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**Interview Script**

I appreciate you taking the time to meet with me today. My name is *[insert]* and I am the *[insert title]* with NC Cooperative Extension *[insert name of county]* Center. *[If others are attending interview, introduce as well]* As part of our ongoing efforts to implement educational programs that directly address the current and most important needs of our citizens and local communities, we are undertaking a needs assessment process.

I/We are excited that you have accepted our invitation to share with us what you think are the important issues and opportunities facing *[insert county name]* County, both today, and in the years ahead. NC State University and N.C. A&T State University work in tandem, along with federal, state and local governments, to form a strategic partnership called N.C. Cooperative Extension, which staffs local offices in all 100 counties and with the Eastern Band of Cherokee Indians. We conduct groundbreaking research that addresses real-world issues and share this information with our local communities. NC Cooperative Extension offers a variety of programming focused on our three core program areas: agriculture and natural resources, health and nutrition, and youth development. In the area of agriculture and natural resources, Extension connects farmers, agribusinesses and communities with vital research-based information and technology. In health and nutrition, Extension offers a wealth of educational programs that address public health issues, improve economic well-being, and help people make healthier, better-informed decisions. Finally, within youth development, hundreds of thousands of young people learn skills to succeed in life through 4-H educational programs and camps.

*[Describe specific programs that are offered in the county].*

*[If recording: We are recording this session so we can go back and make certain we understand accurately what you said. As called for in NC State University guidelines, these recordings will be used to make a written copy, or transcription, of the interview today. Then, they will be destroyed.]*

*Select the questions related to the interview purpose (county needs assessment vs. program needs assessment)*

**Question 1:** Let’s begin by talking about what you see as the most important program or service offered by Extension.

**Probe 1:** What would you identify as the one Extension program or service that you believe is the most important in our county?

**Probe 2:** Why is this such an important program or service?

**Question 2:** Let’s focus now on those challenges and issues related to agriculture and food.

**Probe 1:** What would you identify as the one agricultural or food production challenge or issue that you believe is the most important one facing the county today?

**Probe 2:** Why is this such an important issue or challenge?

**Probe 3:** What priorities in the area of agriculture and food do you feel Extension should address in the future?

**Question 3:** Let’s focus now on those challenges and issues related to nutrition and nutrition related diseases.

**Probe 1:** What would you identify as the one nutrition challenge or issue that you believe is the most important one facing the county today?

**Probe 2:** Why is this such an important issue or challenge?

**Probe 3:** What priorities in the area of nutrition do you feel Extension should address in the future?

**Question 4:** Let’s focus now on those challenges and issues related directly to the county’s youth.

**Probe 1:** What would you identify as the most important challenge or issue facing the county’s youth today?

**Probe 2:** Why is this such an important issue or challenge?

**Probe 3:** What priorities related to youth do you feel Extension should address in the future?

**Question 5:** Let’s focus now on those challenges and issues related directly to the county’s families.

**Probe 1:** What would you identify as the most important challenge or issue facing the county’s families today?

**Probe 2:** Why is this such an important issue or challenge?

**Probe 3:** What priorities related to families do you feel Extension should address in the future?

**Question 6:** Let us now move on and discuss if there are things that Extension could do to improve our service to [insert county name] County.

**Probe 1:** What are we doing well?

**Probe 2:** What are we not doing well?

**Question 7:** Now let’s talk about what Extension must do in the future to remain relevant to the needs of [insert county name] County.

**Probe 1:** Is there anything you believe Extension should be aware of that could help our mission, county center, or programs?

**Probe 2:** Do you anticipate any issues on the horizon that we could help you with?

**Question 8:** Before we finish up, is there anything we have not talked about you believe is important for the future of Extension?