

ADMINISTRATIVE PROCEDURE

Sub-unit: **College of Agriculture and Natural Resources**

Subject: **Demographic Data through Election Forms (such as Zoom, EventBrite, and Google Forms) for Program Assurances and Demographic Data Collection Requirements**

Effective Date: **May 26, 2023**

Overview

The purpose of this guide will serve as guide to faculty and staff within Maryland Agriculture Experiment Stations (MAES) and the University of Maryland Extension (UME) Programs managed and operated by the University of Maryland College Park, College of Agriculture and Natural Resources (AGNR) to ensure demographic data is collected through specific electronic online platforms such as Zoom (I), EventBrite (II), and Google Forms (III).

Regulatory Authority

This guide serves as a training resource for UME and MAES data collection requirements per United States Department of Agriculture (USDA) which are found in the statutes and regulations listed below:

- Title VI of the Civil Rights Act of 1964¹
- Title VII of the Civil Rights Act of 1964²
- Americans with Disabilities Act of 1990, as amended 2008³
- Section 504 of the Rehabilitation Act of 1973⁴
- Title IX of the Education Amendments of 1972⁵
- Age Discrimination Act of 1975⁶

¹ 42 U.S.C. § 2000d et seq.

² 42 U.S.C. § 2000e et seq.

³ 42 U.S.C. § 12111 et seq.

⁴ 29 U.S.C. § 794 et seq.

⁵ 20 U.S.C. § 1681 et seq.

⁶ 42 U.S.C. § 6101 et seq.

- Age Discrimination in Employment Act of 1967⁷
- USDA implementing regulations⁸
- Department of Justice implementing regulations⁹
- USM Policy on Professional Conduct and Workplace Bullying VII-8.05
- UMD Equal Employment Opportunity and Affirmative Action Statement of Policy VI-1.00 (A)
- UMD Nondiscrimination Policy and Procedures VI-1.00 (B)
- UMD Disability & Accessibility Policy and Procedures VI-1.00 (D)
- UMD Policy on Threatening and Intimidating Conduct VI-1.00 (F)
- UMD Policy and Procedures on Sexual Harassment and Other Sexual Misconduct VI-1.60 (A)

Purpose of Extension Data Collection System and Reporting

MAES and UME are direct recipients of federal financial assistance and required to establish a system of collecting and reporting data on customer participation in Extension programs. The purpose of collecting data serves various purposes such as, but not limited to, (1) ensuring our programs are delivered in a nondiscriminatory way, (2) solely for planning purposes to deliver programs like the one you're invested in today, (3) isolates the amount of funding we acquire to deliver programs to individuals within our communities and beyond Maryland State parameters, and (4) to ensure we are serving all individuals equitably and reaching populations which are underserved, underrepresented and socially disadvantaged.

Demographic Categories Collected:

- Ethnicity
 - Hispanic or Latino
 - Not Hispanic or Latino
 - I do not wish to disclose
- Race
 - American Indian or Alaska Native
 - Asian
 - Black or African American

⁷ 29 U.S.C. § 621 et seq.

⁸ 7 C.F.R. Part 15, Subpart A-Nondiscrimination in Federally assisted Programs of the Department of Agriculture-Effectuation of Title VI of the Civil Rights Act of 1964, 7 C.F.R. Part 15a, Subpart D-Discrimination on the Basis of Sex in Education Program and Activities Prohibited; 7 C.F.R. Part 15b, Nondiscrimination on the Basis of Handicap in Programs and Activities Receiving Federal Financial Assistance; Department Regulation 4330-2 Nondiscrimination in Programs and Activities Receiving Financial Assistance from USDA.

⁹ 28 C.F.R. Part 41-Implementation of Executive Order 12250, Nondiscrimination on the Basis of Handicap in Federally Assisted Programs; 28 C.F.R. Part 42, Subpart F-Coordination of Enforcement of Nondiscrimination Federally Assisted Programs.

- Native Hawaiian or Pacific Islander
 - Some Other Race
 - Two or More
 - White
 - I do not wish to disclose
- Sex
 - Male
 - Female
 - I do not wish to disclose
- Veteran Status
 - I am a protected veteran
 - I am not a protected veteran
 - I do not wish to disclose
- Disability Status
 - Yes, I have a disability
 - No, I do not have a disability
 - I do not wish to disclose
- Limited English Proficiency (LEP)
 - No, I am not limited English proficient
 - Yes, I am limited English proficient
 - If yes, what language?
 - I do not wish to disclose
- Do you require a reasonable accommodation? (Reasonable Accommodation)
 - Yes, I require an accommodation
 - No, I do not require an accommodation
- Do you understand the following statement: University programs, activities, and facilities are available to all without regard to race, color, sex, gender identity or expression, sexual orientation, marital status, age, national origin, political affiliation, physical or mental disability, religion, protected veteran status, genetic information, personal appearance, or any other legally protected class. (Program Assurance Statements)
 - Yes, I understand
 - No, I do not understand

Reasonable Accommodation and Program Assurance Statements

The purpose of requesting reasonable accommodation information via electronic registration platforms is to ensure AGNR provides a modification and or adjustment that enables a qualified individual with a disability to participate in programs, facilities, activities, or services. Additionally, the assurance statement will provide attendees (beneficiaries) notification of the College of Agriculture and Natural Resources as an equal opportunity provider thus by providing proactive assurances of our programs, activities, and events (to include those that are virtual in nature) are (1) open to all individuals in accordance with Title VI of the Civil Rights Act of 1964 and other federal acts and statutes as applicable and (2) must not exclude persons from participation in, or to deny them the benefits of the program receiving Federal financial assistance.

