

Upstate International Interview Guide

Ice breaker

Spend a little time just getting the participant talking and comfortable. Probe on anything of interest.

- What do you do for work?
- What is your marital status? Significant other? Kids? If so, ages
- How long have you lived in Greenville?
- What is your life motto?
- How was your weekend? Is that a typical weekend? Where did you go? Who did you go with?

Heritage/ Affinity for cultural exchange

- How do you identify culturally/ ethnically?
- Do you seek opportunities to connect with **your** culture in Greenville?
- Do you seek opportunities to connect with **other** cultures in Greenville? Tell me about that? Why/Why not?
- When it comes to cultural exchange, is there anything you wish you could experience in Greenville that you don't have access to?

Special Events

- Think about the last time you went to what you consider a special event/ activity/ or program. What was it?
- How did you find out about the event?
- What made you sign up/ attend?
- Who did you go with?
- Do you have special events that are coming up? How did you find out about it?
- What was the primary reason that made you sign up?
- What makes an event worth going to?
- When was the last time you attended a new event or tried a new activity?
- What would make you try something new?

Membership

- Are you a paying member of any clubs today?
- What keeps you engaged?
- Is there any clubs/groups/networks you used to be a member of that you aren't anymore?
- Why did you decide to retreat?

Upstate International

- Are you a member?

- If yes: tell me about your experience? What is the biggest value you are getting out of your membership?
- If no: Why not?
 - Do you know about it?
 - Is there anything that UI can do to help move you into action?
- What would you expect to pay to be a member of this club? What would that depend on?

Communication

- When would you be most open to hearing from UI?
- Would you prefer email/ text/ call?

How predictable is your week?

Very predictable 1 2 3 4 5 Unpredictable

When would you consider attending an Upstate International Event?

Weekdays

6am-8am	9am-11am	12am-2pm	3pm- 5pm	6pm-8pm	9pm-11pm	11p+
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Saturdays

6am-8am	9am-11am	12am-2pm	3pm- 5pm	6pm-8pm	9pm-11pm	11p+
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Sundays

6am-8am	9am-11am	12am-2pm	3pm- 5pm	6pm-8pm	9pm-11pm	11p+
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Agreement Statements

I am a creature of habit

Not at all true	1	2	3	4	5	Very true
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I have strong traditional values

Not at all true	1	2	3	4	5	Very true
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I am very open minded

Not at all true	1	2	3	4	5	Very true
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I actively seek opportunities to meet people from different cultures

Not at all true 1 2 3 4 5 Very true

I actively seek opportunities to meet people with different perspectives

Not at all true 1 2 3 4 5 Very true

I am a citizen of the world

Not at all true 1 2 3 4 5 Very true

I actively seek opportunities to volunteer in my community

Not at all true 1 2 3 4 5 Very true

Sources of Value

Think about events you attend. How important are the following qualities when deciding to attend an event?

People I know are going

Not important 1 2 3 4 5 Extremely Important

Learning something new

Not important 1 2 3 4 5 Extremely Important

Meet interesting people

Not important 1 2 3 4 5 Extremely Important

Sounds fun

Not important 1 2 3 4 5 Extremely Important

There will be drinks/alcohol available

Not important 1 2 3 4 5 Extremely Important

There will be food

Not important 1 2 3 4 5 Extremely Important

It doesn't interfere with work

Not important 1 2 3 4 5 Extremely Important

Now rank top three

Interests

Historical discussions

Not at all interested 1 2 3 4 5 Very interested in

Political discussions

Not at all interested 1 2 3 4 5 Very interested in

Book club

Not at all interested 1 2 3 4 5 Very interested in

Language classes

Not at all interested 1 2 3 4 5 Very interested in

Online language classes

Not at all interested 1 2 3 4 5 Very interested in

Cultural celebrations

Not at all interested 1 2 3 4 5 Very interested in

Cultural events around food/drinks

Not at all interested 1 2 3 4 5 Very interested in

Art exhibits

Not at all interested 1 2 3 4 5 Very interested in

Murder mystery dinner

Not at all interested 1 2 3 4 5 Very interested in

Salsa at Sunset

Not at all interested 1 2 3 4 5 Very interested in

Fundraisers [relating to:

]

Not at all interested 1 2 3 4 5 Very interested in

Religious traditions

Not at all interested 1 2 3 4 5 Very interested in

Resonance

Fun on a global scale

Doesn't resonate at all 1 2 3 4 5 Really speaks to me!

Website Experience (3 words to describe)