UNDOING POOR DATA COLLECTION:

A GUIDE FOR COLLECTING INDIVIDUAL ARTIST DATA

BEFORE YOU START!

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Data collection, be it a survey, interview, or focus group represents valuable time and resources from your constituents that takes them away from their core work. Compensate participants for their time and expertise if solicited.

Be transparent about what you plan on doing with the data and communicate how it will be used in decision making or other processes that may impact your constituents. Build in opportunities for **feedback** along the way.

Ask yourself:

- Is the answer to the research question actionable?
- Is my organizations planning to act on the results we receive?
- What data do I need to answer the question I have right now?
- Do I already know what the findings would tell me?
- Is there an existing body of research that answers my question? If so, what questions haven't been answered? How can I complement and build on existing research?

1 DEMOGRAPHIC DATA

Structure your questions to go as deep as you need in a way that **respects** and acknowledges the complexity of your community.

There will always be a lag between the speed of research and the evolving ways of how communities self-identify. Consider acknowledging this gap on the front end in your communications to participants.

METHODOLOGY 2

Select the appropriate methodology and acknowledge the type of data it can solicit.

Be aware of the **biases** associated with the methodologies you select and who may or may not participate in your data collection efforts as a result.

3 INTERVIEWS

Consider the following:

- Do you have the **trust** to collect the data you need?
- Is there a trusted peer who can conduct the interviews?
- Establish a clear interview protocol.
- **Confidentiality** is key.

FOCUS GROUPS 4

If conducting a focus group, consider:

- Identifying an external person with **expertise** to manage the focus group.
- Having the facilitator reflect the individuals of the focus group which can engender further **trust and transparency**.
- Designing a well-structured process.
- Making sure you are documenting the process well.

5 METRICS

Don't marry yourself to the metric alone.

Progress on one metric does not tell the whole story. Be open to changing or **adapting** your metrics if they're not moving you closer to your larger goal.

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HOW TO DESIGN INCLUSIVE QUESTIONS

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Best practices for data collection:

- Clarify and be able to express the reasons why demographic data is important to your organization.
- Consider how you will use the data and **be transparent** with whom it will be shared.
- Explain why you are asking for demographic data and what you will do with it—internally and externally.
- Consider how you will you collect data.
- Consider how to ask demographic questions in a way that is inclusive and respectful.

1

DEMOGRAPHIC DO'S & DON'TS

DO

- Provide a fill-in-the blank option for people to self-identity on every data point.
- Use "prefer to self-identify" for fill-in-the blank options.
- Use racial, cultural, ethnic heritage, and/or national origin descriptors for checkboxes.
- Ask about gender identities and allow people to check multiple options.
- Ask if people identify as transgender separate from other gender identifiers.
- Ask about personal pronouns. Knowing a person's pronoun provides respectful information to avoid mis-gendering them.
- Ask people if they have accessibility needs and the specifics of those needs regardless of how you ask about disability identity.

DON'T

- Don't offer incomplete, inaccurate, or offensive checkbox options.
- Don't use "other" for fill-in-the blank options.
- Don't use terms that limit race or ethnicity to skin color alone for checkboxes.
- Don't use the binaries of male and female or woman and man as the only gender-identity options.
- Don't list transgender as a third gender option with male and female.
- Don't ridicule people for their pronoun or prioritize current grammar over human dignity.
- Don't ask people about disability using negative, demeaning terms or refer to folks by the equipment they use.
- Don't refer to people by their disability or ask them to identify their disability.

There is much more information about people that survey data does not capture. Consider inviting applicants to share the words they use to more fully communicate who they are and their experiences, including but not limited to how they position themselves in terms of cultural, socio-political, geographic, class, education, health, citizenship, immigration/refugee, ideological, language, parental status, marital status, rural/urban, and/or spiritual/religious background.

HOW TO ASK ABOUT:

CULTURAL/ETHNIC HERITAGE OR NATIONAL ORIGIN

2

HOW DO YOU IDENTIFY*: CHECK ALL THAT APPLY

- Native American, Alaskan Native, or Indigenous peoples (provide tribal affiliation)*
- Multiracial descent
- African descent/Diaspora
- Southern African descent
- Central African descent
- East African descent
- North African descent
- North American descent
- Central American descent
- South American descent
- Latin American descent
- Caribbean descent
- Asian descent
- Central Asian descent
- East Asian descent
- South Asian descent
- Southeast Asian descent
- Middle Eastern/Southwest Asian descent**
- Native Hawaiian or Pacific Island descent
- European descent
- Arab descent
- I prefer to self-describe (please state)
- I decline to state

3

HOW TO ASK ABOUT:

GENDER

WHAT IS YOUR GENDER IDENTITY? CHECK ALL THAT APPLY

- Fa'afanine
- Genderqueer/gender non-conforming
- Hijra
- Intersex
- Mahu
- Man
- Muxe
- Nadleeh
- Two Spirit
- Woman
- I prefer to describe my gender identity in another way (please describe)
- I decline to state

DO YOU IDENTIFY AS TRANSGENDER?

