



School of Agriculture Cooperative Extension Service

DATA COLLECTION PROCEDURES

Collection of demographic data on direct contacts is a tool used to evaluate the level of participation by various clientele groups in the University of the Virgin Islands School of Agriculture Cooperative Extension Service (SOA CES) educational programs and activities.

Collected data must include the race, ethnicity and sex for all program participants. Contact data must be entered into the *Data Collection Form* or all face-to-face contacts made by the School of Agriculture Cooperative Extension Service (SOA CES) faculty and staff. In the case of programs or activities involving participants who are minors, legal guardians should be asked to provide the data.

Contact data is broken into two categories:

Face-to-Face (direct) contact refers to the coming together of two or more individuals face-to-face to participate in an educational experience or to conduct SOA CES related business. Contacts occur in conferences, consultations, workshops, seminars, meetings, field days, and demonstration activities, etc. in which the mission and business of SOA CES is carried out. Race, ethnicity, and gender data must be collected and reported for all face to face contacts.

Non-Face-to-Face (indirect) contact include contacts made via telephone, e-mail, newsletters, fact sheets, and pamphlets. Indirect contacts do not include mass media contacts, such as newspaper articles, television or radio shows, or social media activity. Collection of race, ethnicity, and gender data is not required for non-face-to-face contacts, only the number of contacts is reported.

Pursuant to federal guidelines for the collection of demographic information for direct contacts, SOA CES faculty and staff should utilize the following two methods:

Participant Self-Reporting Method: This method is the self-identification by the clientele. This is the most preferred method for collecting demographic information as it is the most accurate since the clientele are disclosing their racial-ethnic and gender information. This self-reporting format is accomplished by using the *Data Collection Form*. Participants should be informed that demographic data is requested solely for the purpose of determining compliance with federal civil rights laws, and their response will not affect eligibility to participate in SOA CES programs. If a participant does not provide the requested demographic information, the SOA CES staff member may “visibly discern” the participants race-ethnic and sex information.

Observer-Collected Method: The second method for collection of direct contacts is called the Observer-Collected Method. Using this method, an SOA CES staff member collects the demographic data using direct observation of the clientele. If circumstances do not allow for the preferred method of self-reporting by participants, the staff member can choose the sex, race and ethnicity for each participant.

Federal reporting requires use of the following **race categories**:

- American Indian or Alaska Native. A person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.

- Asian. A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
- Black or African American. A person having origins in any of the black racial groups of Africa. Terms such as “Haitian” or “Negro” can be used in addition to “Black or African American.”
- Native Hawaiian or Other Pacific Islander. A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.
- White. A person having origins in any of the original peoples of Europe, the Middle East, or North Africa.
- Two or More Races. A person identifying as having multiple racial origins.

Ethnicity is to be reported separate from race. Hispanic or Latino is defined as a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.

The data standard for sex is male and female. For the purpose of civil rights reporting, the category of sex is defined as biologic sex.