

Stakeholder Interview on Goals, Strategies and Indicators

Another method to gather stakeholder input on the goals, strategies and indicators is for each member of the DLT to interview five people who represent their constituent group. For example, the parent representative would interview five parents, the superintendent might interview five local board members or five other top-level administrative staff, and the teacher leader would interview five other teacher leaders. When leadership team members select their five interviewees, they should keep the following criteria in mind:

1. Are the five persons selected by individual DLT members representative of the constituent group? For example, did the building administrative representative select individuals from different schools and from the various levels of administration (e.g., principals, assistant principals)?
2. Do the five persons selected include individuals who are opinion leaders? Are persons included those who set the tone for how others will respond? This may be formal or informal leaders and persons who have conferred or inferred position. These are individuals who either through their wisdom, knowledge or strength of personality place themselves in an influential position.
3. Do the five persons selected include individuals who are experts in the goal area?
4. Do the five persons selected include individuals who may have diverse opinions or perspectives? Looking at the goal through different lenses (political, economical, social, etc.) will these individuals offer insights that may have been missed?

Questions for the interviews should include qualitative and quantitative questions. For example, a qualitative question might be: "Given the mission (why the district exists), how will the draft goals, strategies and indicators accomplish the mission?" This might be followed up with a quantitative question such as, "On a scale of five to one with five being high, how well will the goals, strategies and indicators if implemented with fidelity, result in accomplishment of the mission?"

Another option for the interview process would be to show the person being interviewed a one- to two-page sheet with the goals, draft strategies and indicators, and proceed to follow a structured protocol, e.g.:

STATEMENT-AGREEMENT		INTERVIEWEE COMMENTS
The goals target the greatest problems faced by the district.		
Agree	Disagree	
The goals reflect my concerns.		
Agree	Disagree	
The strategies, if fully, implemented, have a great likelihood to achieve the goal.		
Agree	Disagree	
The strategies are reasonable and practical.		
Agree	Disagree	
These are the right indicators that will tell me if the goals and strategies are successful.		
Agree	Disagree	
I understand the goals, strategies and indicators.		
Agree	Disagree	