- Yes
- No
- I decline to state

HOW TO ASK ABOUT:

SEXUAL IDENTITY

4

DO YOU CONSIDER YOURSELF TO BE:

- Asexual
- Bisexual
- Demisexual
- Gay/Lesbian
- Heterosexual/Straight
- Pansexual
- Queer
- Same Gender-Loving
- Two Spirit
- I prefer to describe my sexual orientation or identity in another way(please describe)
- I decline to state

5

HOW TO ASK ABOUT:

AGE

WHAT IS YOUR AGE RANGE? ADJUST ACCORDING TO NEEDS

- Under 25
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75 or older
- I decline to state

<25

HOW TO ASK ABOUT:

DISABILITY

6

IDENTITY-FIRST APPROACH

DO YOU IDENTIFY AS:

- Disabled person
- Nondisabled person
- I decline to state
- I prefer to self-describe (please state)

PEOPLE-FIRST APPROACH

ARE YOU PART OF THE DISABILITY COMMUNITY?

- Yes
- No
- I decline to state
- I prefer to self-describe (please state)

* Source: "Philanthropy Classification System, Populations," Candid, https://taxonomy.candid.org/populations

* Jerome Foundation expands beyond Indigenous peoples to include Native America/First Nations at the request of Native American artists in the U.S. that do not identify as Indigenous. We also invite responders to share specific ethnic and national groups, and tribal/band affiliations with which responders identify.

** In their AMEMSA Fact Sheet, Asian Americans/Pacific Islanders in Philanthropy (AAPIP) share research behind their decision to use "Middle Eastern" alongside more accurate cultural and ethnic heritage categories as a way to acknowledge the imperialist origins of this term.

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HOW TO KEEP GRANTEES SAFE

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Good information management is essential to grantee safety.

For funding institutions working to improve the lives of the artists they work with, secure access to personal information may be essential to deliver customized programs and services based on their constituent needs. Implementing security protocols for each stage of the process is instrumental to protecting stakeholder's privacy and preserving their trust.

While opportunities to foster **trust** are bountiful and are embedded in many facets of the relationship-building process, the findings below will focus on the role that data management plays in the preservation of trust.

1 SECURITY & DATA SHARING

Respondents underscored the importance of instituting **ethical** processes for determining which data can be shared with whom (i.e. aggregate form; keeping data anonymous; following ethics guidelines, quality assurance policies, or following state transparency laws).

STEWARDSHIP 2

When preparing a data collection project, **Foundant Technologies** recommends centering data within a triangle framed by three categories:

- People
- Technology
- Processes

3 DATA DESIGN*

- Prior to collecting the data:

  1. Consider purpose, data integrity, and bias.
  2. Be clear on what the data will and won't represent.
  3. Ensure consent and transparency for collecting and using data.
  4. Co-design questions with the intended audiences to be inclusive, be transparent, ensure diversity of perspective and promote participation.

- When collecting identifiable information de-identify the information as it moves along the process or consider whether any of the information put your constituents at risk.
- When determining the life cycle, consider the timeline from input to close of project and how long the information is relevant. Should it be **archived or disposed**?
- When determining who can access the data, consider limited or layered privileges needed for designated staff to adequately do their job.
- To ensure **integrity, privacy and security** of the information, what measures are being put in place?
- When storing the data, decide whether the data will be backed up on a cloud, on a server, through a service provider, or in-house **storage**. Are different iterations of the information tracked for integrity?
- Organize how the data will flow through your agency to assess the appropriate **permissions, security protocols, and levels of security** along the way (excel, online collaborative tools, third party platforms, etc.).

TECHNOLOGY* 4

Funders recommend asking the following questions prior to utilizing technology:

- Consider safety and determine which devices your organization allows/supports and how are they connected.
- Consider **security measures** for each device and for the transfer of data between devices (i.e. encryption, password protection, double authentication, antivirus; firewalls, MFA, security updates, etc.)

5 PEOPLE

ROLES, ACCESS, ETC.

When determining **access**, consider checks and balances for all persons handling the data throughout its lifecycle and who can respond to security questions.

RECOMMENDATIONS 6

- Onboarding
  - Create an initial security awareness training to onboard personnel.
- Training
  - Determine necessary training to ensure integrity, accuracy and protection of data.
- Role transition
  - Ensure permissions and access to data and devices are properly redistributed and redefined.
- Technology acquisition/disposal
  - Create a process for securing new devices and software applications, as well as a process for deleting information on devices and platforms that will be deaccessioned.
- Incident response
  - Create a process for addressing security issues. (See **Threats and Mitigation Data, Foundant and You*** in the full-length report for more information)

7 NIST PASSWORD REQUIREMENTS**

- Length: 8-64 characters are recommended
- Nonstandard characters
- Long passphrases are encouraged
- Required only if the password is compromised or forgotten

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* Source: Foundant Technologies. Data Security, Foundant. And You, https://resources.foundant.com/education-webinars-for-grantmakers/data-security-foundant-and-you-4

** Source: National Institute of Standards and Technology (NIST), "Digital Identity Guidelines." NIST Special Publication (SP) 800-63-3." USA, June 2017. https://csrc.nist.gov/publications/detail/sp/800-63/3/final