I. Zoom Registration

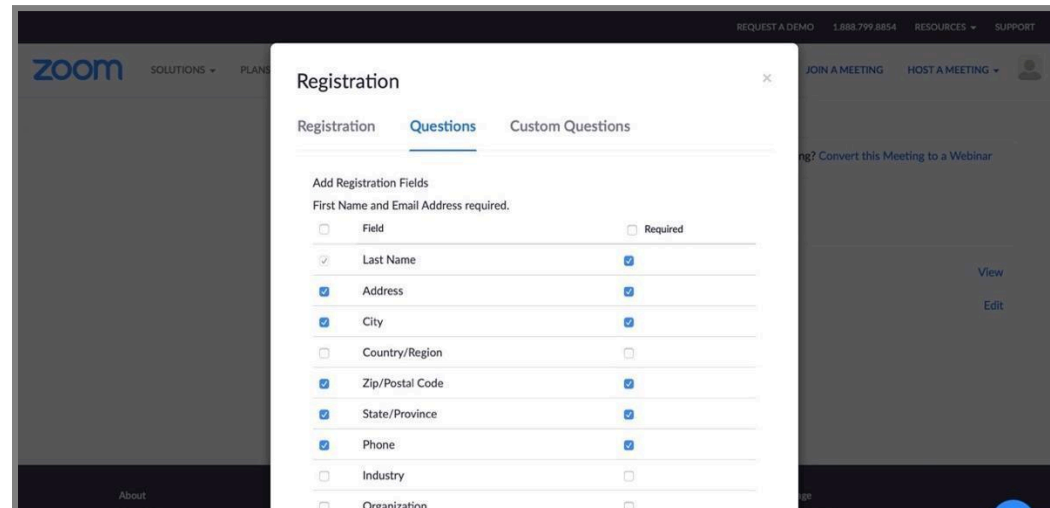
1. Sign in at: <https://zoom.us>
2. Select the Schedule a Meeting tab
3. Enter meeting information, select Registration Required, and Save.

The screenshot shows the Zoom 'Schedule a Meeting' interface. The 'Registration' checkbox is checked and highlighted with a red box. The meeting details include: Topic: My Meeting, Description: Enter your meeting description, When: 02/05/2021 at 1:00 PM, Duration: 1 hr 0 min, Time Zone: (GMT-5:00) Eastern Time (US). The 'Registration' checkbox is checked and highlighted with a red box.

4. Scroll to the bottom of the saved page for the Registration tab and click edit.

The screenshot shows the Zoom meeting settings page. The 'Registration' tab is selected at the bottom. The 'Registration' checkbox is checked. The meeting ID is 728 259 8816.

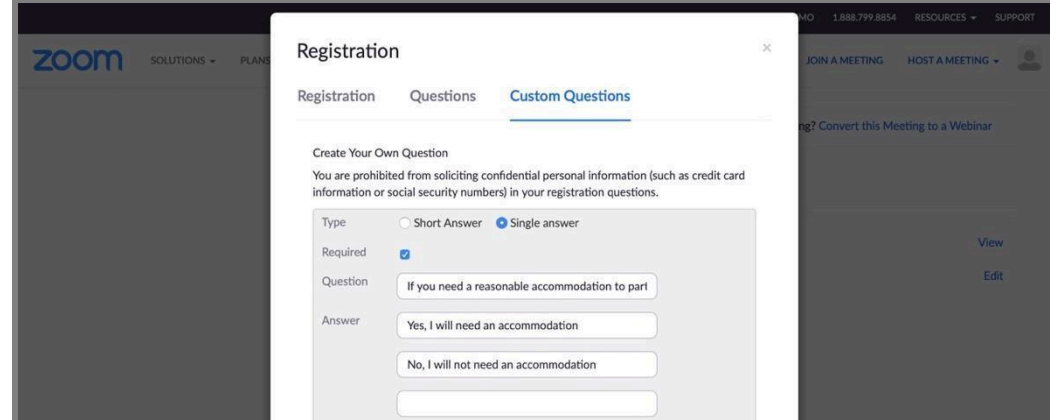
5. Here you will view the tabs to customize your registration. You can select from the additional present fields available from Zoom. For example, you can add an address field, city, zip, etc.



The screenshot shows the Zoom registration customization interface, specifically the 'Questions' tab. The 'Add Registration Fields' section is active, showing a list of fields with checkboxes for selection and a 'Required' checkbox for each. The fields listed are: Last Name, Address, City, Country/Region, Zip/Postal Code, State/Province, Phone, and Industry. The 'Last Name', 'Address', 'City', 'Zip/Postal Code', 'State/Province', and 'Phone' fields are selected and marked as required.

Field	Selected	Required
Field	<input type="checkbox"/>	<input type="checkbox"/>
Last Name	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Address	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
City	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Country/Region	<input type="checkbox"/>	<input type="checkbox"/>
Zip/Postal Code	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
State/Province	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Phone	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Industry	<input type="checkbox"/>	<input type="checkbox"/>

6. In the Custom Questions tab, you may select a Short Answer or Single Answer Option and click Update. The Short Answer option allows the applicant to enter a personalized answer and the Single Answer option allows multiple choice answers. See Example:



The screenshot shows the Zoom registration customization interface, specifically the 'Custom Questions' tab. The 'Create Your Own Question' section is active, showing a form to create a new question. The 'Type' is set to 'Single answer', and the 'Required' checkbox is checked. The question text is 'If you need a reasonable accommodation to part', and the answer options are 'Yes, I will need an accommodation' and 'No, I will not need an accommodation'.

