Introduction to the Study and Interview Process:

The University of Alabama at Birmingham (UAB) is working with Tripp Umbach, a Pittsburgh-based consulting firm, to complete an economic impact analysis. For the study, Tripp Umbach is gathering both quantitative as well as qualitative data concerning the economic impact of the entities. Tripp Umbach has been working with individuals at UAB to coordinate the quantitative data collection piece with the appropriate representatives.

The following discussion guide is the tool used by Tripp Umbach to gather the qualitative data for the study. The purpose of the discussion guide is to gather the anecdotal, “story” information concerning the organization. There are no right or wrong answers to the questions in this guide. All of the questions are aimed at gathering your opinion. Your responses are confidential, we only report in the aggregate. Some of the topics in the discussion guide include: strengths of your organization, key facts or messages about your organization that you believe should be included in the economic impact report, and how your organization interfaces with the local community to provide charitable economic impacts to your region.

The interviews will be completed in-person or via telephone with a member of the Tripp Umbach project team. If you should have any questions regarding the discussion items or about the process, please contact Denise VanderSal directly by email or phone (dvandersal@trippumbach.com or 1.412.281.2313).
The University of Alabama at Birmingham - Economic Impact Study Discussion Guide

Name:

Title:

Organizational Affiliation:

Telephone:

Email Address:

1. Please tell me about your position and affiliation with UAB (e.g., position, campus, etc.)

2. From your perspective, what words or phrases would you use to describe UAB?

3. What are the most important facts/key messages about UAB that MUST be included in our economic impact report? Please be specific.
4. **What are the strengths of UAB?**

   a) *From an Educational Perspective (signature programs, areas of excellence, etc.)*

   b) *From a Research Perspective (signature programs, areas of excellence)*

   c) *From a Healthcare Delivery Perspective*

   d) *From an Economic/Business Development Perspective*

4. **In your role at UAB, what are the most important external relationships (collaborations, partnerships) with other organizations (institutions, companies) in terms of producing the greatest value and benefit to UAB?**

5. **One section in our report addresses the benefits that UAB brings to the community because of its presence. Some examples include volunteerism/charitable giving, residency training, clinical trials/research programs, or alumni activities. Do you have any information or data about UAB’s activities in the community that you could share with us?**
6. Is there anything that we have not discussed that you believe is important for us to know about UAB?

Thank you for your time in completing this interview.