

THE DEI BLUEPRINT: STRUCTURING YOUR DEI STRATEGY FOR SUCCESS



Measure Twice... But Measure What?

Building Your DEI Data Strategy

Dr. Sarah Faude (she/her) | Eric Nguyen (he/him)



Icebreaker

Discuss with the person next to you:

At your organization, who makes decisions related to DEI data ?

Who has access to these data?

Agenda

Welcome & Introductions

U.S. Census Activity

Opportunities and Challenges When
Collecting Demographic Data

YW Census

Q&A

Closing



Learning Outcomes

Participants will be able to:

- Identify and examine historical trends related to demographic data collection in the United States.
- Weigh the challenges and opportunities of data collection in institutions.
- Investigate current demographic data collection practices at our organizations (or figure out the next steps to do so).



The U.S. Census

Page No. 15 Inquiries numbered 7, 16, and 17 are not to be asked in respect to infants. Inquiries numbered 11, 12, 15, 16, 17, 19, and 20 are to be answered (if at all) merely by an affirmative mark, as /.

SCHEDULE A.—Inhabitants in _____, in the County of Douglas, State of Nebaska, enumerated by me on the 24 day of June, 1870. 575

Post Office: Omaha, Ass't Marshal. J. Allan

1	2	3	DESCRIPTION.			VALUE OF REAL ESTATE OWNED.		10	PARENTAGE.		14	15	16	17	18	19	20	
			4	5	6	7	8		9	11								12
Sex and color of individual. (Males, preceded by the number of white males, and females, by the number of colored females.)		The name of every person whose place of abode on the first day of June, 1870, was in this family.		Age at last birthday, or date of birth, if under 1 year, giving month and day, or date of birth, if under 1 year, giving month and day, or date of birth, if under 1 year, giving month and day.	Profession, Occupation, or Trade of each person, male or female.	Value of Real Estate.	Value of Personal Estate.	Place of Birth, naming State or Territory of U. S., or the Country, if of foreign birth.	Father of foreign birth.	Mother of foreign birth.	If married, month and year of marriage (Month, Year, Day).	Attended school within the year.	Illiterate.	Whether deaf and dumb, blind, lame, or idiotic.	CONSTITUTIONAL RELATIONS.			
1	62	49	John	31	7	W	Laundress			Ireland	1	1						1
2	-	-	John	8	2	W				California	1	1						2
3	68	50	Barus Elyza	36	7	W	Laundress			Ireland	1	1						3
4			Butler Mary	9	7	W				New Jersey	1							4
5			Andrew	13	11	W				New Jersey	1							5

1790

1850

1930

1990

1820

1900

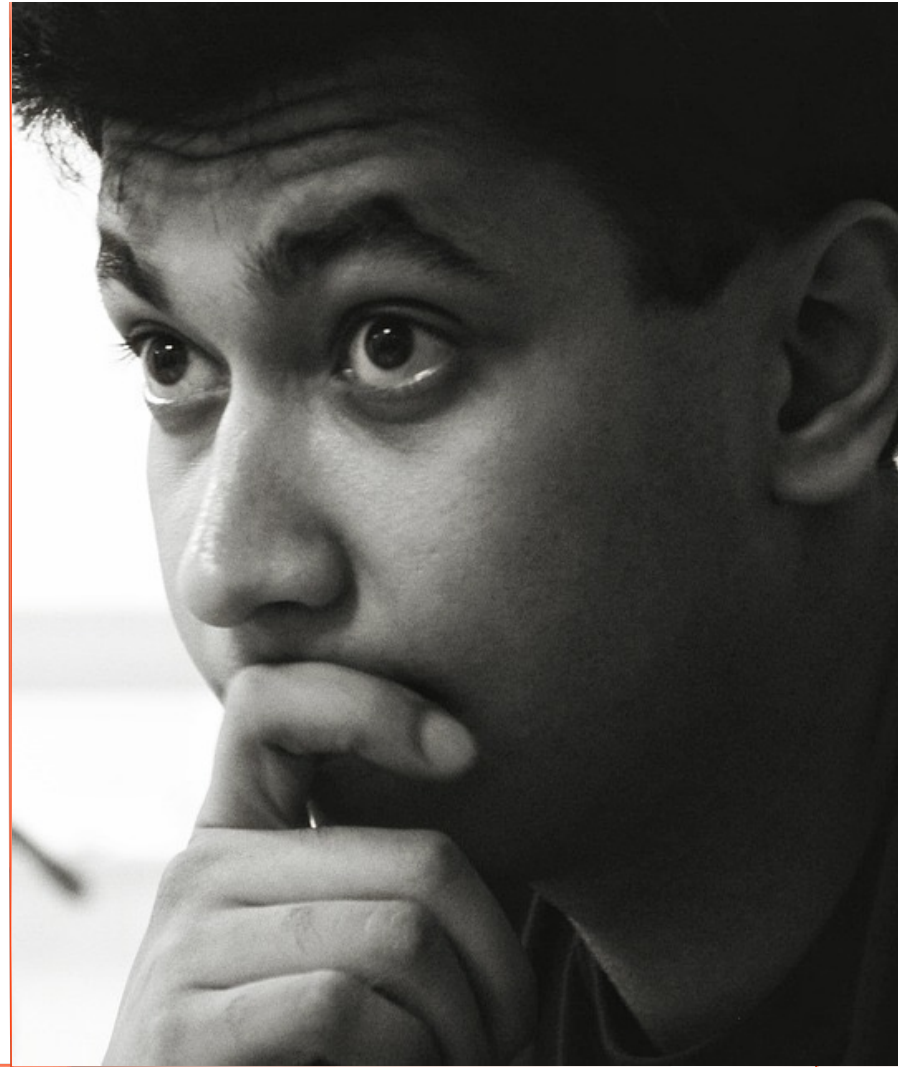
1970

2010



Reflection

- What was easy about that activity?
What was hard?
- What surprised you about that activity?
- How are power and privilege reflected in the census questions?