Type: Short Answer Single answer

Required:

Question: If you need a reasonable accommodation to part

Answer: Yes, I will need an accommodation
No, I will not need an accommodation

7. In this field, you must add a reasonable accommodation question and assurance statement to meet the requirements of USDA Equal Opportunity Public Notification Policy, Department Regulation 4300-003 and the University of Maryland College of Agriculture's Administrative Procedure: Public Policy Notification. For example:

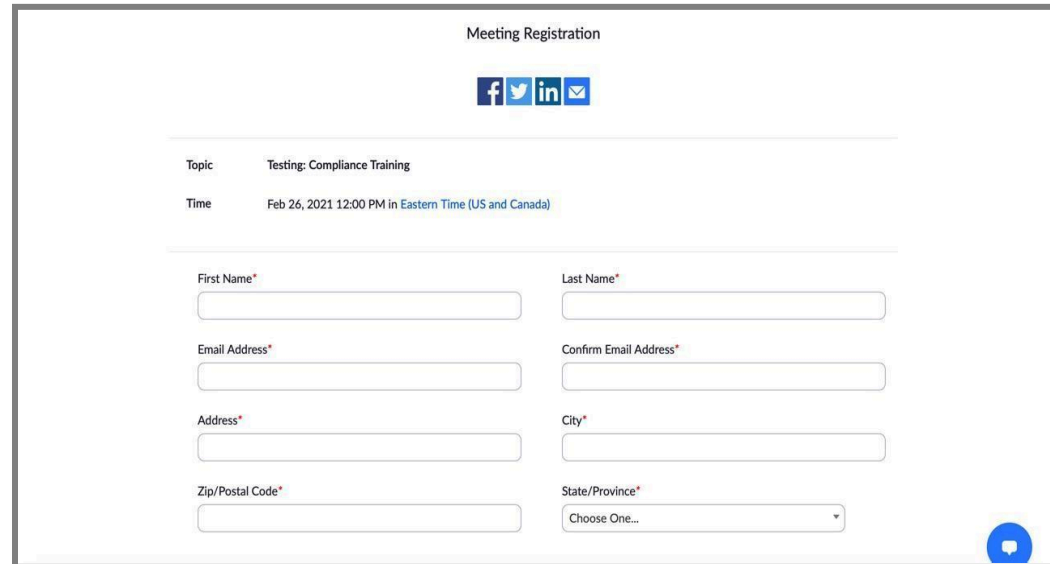
- Educator Level Specifically Hosted: "If you need a reasonable accommodation to participate in any event or activity, please contact _____ (program leader/agent/or designee) on or before _____ (2 weeks prior to event; may adjust depending on accommodation) at (XXX) XXX-XXXX" (Do not include parenthesis). ***You are required to use this statement.**
- Short Disclosure Statement: "Do you understand the following statement: This institution is an equal opportunity provider." ***You are required to use this statement.**

8. Once the custom questions have been added, select Save All.

9. When your invitation to the Zoom session has been disseminated with the registration link, the registrant will be directed to the following page for registration.

10. Once completed, the applicant will receive a confirmation email as well as the Zoom link for the registered session.

11. Please see the example to the right for additional questions you may consider when creating the registration. It is important to ensure you request vital information to communicate and disseminate information to Marylander's clientele; such as collection of determining what county the individual belongs to opposed to where they may participate. Asking your participants if they are willing to serve as a volunteer expands the



Meeting Registration

Topic: Testing: Compliance Training

Time: Feb 26, 2021 12:00 PM in Eastern Time (US and Canada)

First Name*

Last Name*

Email Address*

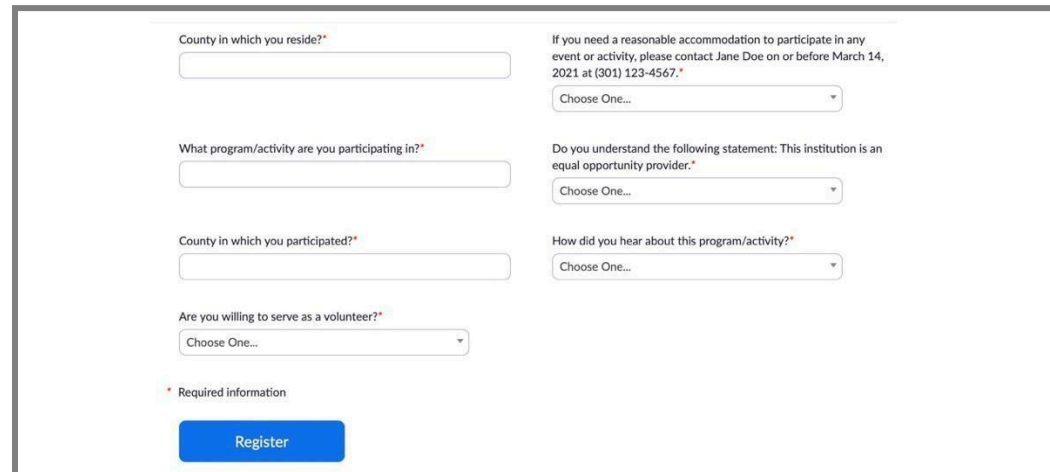
Confirm Email Address*

Address*

City*

Zip/Postal Code*

State/Province*



County in which you reside?*

If you need a reasonable accommodation to participate in any event or activity, please contact Jane Doe on or before March 14, 2021 at (301) 123-4567.*

