account? Parents? Legislation? Others? |
| 1. How do young people in *[insert country name]* typically learn how to manage their money? | * In school? Youth Clubs? Friends? Parents? (boys/girls) * What role do other family members play? Which family members? * What role do schools play? What do students learn about money and money management in school? * What role does experience play? What types of experience are most valuable? |
| 1. What are some issues or challenges that girls and young women face? | * What are some barriers that they face in the economic world that may be different than for boys or older women and men? * Social isolation? Early marriage? Economic vulnerabilities? Safety/violence? Social norms? |
| **Marketing Strategies** |  |
| 1. How can youth be reached? | * Mobile, SMS, internet, school, flyers, TV, etc. * When is the best time to reach them? * Where? (physically or through mass media) |
| 1. What’s popular with youth now? | * Music, TV shows, Internet sites, comics, etc.? |
| 1. What are popular youth leisure activities? | * Sports, games, contests, etc.? |
| 1. How would you recommend reaching girls especially? | * Are there any cultural issues to be aware of? |
| 1. What are examples of successful youth behavioral change programs or commercial marketing campaigns? |  |
| Thank you very much for your time. Your inputs are very valuable for the research we are conducting. | |