

ACPA Standards for Demographic Questions

Approved by the ACPA Governing Board – December 5, 2013

Introduction

As an association, ACPA strives to provide its members with meaningful and intentional professional development programs; knowledge grounded on best practices and research; and a nurturing environment for networking and learning opportunities. Consequently, 99.5% of respondents/members affirmed in the 2012 Membership Survey that “ACPA fulfills/supports/lives the association values.”

In various formats (typically membership forms and assessments), ACPA asks members to self-describe a number of different professional, social and/or personal identity demographics. The Association uses these data points to 1) monitor trends over time through multiple instruments, 2) analyze responses, opinions and satisfaction by identity area with data from a single instrument and 3) distribute targeted information about ACPA programs, events and services. Members can choose to provide information on their personal/social identities for ACPA to use for educational planning and event promotional purposes. Three areas identified below will assist and guide ACPA principles on data collection:

Privacy - Depending on institutional policies and processes, ACPA registration or membership forms may be reviewed by supervisors, accounting personnel and others who should not have access to an individual’s personal and/or social identity information. Restricting the information collected via these forms eliminates the concerns about possible negative consequences through exposure of personal information to others, and addresses the right to privacy concerns.

Demographics - ACPA acknowledges the scope, complexities and contextualized nature of social identities that exist worldwide and the limitations of existing data gathering capabilities. While social identities typically collected are rooted in U.S. historical and cultural contexts, ACPA’s scope of data collection does not infer or reflect the lack of commitment to further fostering globalization efforts by the association. Instead, this acknowledgement serves as an on-going reminder of the limitation of demographic data collection efforts and the need for additional perspectives, knowledge, methods and resources for educational planning purposes.

Data Integrity - Consistency and accuracy in data collection are crucial so analyses can be conducted to plan, execute and promote educational programs to meet the needs of ACPA members. Taking into consideration that social identities are sometimes fluid, often emerge, and can change or evolve, the nature of the questions asked and response options offered may be different over time. Balance should be considered between consistency for purposeful use, and the need to collect the latest information on self-identification.

Data Storage - Self-reported data on social identities are stored in the ACPA membership database and in the data warehouses for third-party survey vendors that are commonly used by U.S. campuses (e.g., CampusLabs). Both databases are password protected, and information on how the data will be used is provided in advance. ACPA is the owner of all data collected via association surveys, with the exception of those noted as individual research projects.

Call to Action

Previously, ACPA received recurring feedback that some members experienced association forms and surveys as marginalizing, particularly questions regarding personal or social identities. As a result the ACPA Governing Board adopted the following standards to be followed on all forms, surveys, or other forms of data collection/assessment for any activity supported or sponsored by the Association.

It is the expectation that all elected and appointed leaders of the Association (including the ACPA Governing Board, International Office, Foundation, Annual Convention Teams, Commissions, Standing Committees, State Divisions and International Divisions) follow these standards as written to minimize potential micro-aggressions to members and/or event participants:

- 1) **The following questions may be asked on [membership forms and/or event registration forms](#) (a list of response options is available from the [ACPA International Office](#), upon request):**
 - **First Name** – Free response space, including a “Prefer not to answer” option
 - **Last Name** – Free response space, including a “Prefer not to answer” option

- **Professional Work Title** – Free response space, including a “Prefer not to answer” option
- **College/University/Organization** – Free response space, including a “Prefer not to answer” option
- **College/University/Organization State**
- **College/University/Organization Country**
- **Institution/Organization Size**
- **Institution/Organization Type**
- **Years in the Field**
- **Highest Educational Degree Completed**
- **Position Level**
- **Functional Area**
- **ACPA Membership Type**
- **ACPA Entity Interest/Affiliation**
- **State Division Dual Membership**

2) **In addition to the questions which may be asked on membership and/or event registration forms, the following questions may be asked on event registration forms:**

- **Preferred Gender Pronoun** – Free response space, including a “Prefer not to answer” option
- **Access** - All ACPA event registration forms should display the following statement and response option and/or contact information for getting in touch with the International Office:

“Please indicate any special services, accommodations, or needs which may be necessary during the program (e.g., Sign Language interpreting, accessible materials, dietary restrictions): _____”

3) **In addition to the above approved questions, all questions that are demographic or identity-based are to be listed at the end of an assessment/survey.** By listing these questions at the end of an instrument, the individual has more choice regarding the extent to which that person will self-disclose personal or social identities in context of the full content of the assessment.

