

# FetchUW Interview Guide

## Research Goal

The goal of this research is to understand the frustrations and needs of Registered Student Organization (RSO) leaders and administrators regarding current RSO outreach tools at the University of Washington. By identifying challenges and gathering perspectives on potential improvements, I aim to develop a centralized platform to streamline communication and enhance student engagement.

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## Research Objectives

- Understand the current tools and methods used by RSOs to promote events and engage students.
  - Identify pain points and challenges faced by RSO leaders when managing outreach and communication.
  - Explore the potential benefits and features of a centralized information hub for RSOs.
  - Gain insights into administrative perspectives on RSO management and support at UW.
  - Uncover changes in RSO engagement and communication strategies over time, particularly post-COVID-19.
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## Methodology

I conducted three semi-structured interviews with key stakeholders at UW, including:

- An administrative leader (Assistant Vice President of Student Life)
- A leader from a large, membership-based RSO
- A leader from a smaller, non-member RSO

Interviews took place in-person, with questions tailored to the interviewee's role and perspective.

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## Participants

- **Administrative Leader:** Lincoln Johnson, Assistant Vice President for Student Life at UW
- **RSO Leader (Membership-Based):** Megan Rudberg, Former President & Current Outreach Coordinator at the Hiking Club

- **RSO Leader (Non-Member Model):** Andrew Shaw, Editor-in-Chief of *The Garden of Ideas*
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## **Interview Guide**

### **Brief Overview**

Thank you for taking the time to talk with me! To give you a brief overview, I'm researching how Registered Student Organizations (RSOs) at UW manage outreach and communication. Your insights will help identify challenges and guide the development of a centralized platform to improve engagement and streamline communication.

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### **Demographics**

- What are your name, pronouns, and role within the RSO or administration?
  - How long have you been involved in this role?
  - What motivated you to take on this leadership position?
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## **RSO Leader Questions**

### **Outreach and Communication**

- Can you walk me through the last time you advertised an important event for your RSO?
  - What tools did you use, and why?
  - Did you reach your intended audience in both scope and demographic?
- What is your satisfaction level with these tools?
  - What works well?
  - What challenges do you face?
  - What improvements would you suggest?
- What unmet needs do you have as an RSO leader regarding communication and outreach?

### **Concept Exploration**

- If there were a centralized hub for connecting RSOs with students, would you use it?
    - What features would be most valuable to you?
    - How would it help streamline your current communication processes?
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## **Assistant Vice President of Student Life Questions (Lincoln Johnson)**

### **Role and Experience**

- Can you share your name, pronouns, and role within UW Student Life?
- What oversight do you have over the RSO process?
- Over your 28 years as AVP, what are the top three changes you've seen in RSO operations and student engagement?

### **Technology and Outreach**

- In your experience, what tools and methods have students used to promote RSOs?
- What factors led to UW using HuskyLink as the primary RSO resource?
  - What aspects of HuskyLink work well, and what could be improved?
  - Have there been discussions about upgrading or replacing it?

### **RSO Impact and Support**

- What value do RSOs provide to the broader UW and Seattle community?
- How do RSOs support first-generation and marginalized students?
- What challenges have you observed for RSO leaders, and how is UW addressing these?
- Have you noticed any changes in student engagement with RSOs since the COVID-19 pandemic?
- What advice would you give to new students (freshmen and transfers) about getting involved in RSOs?