

## Program Depth Interviews

Interview with: \_\_\_\_\_ Interview Date: \_\_\_\_\_

Programs Covered: \_\_\_\_\_  
\_\_\_\_\_

What are your immediate needs?

What are your medium-term needs: 1-3 years?

What happens if we do not meet your immediate needs? (program in danger, don't meet budget, don't graduate students to fill job demand?)

Describe the factors relating to the job market for your students right now?

What is your forecast for the job market for your students in the next six months to one year?

Who is hiring your students?

What has worked for you in the past to market your programs?

What hasn't worked?

What are the best selling points for your programs?

What are your complaints about the marketing department from the past?

What are your hopes for the marketing department?

Is there anything else that you think we should know?