4) **To educate and comfort members on how collected data will be used, the following introductory statement is required to be placed ahead of the first demographic question asked:**

Opening Statement:

“The following information is being requested by ACPA-College Student Educators International to further enhance programs, practices and services to meet member needs. Regarding the collection of this information from our members:

- *Each question enables ACPA to analyze and understand the unique feedback and ideas of members.*
- *Individual identities will not be shared without the indicated consent from the respondent.*
- *Each question’s response options have been listed to reflect the Association’s value on inclusion of member identities and to minimize unintended micro-aggressions.*
- *Given the scope and complexities of social identities that exist worldwide, and acknowledging the limitations of existing data gathering capabilities, response options listed in the following questions are rooted in U.S. historical and cultural contexts.”*

5) **To provide a mechanism for members to express concerns or questions about data that has been collected, the following conclusion statement is required to be placed after the last question asked and/or in a submission confirmation screen/email:**

Closing Statement:

“If you have any questions, concerns or other comments regarding the questions asked or response options available in this survey, please contact the ACPA (insert senior staff member name) and title) by e-mail at _____@acpa.nche.edu or by phone at 202-835-2272.”*

- 6) **The ACPA International Office senior staff member who is most closely related to the instrument should be named as the contact individual for questions, concerns or comments.** This will vary based on the primary purpose of the instrument.
- 7) **In addition to those questions approved for use in membership and/or event registration forms (from numbers 1 and 2 above), ACPA created and/or owned surveys/assessments must include the demographic questions as listed below:**

Note: ACPA's currently recommended open-ended question coding guide is listed below following each corresponding open-ended question. Open responses to these questions will likely be fluid over time, so responses collected may be used to form future response options to increase analytic power. In the interim, survey responses and reports created for ACPA leadership (particularly confidential reports on data analysis) should be coded using the following pre-determined nomenclature. The analysis should include observations, exceptions or challenges experienced in the analysis. ACPA entity group leaders may be consulted as content experts/ resources for assisting with coding categorizations.

- A. **How do you describe your gender identity?** *Your response to this question will assist ACPA in advising future program opportunities and to provide more specific response options in future assessments:*
- Free response: _____
 - Prefer not to answer

ACPA's Current Coding Guide for Question A:

- Man or Male or Masculine
- Transgender Man or Male or Masculine
- Transgender Woman or Female or Feminine
- Woman or Female or Feminine
- Gender non-conforming or Gender queer
- Intersex or other related terms
- No response
- Prefer not to answer

- B. **How do you describe your relationship with ACPA, based on your country of national identification?** (select one) (National identification is defined as the country with which you primarily associate)
- U.S. identified member of ACPA*^{B-1}
 - Member of ACPA, not associated with the U.S.*^{B-2}
 - Prefer not to answer

B-1) *If "US" to Question B, **How do you describe your racial identity?:** _____ (free response)
(Your response to this question will assist ACPA in advising future program opportunities and to provide more specific response options in future assessments.)

- Free response: _____
- Prefer not to answer

ACPA's Current Coding Guide for Question B-1:

This coding scheme assumes a US-centric framework and definitions, so a different coding scheme will be needed for B-2.

- African-American or Black (Including other descriptions which might include related nationalities or ethnic groups)
- American Indian or Alaska Native or Indigenous or First Nations (Including other descriptions which might include related nationalities or ethnic groups)
- Arab or Middle Eastern(Including other descriptions which might include related nationalities or ethnic groups)
- Asian or Asian American (Including other descriptions which might include related nationalities or ethnic groups)

- Hispanic or Latina or Latino (Including other descriptions which might include related nationalities or ethnic groups)
- Multiracial or Biracial (two or more races, where “multiracial” or “biracial” are explicitly listed)
- Individuals who list two or more races
- Native Hawaiian or Pacific Islander (Including other descriptions which might include related nationalities or ethnic groups)
- White or Caucasian or European American (Including other descriptions which might include related nationalities or ethnic groups)
- No response
- Prefer not to answer

B-2) *If “Non-US” to Question B, **How do you describe your national, ethnic or racial identity?:**

_____ (free response) *(Your response to this question will assist ACPA in advising future program opportunities and to provide more specific response options in future assessments.)*

- Free response: _____
- Prefer not to answer

ACPA’s Current Coding Guide for Question B-2:

The researcher should develop the coding scheme most applicable based on the nature of the data collected, since this is expected to have a small sample size

C. **How do you describe your sexual identity?** *Your response to this question will assist ACPA in advising future program opportunities and to provide more specific response options in future assessments:*

- Free response: _____
- Prefer not to answer

ACPA’s Current Coding Guide for Question C:

- Asexual
- Bisexual
- Fluid
- Gay
- Heterosexual
- Lesbian
- Pansexual
- Queer
- Questioning
- No response
- Prefer not to answer

D. **How do you describe your religion, spiritual practice, or existential worldview?** *Your response to this question will assist ACPA in advising future program opportunities and to provide more specific response options in future assessments:*

