

Analyzing and Reporting Interview Data

ANALYZING INTERVIEW DATA - Reminders

- 1.) Read/review completed sets of interviews. Record general summaries e.g., most respondents were positive about the program, most were negative, there were mixed responses, etc.
- 2.) Where appropriate, encode responses (e.g., this answer is an example of desired behavior post program exposure, or respondent identifies as _____ type of worker).
- 4.) summarize coded data (e.g., most interview respondents indicated that....., or there was little agreement among respondents)
- 5.) pull quotes to illustrate key findings.

Examples of Interview Summaries -- THIS IS WHAT INTERVIEW FINDINGS LOOK LIKE

Structured interviews were conducted with all 8 board members. Protocols are available upon request.

- **All interview respondents were able to identify multiple strengths of the Professional Association, including commitment to member satisfaction, quality programming, accurate and timely information and connections to the community, and providing a neutral and nurturing space for members to convene.** Individual board members also reported the following as Professional Association strengths:
 - diversity of members, but equality of voice
 - deep understanding of nonprofit members
 - assistance for those who are isolated in their jobs
- **Board members also identified three major weaknesses: lack of programming for senior members; tension regarding the role of the Professional Association (i.e., whether it should be only a member service organization or whether it could also play an advocacy role in the community); and potential financial instability due to the current dues structure and the potential loss of corporate members.** There were clearly differences of opinions about Professional Association weaknesses, especially regarding direction: a few board members described the current focus as too broad and others indicated it was too conservative. Additionally there were some concerns that were raised by individual members:
 - *there is a lingering perception of exclusivity among the membership;*
 - *part-time staff force a lot of priority juggling;*
 - *the organization appears very grass-roots, nonprofessional, especially regarding communications which also need to be streamlined;*
 - *there is too much focus on process.*

- The consensus among board members was that the organization is currently stable and well managed, and very responsive to the membership. They were particularly positive regarding the efforts of the Executive Director. There were concerns from some board members, however, that member responsiveness and overall stability were dependent on the current Executive Director. Specific comments regarding stability and responsiveness included the following.
 - *Necessary management systems are in place.*
 - *Professional Association is getting good visibility especially through special projects and newspaper coverage.*
 - *Member-initiated programs are particularly effective regarding member responsiveness.*

- There is consensus among board members that the current Executive Director is a good manager and the board and especially the chair are knowledgeable and active. Specific comments included the following.
 - *(The Executive Director) is a good leader. I don't always agree with her ideas, but she has pushed us to think about goals.*
 - *The board is the anchor, the conscience of the organization.*
 - *(The board) is representative of diversity of philanthropy in the community. The chair is a very dynamic, strong leader who has an agenda and will take the organization somewhere.*

A few board members had concerns, however, that the board was not diverse enough (inclusive of communities of color), that they have not fully coalesced, and been used in a consultative fashion.

- Most of the board members agreed that the level of member involvement was about right given the community, but most could also identify some important absences. Specifically they mentioned that they were missing (specific types of organizations are named here)..... Overall, however, the board members indicated that efforts to get and keep members had been effective.

- Board members indicated that there has clearly been a shift of involvement (from one type of organizational member to another), but also indicated that there are core groups within each important sector. They clarified that decreasing organizational involvement is a function of conditions at the organizations where there is less time and staff dedicated to (professional association type business).

- Board members described the Professional Association as good at recruiting (specific type of organizational members) but acknowledged the current difficulty connected with recruiting (other types of organizational members). Individual members suggested that improved publications would help and that it might be valuable to increase membership among the smaller (types of organizations).. Most board members also indicated that the Professional Association had been effective at retaining members and were especially positive regarding recent efforts to maintain members, but they also acknowledged the need to develop specialized programming for senior members.

Note these results came from an Impact study of a Professional Association The assessment was conducted using five core data collection strategies: surveys of members and non-members, interviews with all board members and a sample of other key informants (media and representatives from public and private funding organizations, and nonprofit organizations).