



Collecting Demographics and Assessing Parity



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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”)

NIFA feedback on 2019 civil rights review

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.

NIFA Extension Programs Guide, 2018:

<https://www.uaf.edu/ianre/about/civil-rights/>

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

Counting Direct Contacts

What

REG data for all participants

How

Self-Identification

Where

Faculty 180

WebNEERS or PEARS

IPM Google Forms

Staff Activity Form:

<https://www.uaf.edu/ianre/internal/reporting/electronic/index.php>

IANRE's current set of demographics questions and introductory language:

https://docs.google.com/forms/d/1IAE9Qi5WuNIQ_q1BkPG6Jbr_dm-KM1iil1G7iwXCo00/edit

Methods and Scripts



MICHIGAN STATE
UNIVERSITY

Extension

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:

$$\frac{\% \text{ minority group in your program}}{\% \text{ minority group in the population}} \times 100$$



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/>

Anchorage	Juneau	Research
Bethel	Kenai	Sitka
Business Office	Kodiak	State Office
Delta	Mat-Su	Tanana District
Dillingham	Northwest (Nome)	Tanana Chiefs Conference (TCC)

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?



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