What program/activity are you participating in?*

Do you understand the following statement: This institution is an equal opportunity provider.*

County in which you participated?*

How did you hear about this program/activity?*

Are you willing to serve as a volunteer?*

* Required information

opportunity to build a network or partnerships. Additionally, inquiring of where the individual received the solicitation for participation can serve as a methodology for all reasonable efforts to determine the effectiveness of your outreach.

12. Examples of Additional Questions:

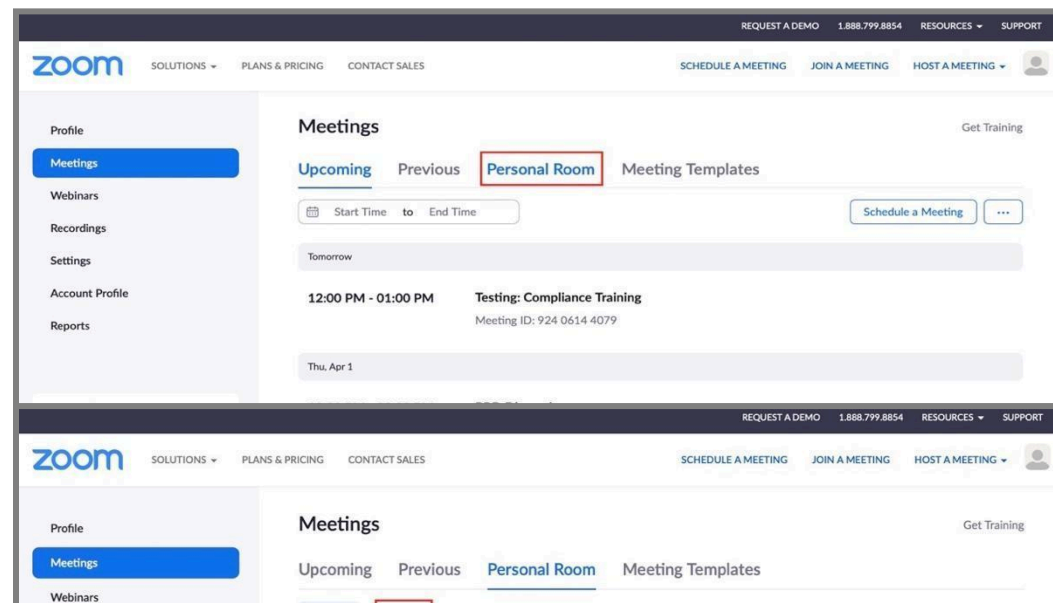
- County in which you reside?
- County in which you participated?
- What program/activity are you participating in?
- Are you willing to serve as a volunteer?
- How did you hear about this program/activity?

Self-Identification is appropriate at this time! For Example, you received 50 registration requests for participation in your program and the day of your program only 25 individuals showed up. Who is in attendance? Are you going to guess? Is it accurate and true to the best of your knowledge? Therefore, collection of demographics should occur prior to the start of, during, and or the most appropriate time prior to the conclusion of your educational delivery. You can build in a slide for polling to facilitate this process as well to encourage participation as well as proactively account for late entry of participants.

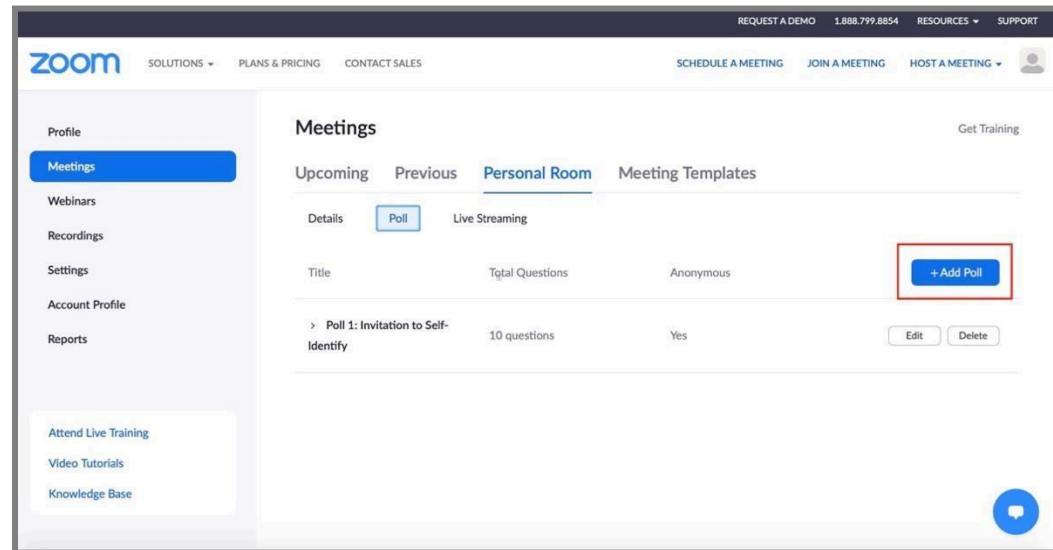
Zoom Poll for Demographic Data Collection

The Zoom Poll feature allows you to collect demographic information from your participants efficiently and effectively through a method of individualized self-identification. The purpose of collecting anonymous demographic information is to serve various purposes such as, but not limited to, (1) ensuring our programs are delivered in a nondiscriminatory way, (2) solely for planning purposes to deliver programs like the one you're invested in today, (3) isolates the amount of funding we acquire to deliver programs to individuals within our communities and beyond Maryland State parameters, and (4) to ensure we are serving all individuals equitably and reaching populations which are underserved, underrepresented and socially disadvantaged.