Measuring Race and Ethnicity Across the Decades: 1790–2010

Mapped to 1997 U.S. Office of Management and Budget Classification Standards

https://www.census.gov/data-tools/demo/race/MREAD_1790_2010.html





— What opportunities exist when collecting demographic data?

— What challenges exist when collecting demographic data?

— What compromises might we have to make when collecting demographic data?

— Who should make decisions concerning the collection of demographic data?

pollev.com/ywp310



Opportunities and Challenges When Collecting Demographic Data

What opportunities exist when collecting demographic data?

- Know who you have at a high level, and then drill down to understand different groups' experiences and the gaps, issues, opportunities, etc. that exist across identities
- Serve people more equitably by addressing different groups' needs
- Expand data collection beyond race and ethnicity
- Think intersectionally, for example seeking to understand class among remote workers at an organization
- Allow respondents to self-identify
- Measure and advocate for historically marginalized/underrepresented groups.
- Those administering the survey need to be able to take action on it or initiate action on it. How you communicate how the survey will be used is key to its success and value.



What challenges exist when collecting demographic data?

- Identifying what information is needed and why
- The need to balance protecting anonymity (broader categories, fewer choices) with allowing people to see themselves in the selection options (specific categories, more choices)
- Small groups (low sample size) might prevent ability to report
- Low response rates, especially those centered around certain identities such as income / socioeconomic class
- Limited choices can force people into boxes, particularly when intersectionality is not considered
- Misinterpretation, mistrust, or misunderstanding about how data will be used, mishandling of data
- Survey fatigue



What compromises might we have to make when collecting demographic data?

- The need to forgo intersectionality
- The tension between promising confidentiality and the chances of mishandling data and/or data breaches
- Being unintentionally exclusive: it's very difficult to collect and report on all identities, particularly when thinking intersectionally
- Sacrificing depth (not offering as many choices) or breadth (not asking about as many identities) for the sake of capturing more responses
- Choosing between multiple choice (cleaner: easy to collect, process, and analyze) and open-ended self-report questions (messier: many different responses, hard to clean, hard to group and analyze)



Who should make decisions concerning the collection of demographic data?

- Everyone in the organization at different levels.
 - Leadership needs to make DEI data collection a priority.
 - HR and/or others responsible for data need to guarantee data protection.
 - Employees should have ability to decide when/if to opt out.
- Those we are collecting the data from.
- HR, DEI leads, DEI committee, organization leadership, employees
- It is case/situation dependent.
- People who are driven about progress, innovation, and productivity.



The YW Census



#

YW Census

OVERVIEW

You provide us with employee demographic data over time, and we'll give you a summary of how you're doing, the impact of working with YW Boston to improve DEI in your organization, and how you compare to other organizations like yours. This can help you measure your progress and the effectiveness of your DEI strategy.



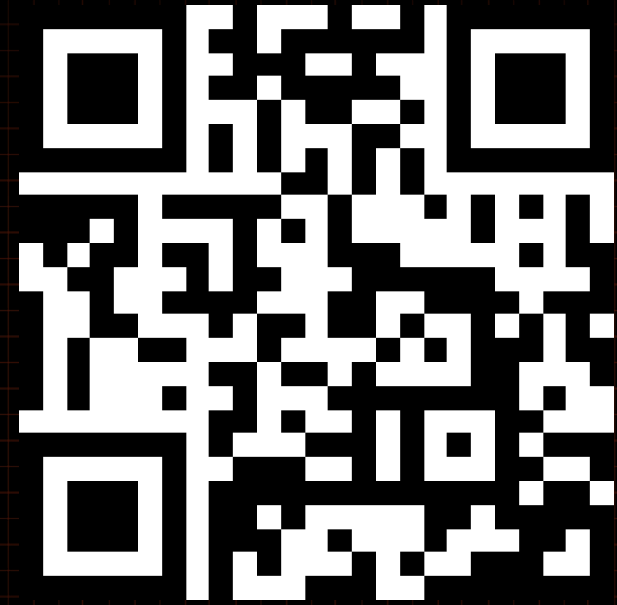


ORGANIZATION	EMP. ID	RACE	RACE 2	GENDER	GENDER 2	LEVEL	START	END
SampleOrg	11096	white		Cisgender	woman	Individual Contributor	2017	
SampleOrg	14258	white		Man		Entry level	2011	2011
SampleOrg	18820	Asian or Asian American		Man		Executive	2011	
SampleOrg	21933	white		Non-binary		Lower Management	2014	2015
SampleOrg	27318	Black or African American		Man	Cisgender	Entry level	2010	2014
SampleOrg	34859	white		Woman	Transgender	Middle Management	2014	
SampleOrg	35245	white		Man		Entry level	2012	2015
SampleOrg	41890	Middle Eastern or North African		Cisgender	woman	Entry level	2010	2012
SampleOrg	57852	Hispanic/Latino/a/x	Black or African American	Man		Entry level	2015	2020
SampleOrg	92531	white		Woman		Senior Management	2021	

YW Census

GETTING STARTED

Submit using the QR code or contact
Dr. Sarah Faude (sfaude@ywboston.org)
by the end of October to be included in
our pilot report in early 2024!



<https://tinyurl.com/ywcensus>



Q&A

Sarah: sfaude@ywboston.org | Eric: enguyen@ywboston.org







Dr. Sarah Faude
sfaude@ywboston.org

Eric Nguyen
enguyen@ywboston.org

 www.ywboston.org

 (617) 585-5400

 140 Clarendon St., Ste. 300,
Boston, MA 02116

Thank you

