The Better Careers Design Group Learning Community

The Challenge of Staying Connected:

Diversity plans and remote interviews that bridge the divide

April 16, 2020

The Third Sector Team

Emily "Fabs" Fabiaschi

Director

"I am passionate about better workforce development coordination. I've had the privilege to work with many CBOs/agencies and they are rock stars!"

Sheba Rivera

Manager

"I am passionate about elevating many different perspectives to discover new ideas"

Drew Souders

Sr. Associate

"I come from an international humanitarian background, and am passionate about sharing power with those in need to create more equitable systems."

Laura Chen

Sr. Associate

"I'm passionate about building environments that democratize access at the intersection of social and geographic mobility."

Emily Rentschler

Associate

"I am passionate about creating more equitable and creative government systems."

THIRD SECTOR

Topics for today

Kickoff: Welcome to the group and the local challenges to explore

Diversity for design research: How to create a diverse subset of people from a list

Interviewing through remote interviews: How to learn more about system challenges

Next session: Present what you learned from using phone calls or other community engagement and start to redefine the problem

Discussion time: Seek feedback from Third Sector or the Design Group (11-11:30)

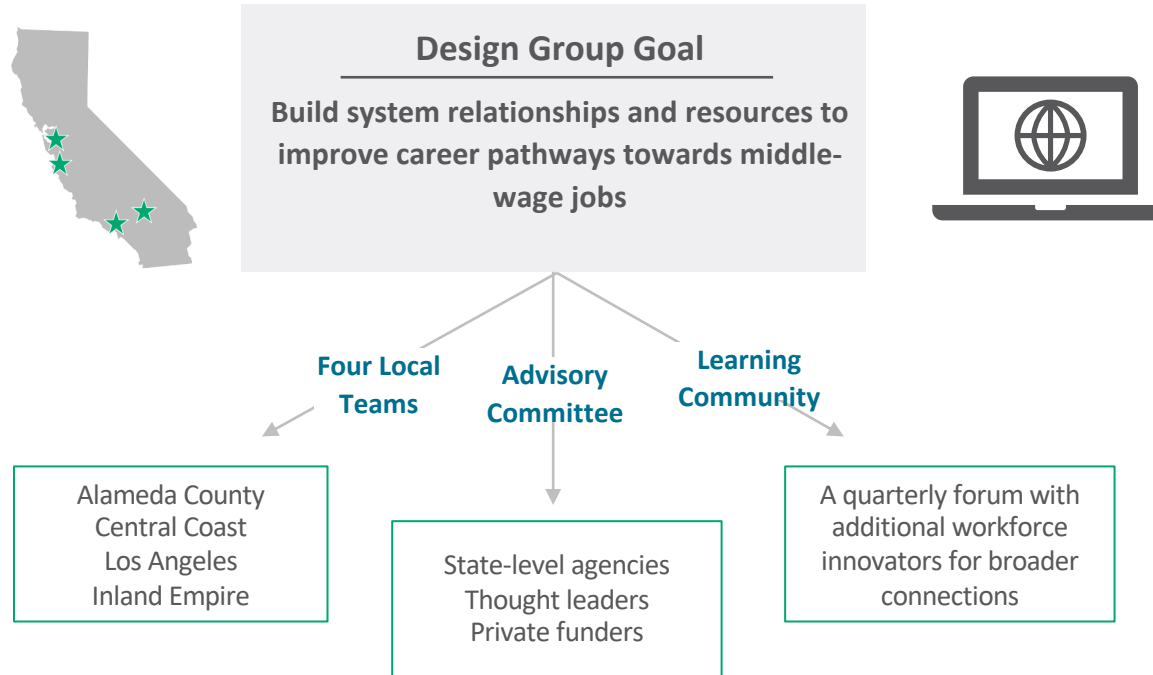# Principles for engagement

Listen with respect

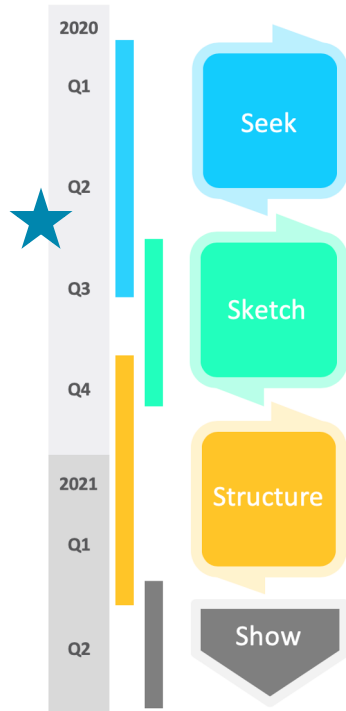Take space, make space

Expect and accept a lack of closure

Literacy moments

The 20-organization Better Careers Design Group is supported by a community of workforce development leaders and innovators