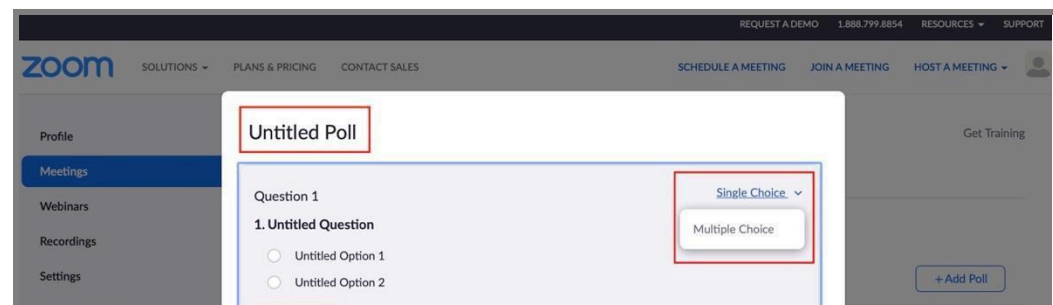
1. Sign in at: <https://zoom.us>
2. Under My Account, select the Meetings Tab
3. Then, select Personal Room as this will allow you to access detailed options such as meeting ID, passcodes, invitation links, polls, and live streaming.
4. Under the Personal Room tab, select Poll



5. In the Poll tab, select Add Poll



6. Once Add Poll has been selected, you will have the ability to create a Poll as a single choice or multiple choice, add a title, question, and answer



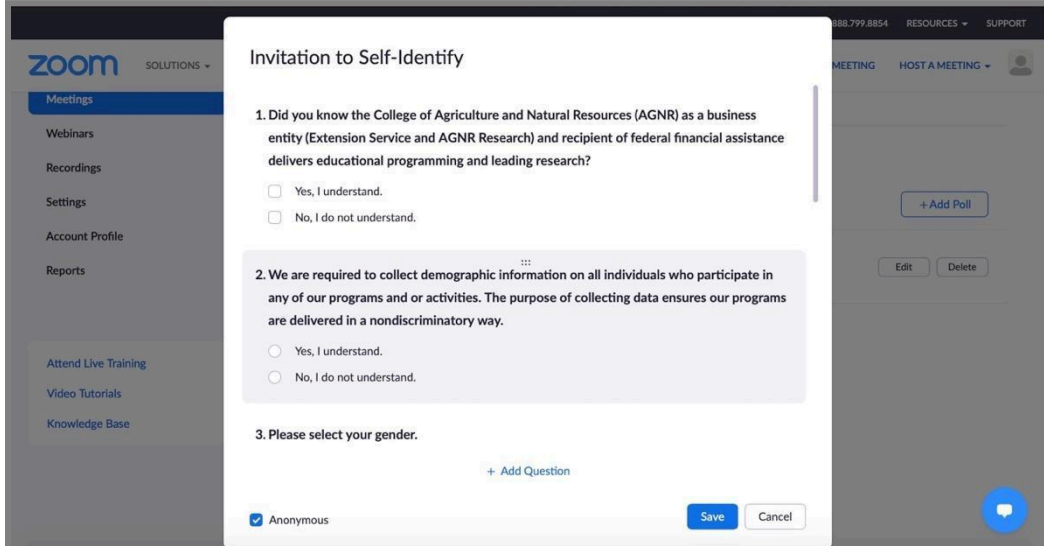
options. You also have the ability to make your poll anonymous or public. ***You must make the collection of participants demographic data anonymous.**

7. Please see the example to the right of the Invitation to Self-Identify form via Zoom Poll:

We would advise you to first help the individual understand why we are collecting demographic information. The purpose it serves and what is the qualitative expectation of its collection (Optional but efficient at informing the reader of who you are).

Example of Optional Questions:

- Did you know the College of Agriculture and Natural Resources (AGNR) as a business entity (Extension Service and AGNR Research) and recipient of federal financial assistance delivers educational programming and leading research? (Optional Answers: Yes, I understand; No, I do not understand)
- We are required to collect demographic information on all individuals who participate in any of our programs and or activities. The purpose of collecting data ensures our programs are delivered in a nondiscriminatory way. (Optional Answers: Yes, I understand; No, I do not understand)



The screenshot shows a Zoom poll interface. The poll is titled "Invitation to Self-Identify" and contains three questions:

1. Did you know the College of Agriculture and Natural Resources (AGNR) as a business entity (Extension Service and AGNR Research) and recipient of federal financial assistance delivers educational programming and leading research?
 Yes, I understand.
 No, I do not understand.
2. We are required to collect demographic information on all individuals who participate in any of our programs and or activities. The purpose of collecting data ensures our programs are delivered in a nondiscriminatory way.
 Yes, I understand.
 No, I do not understand.
3. Please select your gender.

