RECOMMENDED INTERVIEW QUESTIONS

1. I've been looking at some data from our regional labor market. It seems like for new graduates with less than a bachelor's degree, the following industries and occupations—[list some industries and occupations that appear on your Regional Labor Market Profile]—pay [insert a figure here that's at least 80% of your region's median wage] and have a lot of job openings. Does this align with what you see happening in the region? What in-demand, well-paying occupations in our local/regional labor market provide career advancement opportunities and are accessible to new graduates with less than a bachelor's degree?

2. Are there any industries and occupations we haven't discussed that you think I should explore further?

3. Which regional employers have these kinds of jobs? Would you be willing to connect me to them or provide me with their contact information and allow me to use your name as a reference?

4. What do you think is the best way for me to connect to other local/regional employers with these kinds of jobs (i.e. names, contact information)?

   NOTE: Check the regional chamber of commerce Web site to find a list of its members; look for keywords such as "Membership," "Member Directory," "Business Directory," etc. You may find helpful employer contact information through these lists. However, since these lists can be very long, it's helpful to ask your interviewee about which ones you should contact first in your targeted industries.

5. Who else in the region should I contact to help me learn about job opportunities for my students and to connect me to employers with these jobs?

6. What publications, tools, or Web sites do you think I should use to learn more about these kinds of jobs in the region?

7. What issues should I be thinking about in trying to identify jobs that are good bets for my students in this region?

8. What issues should I be thinking about when identifying training programs that meet the needs of regional employers with these kinds of jobs?
SAMPLE PHONE SCRIPT FOR OUTREACH TO THE REGIONAL CHAMBER OF COMMERCE

Hello [name of contact, if you have one]. My name is _____, and I'm a [your title] for [name of your organization]. My job is to [brief description of your mission/work]. I typically work with students who are [describe your students' ages, educational backgrounds, etc.].

I've been looking at some of our regional labor market data, and I'd like to learn more about what's happening on the ground so that I can steer my students towards successful careers. Would you be willing to schedule a phone call with me to discuss this?

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NOTE: At this point, you may go right into scheduling a call—or, if it makes sense, you can give the person on the line a little more context, in which case you could proceed as follows:

As I mentioned, I've been looking at some data from our regional labor market. My goal is to identify occupations that provide advancement opportunities and are:

• In-demand (have job openings);
• Well-paying [insert a figure here that's at least 80% of your region's median wage]; and
• Accessible to recent graduates with less than a bachelor's degree.

I've identified some industries and occupations that seem to meet these criteria. I'm calling you because I'd like to speak with you to get some feedback on my list and to make sure that I haven't missed any occupations and industries that you think may be good options for my students. Most importantly, I'd like to get your thoughts on whether the data is telling me the real story about labor market opportunities in our region. I know that you work closely with employers and I'd love to tap into what you've heard from them about in-demand jobs and needs in our region. It'd be great if I could contact them to learn more about these jobs.

I'd really appreciate some guidance on this work. With your help, I'll have a better understanding of workforce initiatives and job opportunities for my students so I can advise them on making more informed career decisions. This kind of information can also help me to narrow the list of postsecondary training programs to which I refer them.

[Add any closing comments.]

Thank you very much!
SAMPLE EMAIL FOR OUTREACH TO THE REGIONAL CHAMBER OF COMMERCE

Dear ____,

My name is ____, and I am a [your title] for [name of your organization]. My job is to [brief description of your mission/work]. I typically work with students who are [describe your students' ages, educational backgrounds, etc.].

I know that the Chamber works closely with employers in this region. I'd like to learn more about our regional labor market to help steer my students towards successful careers. **Would you be willing to schedule a brief phone call with me to discuss this?**

I've been looking at some data from our regional labor market. My goal is to identify occupations that provide advancement opportunities and are:

- In-demand (have job openings);
- Well-paying [insert a figure here that's at least 80% of your region's median wage]; and
- Accessible to recent graduates with less than a bachelor's degree.

I've identified some industries and occupations that seem to meet these criteria. I'd like to speak with you to get some feedback on my list and to make sure that I haven't missed any occupations and industries that you think may be good options for my students.

Most importantly, I'd like to get your thoughts on whether the data is telling me the real story about labor market opportunities in our region. I know that you work closely with employers and I'd love to tap into what you've heard from them about in-demand jobs in [your town/city/region].

I'd appreciate any guidance you can give regarding this work. With your help, I'll have a better understanding of regional labor market opportunities for my students so I can advise them in making more informed career decisions. This kind of information can also help me to narrow the list of postsecondary training programs to which I refer them.

[Add any closing comments.]

Thank you very much,

[Your Name]

[Your Phone Number]