

## WyoVita (Faculty 180) Tip Sheet

### Participant Numbers and Demographics (April 2020)

There are two types of contacts: Direct and Indirect. This tip sheet focuses on how to enter the number of participants and demographic information for both in WyoVita.

**Direct Contacts** are individuals that you can see and make a good guess about whether they are a youth or adult. Examples are workshops conducted in person, individuals who stop and engage with you at an educational display, workshops conducted via an online delivery. Direct contacts occur when participants have the opportunity to ask questions, exchange ideas and share information. As an educator you also have the opportunity to gather demographic information from the participants.

Direct contacts will ALWAYS be reported in the UW Extension – Educational Programs and Contact Reporting section as an educational program, UW Community Marketing and Recruitment or Program Management.

Reporting demographic information is the biggest change in philosophy from the Office of Civil Rights & Equal Employment Opportunity at NIFA. Historically visual observation of program participants was an acceptable practice. That is no longer the case. Participants deserve the chance to self-identify. Furthermore any disclosure needs to be documentable and defensible in a case of law.

While we have an obligation to collect demographic information it is always VOLUNTARY for the participants to provide it. That’s why a Did Not Respond category has been added. Sometimes people don’t want to provide it. And sometimes it is not feasible to gather the information, especially if the program is organized by someone else and you are guest speaker. Changes have also been made to reflect current categories: “Self-described” has been added under gender; Ethnicity is a new section; and Racial categories now include “Two or More Races” and “Other Race”.

The number of youth and adult participants is required. Since it’s not part of the civil rights demographics, make your best guess. Because it is required you do need to enter a number. For example, if you do not have any adult or youth participants you will need to enter 0. The number for gender, ethnicity and race must equal the total number of participants. If you have 36 participants as in the example below, 36 should also be the number reported in gender, ethnicity and race.

#### H Activity Classifications

# of Adult Participants* ?	33	# of American Indian or Alaskan Native ?	3
# of Youth Participants* ?	3	# of Asian ?	
# of Female Attendees ?	7	# of Black or African American ?	
# of Male Attendees ?	23	# of Native Hawaiian or Other Pacific Islander ?	
# of Self Described ?		# of White/Caucasian ?	22
→ Did not respond (Gender) ?	6	# of Two or More Races ?	5
# of Hispanic ?	4	# of Other Race ?	
# of Non-Hispanic ?	26	→ Did not respond (Race) ?	6
→ Did not respond (Ethnicity) ?	6	# of indirect contacts ?	

Participants can be provided a chance to self-disclose their gender, ethnicity and race in several ways. In a workshop setting you could ask for it on a registration form or an evaluation survey (which is the most confidential), you can use a sign in sheet at the program (this is only confidential for the LAST person who signs in). You could provide a separate sheet for each participant at the program to sign in privately and confidentially.

If you have a “standing group” that you meet with on a regular basis like a 4-H Leaders Council or a local community group this often falls under program management. It’s also important to gather demographic information from those participants but it doesn’t need to be collected each time you meet. Once a year, ask them to complete a demographic information form. It could be e-mailed or handed out at a meeting.

Examples of sign in sheets are available on the UW Extension Employee Resources web site.

**Indirect Contacts** are individuals who have participated in a way that we cannot gather demographic information. Examples are YouTube videos, Facebook live recordings, newspaper articles and columns, radio programs, etc. Most indirect contacts will be reported in the UW Extension – Educational Materials Developed/Popular Press section under Distribution/Number Reached.

Please remember, if you are reporting a newspaper column, radio broadcast, or TV production use 25-30% of the potential audience. It’s not realistic to believe that 100% of the individuals who received the paper picked it up and read the article submitted by Extension. Using 25-30% provides consistent reporting across the state.

If you have actual numbers for other categories, please use those.

University of Wyoming > Activity Input >

## Activity Input

UW Extension - Educational Materials Developed/Popular Press Activities

### A Input Form

Start Semester*	J Term	2020
End Semester*	Fall	2020
Method*	Radio	
Topic*	Safety Tips for Preserving your Garden Harvest	
Educator Role*	recorded 4 radio programs	
Distribution/Number Reached*	800	
Frequency *	weekly	

- Educational Display at Community Event
- Educational Brochure/Handout/Factsheet
- Newsletter
- Video Recording
- Web Site
- Social Media
- Radio
- Television
- Newspaper
- Other

Use 25-30% of the potential audience in reporting newspaper columns, radio broadcasts or TV productions.

If you have additional questions about how to enter participant numbers and demographic information, or how to gather demographic information, please contact Kim Reaman at [kreaman@uwyo.edu](mailto:kreaman@uwyo.edu).