Collecting Demographics and Assessing Parity

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IANRE evaluation & civil rights support
Today’s objectives are to cover:

Who (any faculty or staff doing outreach)
What (collect REG -Race, Ethnicity, Gender- data)
Where (in the appropriate form provided)
When (during any direct educational contact)
How (using a script and OMB approved method)
Why (for equity and program planning)
Who
We ALL have a part to play in collecting data that demonstrates our programming is not discriminatory

When
Any time we are making direct contact of an educational nature with what we may call clients, non-credit students, or the public (aka “participants”)
Item 4: Implement improved participant data collection practices. UAF Extension must ensure that programs consistently request that participants self-identify race, ethnicity and gender (REG) data, and that ethnicity data is separated from race data.

UAF Extension should provide staff training to ensure data collection/input process is consistent and ensure totals of youth participation in raw data is consistent with data reported to the USDA.
8. Extension Program Participation Data Standards: * Data collection system provides for the identification of eligible population and ensures delivery of program benefits to minority and nonminority customers. * Establish and maintain a system for collecting and reporting data on potential and actual clientele participation in Extension programs. * Data system obtains racial, ethnic and gender data on all significant aspects of program participation.
IANRE’s current set of demographics questions and introductory language:

https://docs.google.com/forms/d/1IAE9Qi5WuNiQ_q1BkPG6Jbr_dm-KM1ii1G7iwXCo00/edit
MSU Extension Program Participant
Demographic Data Collection Form for Adults

Date: __________________
Program Attended: __________________

MSU Extension programs are open to everyone. We are required, to ensure civil rights policy adherence, to report program participant race and gender data to the United States Department of Agriculture (USDA). Only aggregated information (total numbers across all programs) about race and gender are reported to the USDA.

Providing the following information is voluntary and will be maintained strictly for reporting purposes. These records are kept separately from mailing lists and other participant information.

Thank you for taking the time to provide us with this information.

Race (check all that apply)

___ Alaskan Native or American Indian
   • Tribal affiliation: __________________________
___ Asian
___ Black or African American
___ Native Hawaiian or Other Pacific Islander
___ White or Caucasian
___ Choose not to provide

Ethnicity (check all that apply)

___ Hispanic or Latino
___ Middle Eastern or Arab-American
___ My ethnicity is not listed (please specify) __________________
___ Choose not to provide

Gender

___ Choose not to provide

County of Residence ____________________________

Please share anything else that is important for us to know about your identity.
Voluntary Demographic Survey

Purdue Extension strives to ensure we are presenting our programs to a wide range of participants. This information will not be used to identify any participants; it will only be used to identify our audiences in general.

Please do not write your name on this demographic survey. Your participation is voluntary and your responses are anonymous.

What is your gender?
___ Male
___ Female
___ Not Listed __________________
___ Prefer Not to Answer

What is your ethnicity?
___ Hispanic
___ Non-Hispanic
___ Prefer Not to Answer

What is your race?
___ White
___ Black or African American
___ American Indian or Alaska Native
___ Asian
___ Native Hawaiian or Other Pacific Islander
___ Some Other Race
___ Two or More Races
___ Prefer Not to Answer

What is your age?
___ Under 18
___ 18 – 29
___ 30 – 39
___ 40 – 49
___ 50 – 59
___ 60 – 69
___ 70+ Years
___ Prefer Not to Answer
Why

Accountability (history of inequities)

Values

Program planning (assess parity)

UA is an AA/EO employer and educational institution and prohibits illegal discrimination against any individual: www.alaska.edu/nondiscrimination.
Parity (balanced participation)

From **Purdue Extension**: “An Extension program is in parity when the participation of individuals of minority groups reflects the proportionate representation in the population of the potential recipients.”

**Formula to Calculate Parity:**

\[
\text{% minority group in your program} \times 100 \div \text{% minority group in the population}
\]
Demographics Resources

- Census Data
- Alaska Dept. of Ed Data
- Alaska Children’s Trust
- USDA Agricultural Census

Sample PDFs are in each office’s Google Drive civil rights files
## Links to office civil rights folders

*Requires UA sign-in*

Please also see [https://www.uaf.edu/ianre/about/civil-rights/](https://www.uaf.edu/ianre/about/civil-rights/)

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<tr>
<th>Location</th>
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<td>Research</td>
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<td>Dillingham</td>
<td>Northwest (Nome)</td>
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Discussion Questions

1. What successes have you had in collecting demographics?

2. What challenges do you still have in collecting demographics?

3. What support do you need so you can use parity analyses to inform program planning?