Design Group Goal

Build system relationships and resources to improve career pathways towards middle-wage jobs

Four Local Teams

Advisory Committee

Learning Community

Alameda County
Central Coast
Los Angeles
Inland Empire

State-level agencies
Thought leaders
Private funders

A quarterly forum with additional workforce innovators for broader connections

THIRD SECTOR

Learning Community topics will match the activities of the Design Group

2020
Q1
Q2
Q3
Q4

2021
Q1
Q2

Seek

Sketch

Structure

Show

POTENTIAL LEARNING COMMUNITY TOPICS

- Holding remote interviews

- Empathy maps and user personas

- Revising and reframing problem statements

- Human-centered design and evidence-based practices

- Prototype testing: card sorting and role-playing

- Reverse advisory panel

THIRD SECTOR

Topics for today

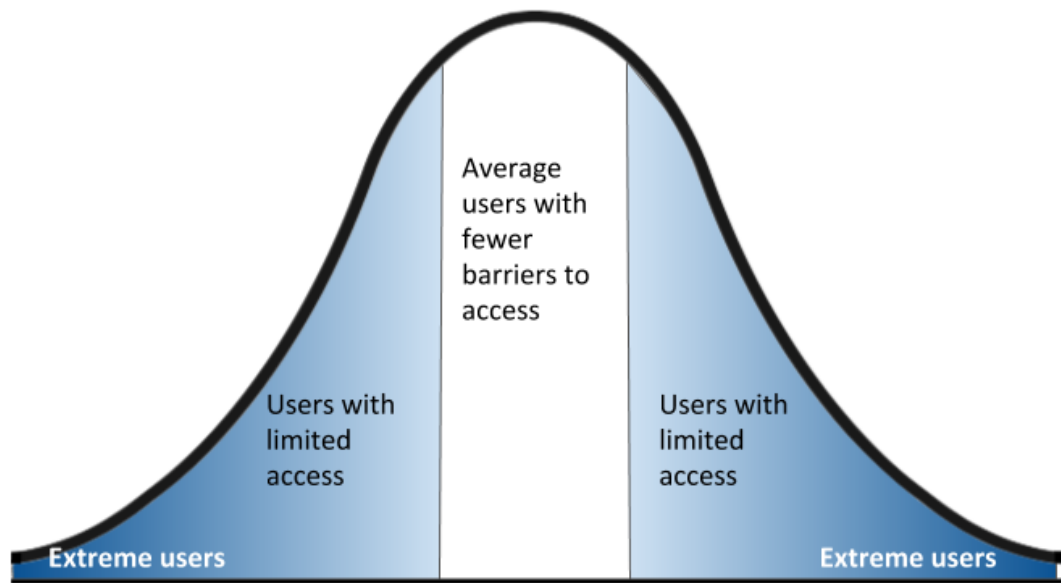Kickoff: Welcome to the group and the local challenges to explore

Diversity for design research: How to create a diverse subset of people from a list

Interviewing through remote interviews: How to learn more about system challenges

Next session: Present what you learned from using phone calls or other community engagement and start to redefine the problem

Discussion time: Seek feedback from Third Sector or the Design Group (11-11:30)

THIRD SECTOR

For design, learn about enabling conditions by focusing on people who experienced barriers, but achieved different outcomes

Average users with fewer barriers to access

Users with limited access

Users with limited access

Extreme users

Extreme users

Design for your extreme users in order to design for everyone
- Design to support the most difficult points or barriers people face
- Learn the enabling conditions that lead to better outcomes

THIRD SECTOR

The four steps allow you to fill sections of a matrix with people who hold each intersectional profile

Example of a subset matrix[1]

	Antelope Valley	South LA
Employed 6 months after exit	*30 people* People in the Antelope Valley who were employed 6 months after exit	*30 people* People in South LA who were employed 6 months after exit
Not employed 6 months after exit	*30 people* People in the Antelope Valley who were not employed 6 months after exit	*30 people* People in South LA who were not employed 6 months after exit
Not enrolled	*20 people* People in the Antelope Valley who opted out of enrollment	*20 people* People in South LA who opted out of enrollment

Keep in mind that the response rate AND then the participation rate may be 50% or lower. Create a sample at least 4 times larger than the minimum number of people that you want to engage.

