



Informational Interviews Virtual Options

Conducting informational interviews virtually requires a careful look and policies and procedures regarding student contact via phone or the internet with industry partners outside the school setting.

Informational interviews are usually conducted individually at the workplace or the school, however they may take place over the phone or using technologies such as FaceTime, Skype, Zoom, Microsoft Teams, or Google Meet when appropriate permissions, guidance and protections are in place.

Virtual and hybrid informational interviews approaches are more straight-forward in terms of conducting them in an on-line environment, yet they lack the power of direct student and industry partner interaction. There are also a number of virtual simulations available where a recording of a live interview with an industry partner can be viewed on-line and serve as a foundation for an activity and/or discussion in the classroom

Virtual Activity Options

Remember, virtual activities promote “live” student contact with adult professionals and front-line workers via the use of technology. are simulations and provide students with employer exposures through recordings, online research and related classroom activities. Appropriate permissions, protections and guidance should be developed to support these experiences.

Informational Interviews by Phone or Online

A student formally interviews an Industry Partner over the phone or internet about his or her industry, educational and career path, and chosen profession.

Steps to Success

1. Review the Informational Interview Guide. Review and distribute appropriate tip sheets and check lists.
2. WBL Coordinator and/or Teachers recruit a range of Industry Partner(s) and support students in selecting those they would like to interview.
3. In some cases, students may identify and reach out to an industry partner they would like to interview.
4. Consider having students interview someone they know about their career path and industry (could be a parent guardian, friend, coach, pastor, shopkeeper, etc.).
5. WBL Coordinator and/or Teachers help students select and test the platform as well as schedule the interview with the industry partner.
6. Students then contact, asks questions and interacts with the interviewee.
7. Teacher support reflection activities and helps students update their employability skills profile

Special Considerations:

- Ensure appropriate permissions, guidance and protections are in place and share those policies with employer partners and students



- Distribute and collect necessary permission forms
- Get employer permission to record and reuse the session
- Make sure students are comfortable with the selected technology

Virtual Informational Interview Foundational Activity

Students review a prerecorded interview with an industry professional in the virtual classroom and engage in a guided discussion after the interview. What did you learn? What surprised you? What do you wish the person had been asked? How can you follow up to learn more? (See below for some sample links. Consider having students conduct on-line research to locate prerecorded interview session with employers and use those on the classroom.

Go Hybrid

A model where small groups interview an industry partner via Skype, Zoom, Microsoft Teams, Google Meet or some other technology, record the session and then use it to form the foundation for a classroom activity and discussion.

Steps to Success

1. Review the Informational Interview Guide. Review and distribute appropriate tip sheets and check lists.
2. Teachers and students work together to identify occupations they are interested in learning more about.
3. Teachers and Students work with the WBL coordinator to recruit Industry Partners in those industries that hold those jobs. or participation in an interview. Partners are asked if it's okay for the interview to be recorded for future use the classroom.
4. WBL Coordinator and/or Teachers help select and test the appropriate platform and schedule the interviews.
5. Teachers work with students to develop a set of questions to use with all interviewees.
6. Teachers recruit and select students (no more than three per interview) to actually interview the industry partner. (teachers may monitor the session if appropriate).
7. Students then provide a presentation to the class on the interview, showing the recording, and commenting on the experience.
8. Teachers then lead a classroom discussion or activity to help students reflect on the experience

Resources and Links

Below you will find a examples websites or resources that provide recordings of informational interviews with industry professionals.

GLADEO - <https://gladeo.org>

A next gen career exploration platform featuring interviews with industry professional

Road Trip Nation <https://roadtripnation.com>

Nearly 1000 Leaders form 29 Industries share their stories on video

Grant Associates/DOE Industry Professionals Speaker Videos



<https://www.youtube.com/channel/UCKhLFrSE0KGbFqv4qqmO2vw/featured>

Tips for Conducting a Hybrid Informational Interview Activity

- Select and personally practice using the selected technology.
- Make sure all students have access to appropriate technology.
- Do a test run with your students as well as the presenter.

Have all students who will participate in the activity brainstorm and submit question they would like the Interviewee to answer

Select a small group of students to pose the questions to the interviewee and have them pose those questions to the interviewee or conduct the interview yourself. Record the activity.

- Decide how you want to organize and moderate the session. Sometimes it takes one person to manage the session and another to monitor the technology and address questions.
- Decide which Student reflection activities will take place and how you will support them.
- Remember, it's likely that parents or guardians will be around and would be a good resource for potential future speakers,
- Make sure you get feedback on the activity from the speaker and the students.
- Record and post the presentation for others to view and use in their classrooms