At the bottom of the poll, there is a checkbox for "Anonymous" which is checked, and "Save" and "Cancel" buttons.

8. The following list is a composite of data collection needs to furthermore (1) access current educational programming and research dissemination, (2) address validity, reliability, and barriers within content delivery and (3) ensure a redirection of efforts if disparities exist and to further expand opportunities to unidentified audiences.

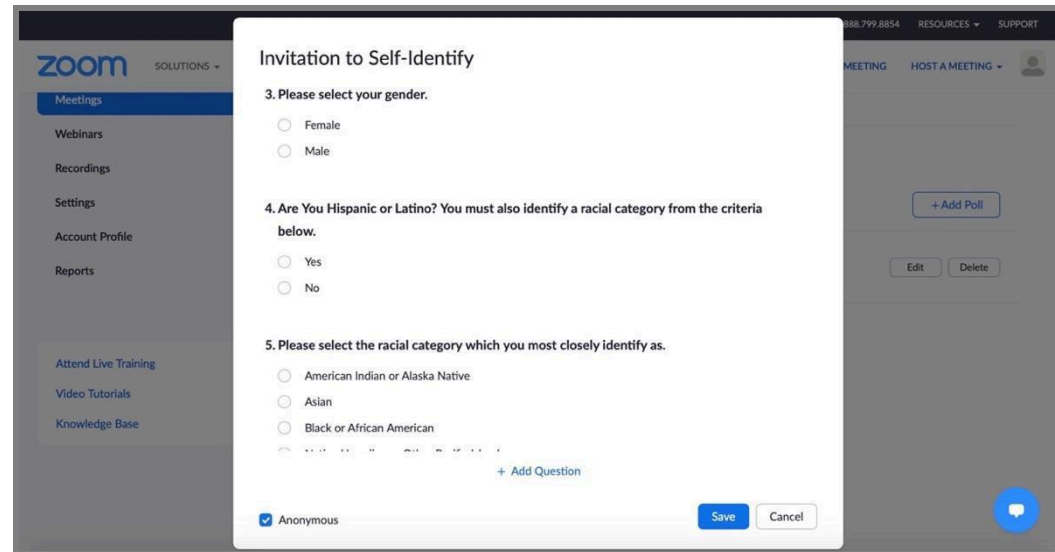
9. **Example of Required Data Collection questions:**

i. Please select your sex (gender).
(Optional Answers: Male/Female)
Note: There are only two federal gender identifiers in which our systems are designed to record, report and the expectation of faculty and staff to capture.

ii. Are You Hispanic or Latino? You must also identify a racial category from the criteria below. (Optional Answers: Yes/No)

iii. Please select the racial category which you most closely identify as.

(Optional Answers: American Indian or Alaska Native, Asian, Black or African American, Native Hawaiian or Other Pacific Islander, White, Two or More Races, Some other Race)



Invitation to Self-Identify

3. Please select your gender.

Female
 Male

4. Are You Hispanic or Latino? You must also identify a racial category from the criteria below.

Yes
 No

5. Please select the racial category which you most closely identify as.

American Indian or Alaska Native
 Asian
 Black or African American
 ...
 + Add Question

Anonymous

Save Cancel

Racial Categories as noted by the United States Census¹⁰

¹⁰ About Race. Retrieved from <https://www.census.gov/topics/population/race/about.html>.

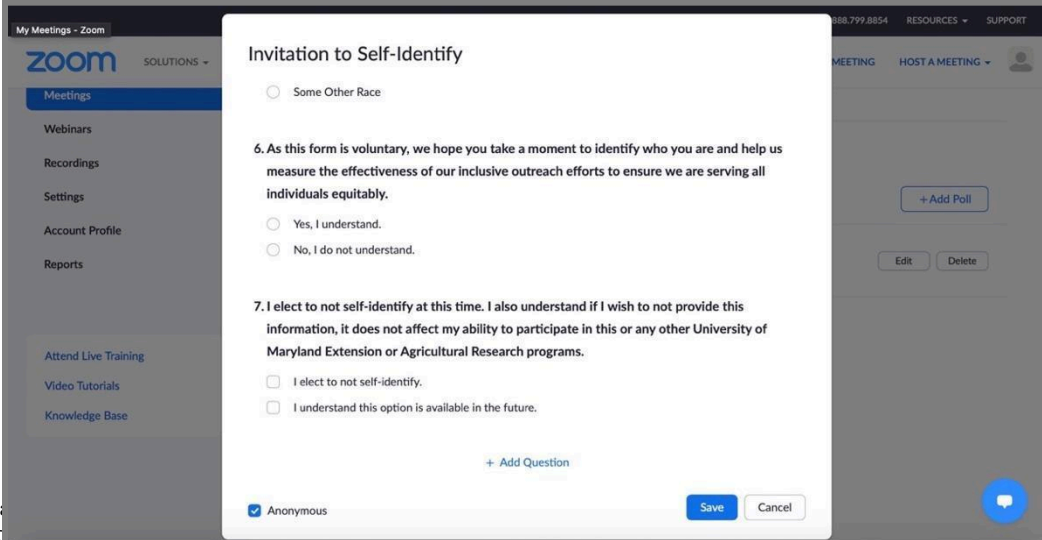
The United States Census identifies the racial and ethnic categories for recording and reporting demographic data as required¹¹. With respect to tabulation, the racial and ethnic data formats will be captured separately, and the ethnicity category will be recorded first¹² to ensure such aggregated compositions are not duplicated and or creates a variance in statistical reporting.

