

Appendix V: Format for Interviewing Organizations (March 2006)

Introduction:

I am calling on behalf of the American Anthropological Association (AAA). I appreciate your taking the time to talk with me today. This conversation will probably take about 20 minutes or so. The information you provide will be kept confidential with regard to your individual identity.

The AAA is the largest anthropology organization in the world, and our membership includes both academically based and non-academically based anthropologists, especially those holding the M.A. and the Ph.D. in anthropology.

The AAA is assessing whether to develop services and benefits that would be of particular interest to non-academic organizations that employ anthropologists. This survey is being conducted under the guidance of the AAA Professional Advisory Working Group that was appointed by President Liz Brumfiel in 2004. We are calling leaders in selected organizations that employ practicing anthropologists. We hope to learn about the ways that the AAA could provide programs and benefits to support their professional work in the context of your organization and to enhance your organization's recognition of the work of practicing anthropologists.

Questions:

First, a few quick questions about the nature of your organization and your position there:

1. How would you describe [name of organization]?
2. Location?
3. About how many people work in the organization?
4. How many of these are anthropologists?
5. Of these anthropologists, do you know how many are working full time/part time or are independent contractors?
6. Are the anthropologists working there scattered among various units or clustered in some way?
7. How would you describe the role and visibility of anthropologists in your organization?
8. How long have you been employed there?
9. What is your job title and position?
10. How would you describe your academic training and areas of specialty?

Now I have some questions about the potential relationship between your organization and the American Anthropological Association that might be useful for your organization overall and beneficial to anthropologists who work there.

11. Have you ever heard of the AAA?

- If no, explain what the AAA is.
- If yes, what is your impression of the AAA in terms of helping to meet the goals and work of your organization generally?

12. Have you ever been a member of the AAA?

- If lapsed member, why have you not renewed your membership?

13. What kinds of benefits and services might the AAA provide all the anthropologists who works in your organization?

Probes:

- a. In being more effective in their positions?
- b. In training and developing their skills?
- c. In finding clients for the organization?
- d. In promoting your services?
- e. In improving their position within the organization?
- f. In improving their insurance plan options?
- g. In broadening the reputation of your organization?
- h. In providing publications?
- i. In offering meetings and conferences?

j. Other? [This should be particularly emphasized]

14. Would any of the following benefits and programs be important services to your organization such that you would consider becoming an organizational member of the AAA? (Yes/No)

- a. Electronic directory on AAA Website?
- b. Published hard-copy directory?
- c. Job advertising?
 - On AAA Website
 - In the Anthropology News
- d. Interview space at AAA Annual Meeting ?
- e. Exhibition booth at AAA Annual Meeting?
- f. Smaller regional conferences organized by the AAA?
- g. List serve of applied organizations?
- h. Continuing education/training in:
 - Business management?
 - Marketing anthropological research or other services?

- Maximizing consulting opportunities?
 - Utilizing new technology/anthropological software?
 - New techniques in anthropological research?
 - Other training needs (specify)?
- i. Access to *AnthroSource*?
- j. Journals and newsletters?
- k. An applied anthropology journal?
- l. Insurance?:
- Liability insurance [emphasize]
 - Health insurance, including dental and eye insurance
 - Life insurance
 - Long-term care
- m. Internship matching (meaning interns working for your organization)?
- n. Discount credit card?
- o. “Good Practices” highlights (designed to keep practicing anthropologists up-to-date and help you make informed decisions about how to manage, build and grow your practice)?
- p. Retirement plan services?
- q. Rental car discounts?
- r. Office supply discounts?
- s. Federal Express discounts?
15. Have you ever attended an AAA annual meeting? If no, what would make you interested in attending a meeting? If yes, why do you attend meetings and how could we make meetings more valuable to you?
16. What other professional organizations or associations does your organization belong to?
- What benefits do they provide that you find valuable?
 - How much is the organizational annual membership?
- If I asked you to invest in the AAA organizational membership today, what benefits would have to be there to interest you?
17. How much do you think your organization would be willing to pay for an annual organizational membership in the AAA if such benefits were covered?
- In your organization, who would initiate the order for becoming a member of the AAA and who would make the decision for the organization to become a member and to

place a purchase order for it? How would this process work?

18. Can you think of anything that I haven't asked you about today that is important as we consider ways in which the AAA could better meet the needs and interests of your organizations and anthropologists who work there?

Thanks very much for taking so much time to talk with me today. If you have further interests in the AAA, please contact Kathleen Terry-Sharp (Director of Academic Relations of the AAA). She can be reached at ksharp@aaanet.org.