

# Demographic Data Collection: A Tool For Change



**CHARLES AND LYNN  
SCHUSTERMAN  
FAMILY FOUNDATION**

# Case Studies

# Best Practices for Demographic Data Collection

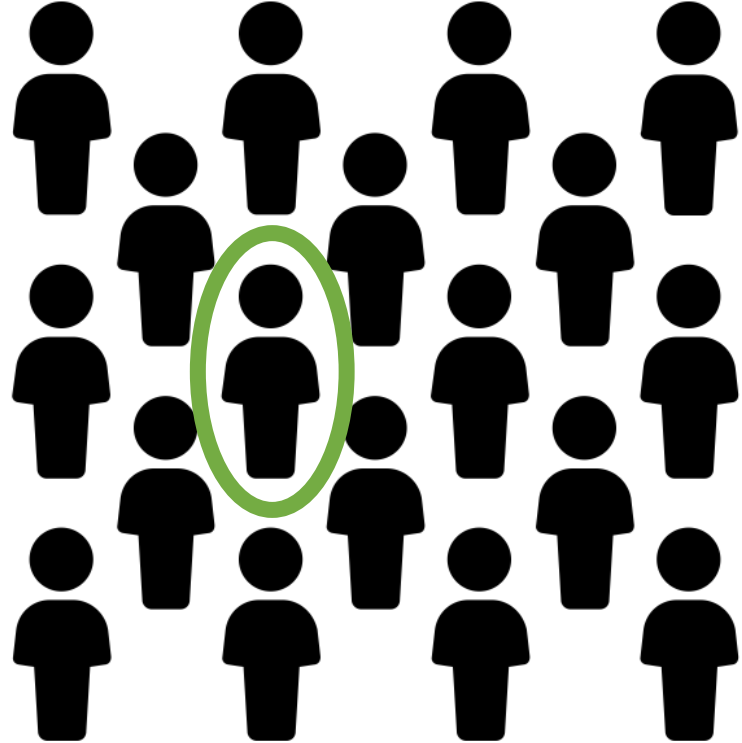
Include information about confidentiality



Created by Danil Polshin from Noun Project



Created by Justin Blake from Noun Project



Created by Adrien Coquet from Noun Project

# Confidentiality: Examples

We are a learning organization, and we are interested in both positive and constructive feedback. Your responses will never be connected with your identity, and our external evaluator will only share the demographic information you provide in the aggregate.

Participation is voluntary and all answers and comments you provide will remain 100% confidential. No one from our program team will have access to your responses.

# Best Practices for Demographic Data Collection

Explain why you are collecting the information



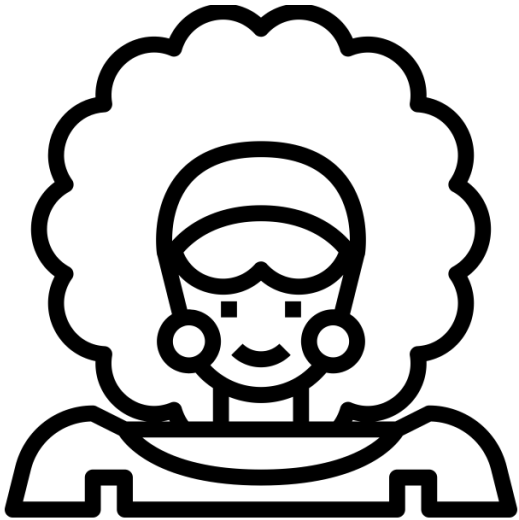
**What are your pronouns? (Select all that apply) <sup>①</sup>**

- He/His/His
- She/Her/Hers
- They/Them/Theirs
- Prefer to self-describe: \_\_\_\_\_
- Ze/Hir/Hirs
- Ze/Zir/Zirs
- Prefer not to answer

<sup>①</sup> We include pronouns on name tags for our events.

*\*Remember – only use the data for the purpose you are collecting*

# Best Practices for Demographic Data Collection

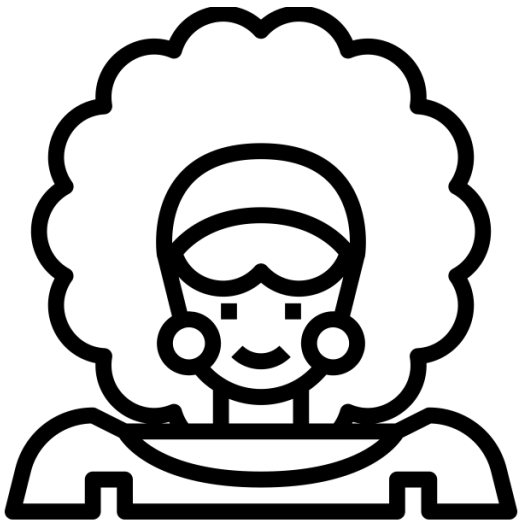


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from Noun Project

## What is your race/ethnicity? (Please select one)

- African American or Black
- American Indian or Alaska Native
- Asian or Asian American
- Middle Eastern or North African
- Native Hawaiian or Pacific Islander
- White
- Other

# Best Practices for Demographic Data Collection



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## Example 2: Multiselect List Version 2

I identify as: *(Select all that apply.)*

- African American
- Asian
- Asian American
- Black African
- Latinx/Hispanic
- Middle Eastern
- Mixed Race/Multi-race
- Native American/Alaskan Native
- Pacific Islander/Native Hawaiian
- White/European
- Prefer to self-describe: \_\_\_\_\_
- Prefer not to answer

- Multi-select/and or open ended response options
- Include a “prefer not to answer”
- Replace “other” response options

# Best Practices for Demographic Data Collection

Assess the order of response options for potential bias

**Example:** "Where is your home located?"

- A. North America/Central America
- B. South America
- C. Europe
- D. Africa
- E. Asia
- F. Australia
- G. Caribbean Islands
- H. Pacific Islands
- I. Other: \_\_\_\_\_
- J. Prefer not to say

**Example:** "Where were you born?"

- A. North America
- B. Central America
- C. South America
- D. Europe
- E. Africa
- F. Asia
- G. Australia
- H. Pacific Islander
- I. Caribbean Islands
- J. Other
- K. Prefer not to say



# Best Practices for Demographic Data Collection

- Include information about consent and confidentiality
- Explain why you are collecting demographic information
- Provide multi-select checkboxes and/or open-ended options
- Include a “prefer not to answer” and replace “other” response options
- Assess the order of response options for potential bias



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from Noun Project

# Small Group Discussion

# Discussion Questions

In your small groups, discuss the following questions:

- **What** demographic data are you currently collecting for your program?
- **How** do you use demographic data in program recruitment, applicant selection or evaluation?
- What demographic data is **most important** to collect for your fellowship program, and why?



Created by Drishya  
from Noun Project

Nominate a **facilitator** to help guide the conversation and a **scribe** to take notes so you can share themes with the larger group via the chat function.

# Sharing Back

What themes came up in your group conversations?

Share in the chat.

# What's Next?

What is the smallest thing you are willing to commit to today?

# Thank You

## Contact Information

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