- 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.
- 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 - People who chose more than one of the six race categories.
- Some Other Race - A race not listed as a racial category.

Ethnicity: Hispanic or Latino - A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.

Example of Additional Optional Questions:

- As this form is voluntary, we hope you take a moment to identify who you are and help us measure the effectiveness of our inclusive outreach efforts to ensure we are serving all individuals equitably. (Optional Answers: Yes, I understand; No, I do not understand)
- I elect to not self-identify at this time. I also understand if I wish to not provide this information, it does not affect my ability to participate in this or any other University of Maryland Extension or Agricultural Research



¹¹ About Race. Retrieved from <https://www.census.gov/topics/population/race/>
¹² Office of Management and Budgeting (1997). Revisions to the Standards for Federal Register, Volume 62, Number 210, pages 58782 – 58790.

programs. (Optional Answer: I elect to not self-identify; I understand this option is available in the future)

10. Once your poll has been saved, you may now launch the poll in your Zoom meetings by selecting the Poll icon on the bottom of your meeting screen.
11. Here you will be able to launch the poll to your participants and collect the required information.
12. We recommend you notify the individuals in the waiting room with a message indicating for them to complete the poll for surveying purposes so they are prepared.

However, we caution you of the following two items:

- i. **If an individual elects to not provide you a poll response or if you are at 90% data collection completion, do not deny them federal financial assistance; and**
- ii. **One of your slides must be the *And Justice for All* poster**



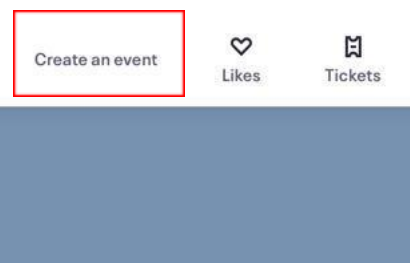
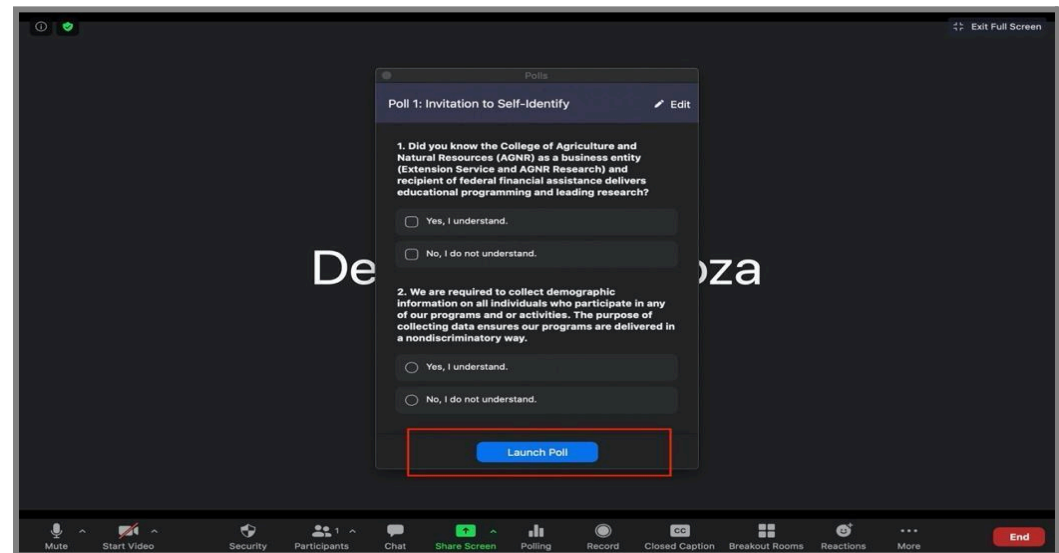
Special Instructions

This guide will serve as a communication strategy with regards to (1) collecting required demographic information as a recipient of federal financial assistance and to (2) measure for all reasonable efforts, program assurances and customer notification of public policy, rights and responsibilities as beneficiaries of services offered in whole or in part on behalf of the College of Agriculture and Natural Resources and (3) a measurable compliance evaluative for equal opportunity and public notification regarding Internal Program Assessments.

Contact

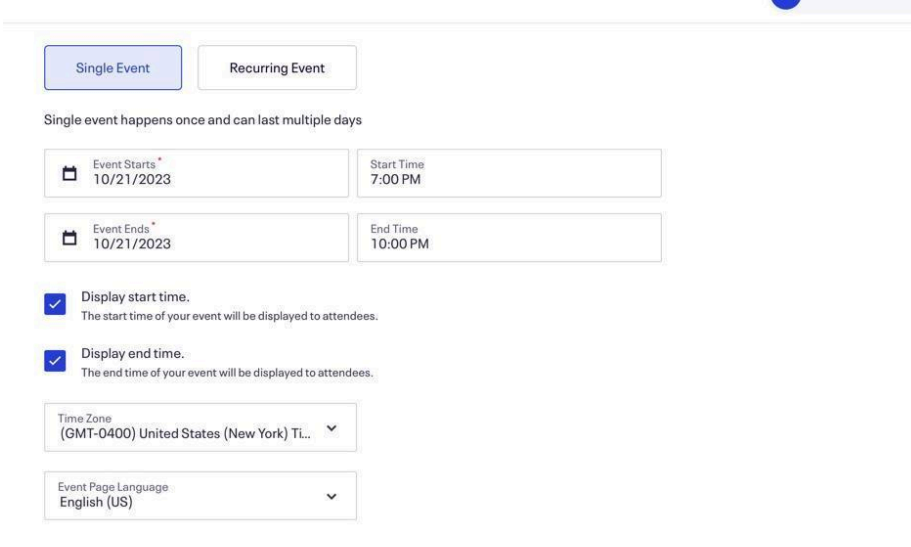
Questions relating to this procedure are to be directed to the Assistant Director of Compliance, AGNR's Office of Human Resources Management and Compliance Programs.

