

**Appendix VI:
Practicing Anthropology Working Group
(PAWG)
Results of Private Sector Organizational Interviews
May 2006**

Background:

In the previous set of interviews with practitioner anthropologists during the summer 2005, a broad array of non-academic practitioners were interviewed—including government employees—with regard to potential services, benefits, and programs that they deemed helpful for their own work. A report of those interviews was presented to the Executive Board in November 2006. In the recent round of interviews during spring 2006, we talked with 24 practitioner anthropologists in the private sector and focused on prospective services, benefits, and programs for the **organizations** in which they worked. The interview format is provided at the end of the report.

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Characteristics of Interviewees

N = 24

Males: 14; Females: 10

Areas of Specialization in Anthropology (as reported):

Archaeology: 3

Physical: 2

Archaeology/Linguistics: 1

Applied Linguistics: 1

Applied: 3

Cultural Applied: 1

Cultural: 12

Psychology: 1

Highest Degree:

PhD: 19

MA: 5

Types of Position Held:

Sole Proprietor: 5

Director: 5

Executive Director/President: 4

Program Coordinator: 1

Researcher: 7

Archaeologist: 1

Retired President: 1

Length of Time Employed in Current Position:

Mean = 8.39 years

Range = 1-27 Years

AAA Membership:

Yes, currently a member: 11

No, formerly a member: 10

No, never a member: 3

Annual meeting attendance:

Yes, have attended an AAA annual meeting: 19

No, have not attended an AAA annual meeting: 5

Characteristics of Organizations

Type of Organization Employed In:

Small consulting: 12
Large Corporation: 8
Museum: 1
Non-profit organization: 1
Large research organization: 1
State historical society historic preservation: 1

Size of Organization:

Range (approximate number of employees)	
1	5
2 – 50	8
51 – 1000	5
1,001 – 10,000	1
10,001 – 100,000	4
100,000 +	1

Area of country represented in organization location:

Northeast: 4
Midwest: 5
Northwest: 2
Southwest: 4
California: 6
International: 1

Number of Anthropologists working in organization:

Range in number of Anthropologists employed in organization	
1	11
2 – 25	11
26 – 50	1

Initial Results

The semi-structured interviews included questions regarding potential benefits, services, and programs that could be provided by the AAA. Responses to these probes were analyzed quantitatively and represent minimal, neutral, or positive interest from the interviewees as a group. Given that small organizations may have differing needs than large organizations have, we have divided the responses from the sample into those organizations with less than 15 total employees (10 organizations) from those having 15 or more employees.

Group 1: Organizations with less than 15 employees:

Benefits, services, and programs that received *overwhelmingly positive* responses:

- training and developing skills
- offering meetings and conferences
- list-serve of applied organizations
- applied anthropology journal
- liability insurance
- continuing education and training
- “good practices” highlights

Benefits, services, and programs that received *neither positive nor negative* responses:

- being more effective in their positions
- providing publications
- electronic directory on AAA website
- job advertising
- smaller regional conferences organized by AAA
- journals and newsletters
- internship matching
- retirement plan services
- access to Anthrosource

Benefits, services, and programs that received *minimal or negative* responses:

- finding clients for their organization
- promoting their services
- improving their position within the organization
- broadening the reputation of their organization
- published hard-copy directory
- interview space at AAA annual meeting
- exhibition booth at AAA annual meeting

- discount credit card
- rental car discounts
- office supply discounts
- Federal Express discounts

Group 2: Organizations with 15 or more employees:

Benefits, services, and programs that received *overwhelmingly positive* responses:

- providing publications
- offering meetings and conferences
- job advertising
- interview space at AAA annual meeting
- journals and newsletters
- an applied anthropology journal
- internship matching

Benefits, services, and programs that received *neither positive nor negative* responses:

- improving insurance plan options
- broadening the reputation of your organization
- electronic directory on AAA website
- exhibition booth at AAA annual meeting
- continuing education and training
- access to Anthrosource
- liability insurance
- discount credit card
- “good practices” highlights

Benefits, services, and programs that received *minimal or negative* responses:

- being more effective in their positions
- training and developing skills
- finding clients for the organization
- promoting their services
- improving their position within the organization
- published hard-copy directory
- list-serve of applied organizations
- retirement plan services
- rental car discounts
- office supply discounts
- Federal Express discounts

All 24 organizations:

Benefits, services, and programs that received *overwhelmingly positive* responses:

- offering meetings and conferences
- job advertising
- smaller regional conferences
- list-serve of applied organizations
- continuing education and training
- journals and newsletters
- liability insurance
- internship matching
- “good practices” highlights

Benefits, services, and programs that received *neither positive nor negative* responses:

- providing publications
- electronic directory on the AAA website
- interview space at the AAA annual meeting
- exhibition booth at the AAA annual meeting
- access to Anthrosource

Benefits, services, and programs that received *minimal or negative* responses:

- AAA’s helping anthropologists in being more effective in their positions
- finding clients for the interviewee’s organization
- promoting the interviewees’ services
- improving the interviewees’ position within their organization
- broadening the reputation of their organization
- published hard-copy directory
- discount credit card
- retirement plan services
- rental car discounts
- Federal Express discounts

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?
 - 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.