[1] Subset matrix includes hypothetical data – does not include data from a Design Group Local Team

If you have a dataset, this four-step guide can be used to create a randomized subset of a community

1. **Set inclusion / exclusion criteria.**
    a. Inclusion: Who do you want to speak to generally (e.g. people who graduated the program in last 3 years or people who were enrolled 3 years ago but did not complete)? Include people with those criteria.
    b. Exclusion: What data fields must be available for the person (e.g. phone number, demographics, etc.)? Exclude people without those fields.
2. **Set stratification categories.**
    a. What characteristics may be key to understanding types of experiences and barriers? (e.g. geographic area, length of time in program)
    b. What variables are correlated with disparate outcomes? (e.g. race/ethnicity, education level, etc.)
    c. Use these characteristics or variables to choose no more than 2-3 stratification categories (limiting these categories will help you to find enough people).
3. **Balance your subset across the stratification categories.**
    a. Create a random subset 4x larger than the number of people you intend to recruit by randomly moving person into each "box" or sub-category for each stratication (example on the next slide).

THIRD SECTOR

Topics for today

Kickoff: Welcome to the group and the local challenges to explore

Diversity for design research: How to create a diverse subset of people from a list

Interviewing through remote interviews: How to learn more about system challenges

Next session: Present what you learned from using phone calls or other community engagement and start to redefine the problem

Discussion time: Seek feedback from Third Sector or the Design Group (11-11:30)

Interviews reveal what people have to say about their experience

Remote Interview Tips

1. **Compensation & Support:** Offer compensation that matches the value of their time, emotional effort, and confidentiality.

2. **Guided Reflection:** Guide the conversation through different ways of thinking to explore different aspects of the situation.

3. **Timeline Tool:** Encourage interviewees to draw a timeline to organize their narrative and recall career pathway experiences.

A focus on what users SAY

Stakeholder Council

Community Workshop

Focus Group / Interview

A focus on what users DO

Learning as one

Learning together — 'Day in Life' Walk

Learning from — Contextual Observation

Learning about — Service Trial

Neglect

Denigration

(1) Compensation & Support: Offer compensation that matches the value of their time, emotional effort, and confidentiality

Compensation provided to participants should be a fair and compelling value for:
- The **number of hours** participants are spending to share their information,
- The **value of participants'** information, and
- The sensitivity of the topic participants will discuss or the amount of **emotional labor** it requires.

Financial Compensation:

Because cash is not probably an option for remote interviews, determine what gift cards are valuable and how they can be delivered. (e.g. Target gift cards, which can be delivered to a phone number)

Childcare Considerations:

Given the current remote environmental consider how people might be balancing family needs during the conversation.

THIRD SECTOR

(2) Guided conversation: Guide the conversation through different ways of thinking to explore different aspects of the situation

"ORI" Facilitation

Objective, fact based:

- "What did you observe?"

- "What results are you trying to get to?"

Reflective, emotional:

- "How did you feel about this?"

- "When have you felt accomplished when going after that goal?"

Interpretive, making connections:

- "What did this mean for your goals / family / routine?"

- "Why do you think that activity helped / did not help you?"

(3) Timeline Tool: Encourage interviewees to draw a timeline to organize their narrative and recall career pathway experiences

2 Steps that I completed

- Found a stable place to live
- Prepared for my interview

3 Steps that I have yet to complete

- Find affordable childcare
- Learn about what majors might be best for me

1 Goals

- Go back to school or finish my education
- Have economic stability for my family

Sample follow-up questions:

- Walk me through your experience completing these steps.
- What steps do you wish you had taken?
- What or who has helped you achieve these goals?

- What steps did you do more than once?
- What were your expectations about that step?
- How did you feel when this happened? Why?

Topics for today

Kickoff: Welcome to the group and the local challenges to explore

Diversity for design research: How to create a diverse subset of people from a list

Interviewing through remote interviews: How to learn more about system challenges

Next session: Present what you learned from using phone calls or other community engagement and start to redefine the problem

Discussion time: Seek feedback from Third Sector or the Design Group (11-11:30)

Try to hold one or more remote interviews before the Summer Learning Community

Call at least one person, either in your organization or a former participant

Learn 1-3 new and surprising things about this challenge

Discussion time: 11-11:30am

- What else I would like to learn about connecting with my local communities?

- Who can I engage about my local challenge?

- What I want to learn from being a part of this online community?