II. EventBrite



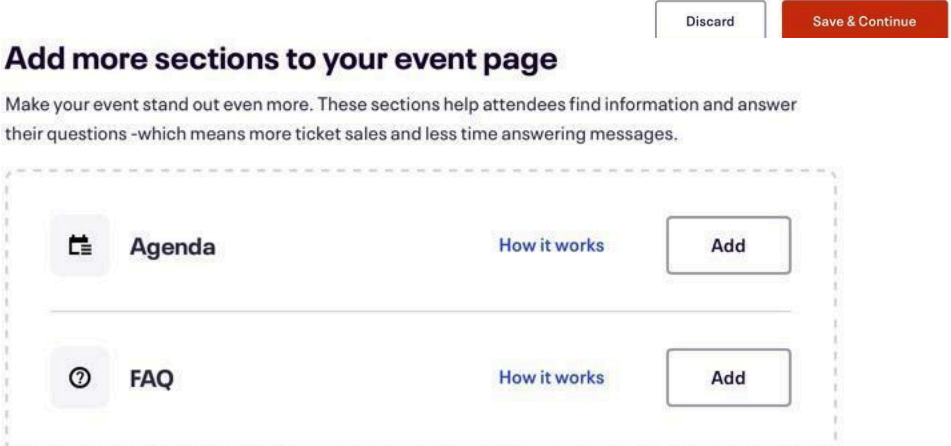
1. Sign into EventBrite: <https://www.eventbrite.com>
2. Select “Create an Event” at the top right.

3. Enter all basic event information such as title, date, time, location, etc.
4. Then, hit “Save & Continue.”



The screenshot shows the EventBrite event creation interface. At the top, there are two buttons: "Single Event" (selected) and "Recurring Event". Below this, a note states "Single event happens once and can last multiple days". The form contains several input fields: "Event Starts" (10/21/2023), "Start Time" (7:00 PM), "Event Ends" (10/21/2023), and "End Time" (10:00 PM). There are two checked checkboxes: "Display start time" and "Display end time". Below these are dropdown menus for "Time Zone" (set to "(GMT-0400) United States (New York) TI...") and "Event Page Language" (set to "English (US)").

5. Next, in “Event Details,” add all media such as pictures and videos as well as an event description.
6. Then, hit “Save & Continue.”



The screenshot shows the "Add more sections to your event page" section. It features a heading "Add more sections to your event page" and a sub-heading "Make your event stand out even more. These sections help attendees find information and answer their questions -which means more ticket sales and less time answering messages." Below this, there are two section cards: "Agenda" and "FAQ". Each card has a "How it works" link and an "Add" button. At the top right of this section, there are "Discard" and "Save & Continue" buttons.



UNIVERSITY OF
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EMAIL: agnrhmc@umd.edu



7. Select “Next” on the Tickets Screen.

8. Then, on the “Publish Your Event” Screen, select “Customize your order form”

The screenshot shows the Eventbrite event creation process. On the left, a sidebar contains navigation icons and a menu with 'Publish' highlighted in a red box. The main area displays event details: 'Test', 'Sat, Oct 21, 2023, 7:00 PM', and a 'Preview your event' link. A large red 'SAVE THE DATE' banner is at the top. Below the banner, there are sections for 'Who can see your event?' (Public/Private), 'When should we publish your event?' (Publish Now/Schedule for later), and 'Tips before you publish' with links like 'Create promo codes for your event' and 'Customize your order form'. The 'Start date' is 09/11/2023 and the 'Start time' is 6:00 PM.

9. In the Order Form page you may select details such as address, home number, etc.

Order Form

Manage the information you collect from attendees during checkout.

Collect information from

What do you need to know about your attendees?

We collect first name, last name and email by default.

10. To add demographic questions, select “Add a New Question”

Website	<input type="checkbox"/>	<input type="checkbox"/>
Blog	<input type="checkbox"/>	<input type="checkbox"/>
Job title	<input type="checkbox"/>	<input type="checkbox"/>
Company / Organization	<input type="checkbox"/>	<input type="checkbox"/>
Work address	<input type="checkbox"/>	<input type="checkbox"/>
Work phone	<input type="checkbox"/>	<input type="checkbox"/>

[Add a new question](#)

11. In the “Add a New Question” screen, enter your demographic questions such as ethnicity, race, and gender information.
12. Then select Save.

Add a new question



Question

Question prompt
Ethnicity

Question format
Select from dropdown

Options available

Limit quantity for each option



Hispanic or Latino



Not Hispanic or Latino



+ Add another option

Add a conditional sub-question

Optional settings

Show this question for specific ticket types

Cancel

Save