

## **ENTRANCE INTERVIEW**

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**ORGANIZATION:****NAME:****PHONE:****TITLE:****E-MAIL:**

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### **1. The Decision to Join**

*Probe:*

- How did the company find out about the Center?
- How was the initial contact made?
- How did the interviewee get involved?
- Is the interviewee a technical representative? IAB member?
- Describe the company's decision process in joining.
- How is the Center membership funded? By whom?
- Is there any mechanism to consider supplemental funding?
- Does the company have any formal tracking mechanism to judge the success of its Center membership?

### **2. Benefits of joining**

*Probe:*

- Does the organization have specific objectives (e.g., specific technologies)?
- How is technology usually transferred into the company?

*Personnel objectives –*

- Will you use the Center as a means of updating company R&D staff?
- Will Center graduates form an important recruiting pool?
- How important is contact with other member firms (e.g., competitors, suppliers)?
- Are any contacts made/kept outside the Center meetings?

### **3. Organizational Dissemination**

*Probe:*

Who in your company is involved with the Center (e.g., outside R&D?, how high up?)

Who else in your organization should be included on the dissemination list?

What might the Center do to help you institutionalize the Center within your organization (e.g., visits, reverse visits)?

### **4. Formative Check**

*Probe:*

- Are you satisfied with your Center membership to date?
- Thoughts about how the IAB meetings serve your needs? Improvements?
- Anything the Center might do in order to better serve your Company's needs?
- Have you/are you considering two way visits? Short courses?

### **Summary/Action Items**