COBALT COMMUNICATIONS

Subject Matter Expert (SME) Interview

Checklist & Worksheet

SME INFO

SME's Name _____ SME's Title _____

SME's Contact Info _____

SME BACKGROUND

What is his/her area of expertise? _____

What is his /her background or experience? _____

What are his/her accomplishments? _____

TOPIC OR CONTEXT

(Why are you interviewing the SME?) _____

BIBLIOGRAPHY

List articles or publications useful as background.

Article Title	Synopsis	URL

INTERVIEW CHECKLIST

- ☐ Recording Technology
- ☐ Note-Taking Solution (computer or paper)
- ☐ Clock or Timer
- ☐ SME Phone Number or Virtual Meeting Room Link

Continued →

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When you're brainstorming questions for the SME, consider organizing them into three categories — information you must get, information you would like to get and wildcard questions that you can turn to if the conversations lags or ventures into unusual territories.

MUST-HAVE QUESTIONS. These should cover the basics and help you get the essential information to write your article (e.g., name, title, field of research, etc.).

Question _____

Answer _____

Question _____

Answer _____

Question _____

Answer _____

Question _____

Answer _____

Question _____

Answer _____

Subject Matter Expert (SME) Interview

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NICE-TO-HAVE QUESTIONS. These should be extra questions you can ask as follow-ups or after you cover the must-have questions.

Question _____

Answer _____

Question _____

Answer _____

Question _____

Answer _____

Question _____

Answer _____

Question _____

Answer _____

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WILDCARD QUESTIONS. These should be held in reserve to elicit the strange and wonderful tidbits that can sometimes be hard to predict (e.g., *Why did you get interested in your area of study? Who were your biggest influences? What's the most surprising thing you've ever discovered/learned?*)

Question _____

Answer _____

Question _____

Answer _____

Question _____

Answer _____

Question _____

Answer _____

Question _____

Answer _____