- Free response: _____
- Prefer not to answer

ACPA’s Current Coding Guide for Question D:

- Agnostic
- Animist
- Atheist
- Baha’i
- Buddhist
- Christian (Including other descriptions which might include related faith or practice communities) - Further analysis may sub-divide this response category into Protestant, Catholic, Lutheran, Methodist, Presbyterian or other frequently cited denominations
- Deist
- Hindu

- Humanist
- Jewish (Including other descriptions which might include related faith or practice communities)
- Muslim
- Pagan
- Pantheist
- Polytheist
- Secular
- Sikh
- Spiritual but not religious
- Taoist
- Unitarian Universalist
- Wiccan
- No response
- Prefer not to answer

E. **Do you have a long-lasting or chronic condition (physical, visual, auditory, cognitive or mental, emotional, or other) that substantially limits one or more of your major life activities (your ability to see, hear, or speak; to learn, remember, or concentrate)?**

- Yes*
- No
- Prefer not to answer
- *If Yes, please indicate the terms that best describe the condition(s) you experience:
 - Free response: _____
 - Prefer not to answer

F. **Do you identify as a military veteran or service member?:** (select one)

- Yes*
- No
- Prefer not to answer
- *If Yes, please indicate the terms that best describes your experience (select as many as apply):
 - U.S. military veteran or active duty member
 - Military veteran or active duty member in a country other than the U.S.
 - Current or former member of the U.S. National Guard or Reserves
 - Current or former member of the National Guard or Reserves or similar in a country other than the U.S.
 - Another identity not listed describes my military veteran or service member status. I identify as: _____ (free response space)
 - Prefer not to answer

G. **Have you held a professional position at an institution/organization outside of your current country of residency or employment?** (select one)

- Yes*
- No
- Prefer not to answer
- *If Yes, please describe position: _____ (free response)

H. **What is your primary (most proficient/fluent) language?** (select one)

- Arabic

- Bengali
- English
- French
- German
- Hindi/Hindustani
- Japanese
- Javanese
- Korean
- Malay/Indonesian
- Mandarin
- Portuguese
- Punjabi
- Russian
- Signed Language*
- Spanish
- Telugu
- Vietnamese
- Wu
- Another language(s) not listed: _____
- Prefer not to answer

- *If Signed Language, please indicate the signed language in which you are proficient:
_____ (free response)

I. In what other languages are you proficient/fluent? (select as many as apply)

- Arabic
- Bengali
- English
- French
- German
- Hindi/Hindustani
- Japanese
- Javanese
- Korean
- Malay/Indonesian
- Mandarin
- Portuguese
- Punjabi
- Russian
- Signed Language*
- Spanish
- Telugu
- Vietnamese
- Wu
- Another language(s) not listed: _____
- Prefer not to answer

- *If Signed Language, please indicate the signed language in which you are proficient:
_____ (free response)

J. Would you like to provide your contact information so that someone can follow-up with you about your responses to this survey?

- Yes*
- No

- *If Yes, Please provide the following information where someone can best reach you to follow-up with you about your responses to this survey:
 - First Name: and Last Name:
 - Phone (including country code, if outside of the US):
 - Email:

K. **Would you like to receive future e-mail communications from ACPA entity groups that might be of interest to you based on your responses to these survey questions, including responses to the demographic questions?** (Your response to this question does not affect your Membership Profile communication preferences).

- Yes*
- No
- If Yes, Please provide the email address that ACPA and its entity groups can use to communicate information of interest to you, based on your survey responses, including responses to the demographic questions.
 - Email:

Requests for Exception to this Policy:

Any proposed exception to these standards must be submitted in writing to the ACPA Executive Director or designee. Any assessments co-sponsored by ACPA and another organization in which exceptions to these standards are requested should follow this exceptions policy/process. In consultation with the ACPA Governing Board’s Director of Equity & Inclusion and Director of Membership Development, the ACPA Executive Director or designee will issue a decision regarding exceptions to these standards and will issue a written statement to Association leaders on the reasons for the granting of the exception.

Campus Institutional Review Board (IRB) approval supersedes ACPA policies regarding demographic questions and response options. According to the current ACPA Research Request Policy: “Research requests must fit with the mission and purpose of ACPA, be culturally appropriate, and comply with ACPA’s statement on non-discrimination and ethical principles.”

Written by:

Chris Moody, Director of Membership Development
 Kathy Obear, Director of Equity & Inclusion
 Heather Gasser, Director of Membership Development-Elect
 Stanton Cheah, Former ACPA Senior Director of Membership, Marketing and Media Relations
 Tricia Fechter, ACPA Senior Director of Professional Development, Research and Scholarship