

# Diversity Data Collection: Questions Framework



The following 14 step framework is designed to ensure the quality and meaningful use of Diversity Data collection across 5 core areas.

## Why

**Purpose** – Why are you collecting Equity, Diversity and Inclusion data?

## What

**Content** – What data are you collecting?

**Process** – How are you collecting data?

## How

**Practice** – What are you using the data for?

**Communication** – Who are you sharing your data with and why?

## Enablers

**Capacity** – Who is responsible for collecting the data (and do they have enough support)?

**Accountability** – Who checks the data, data collection and data content (keeping it updated)?

**Skills** – What skills/expertise do we need?

**Context** – How does the system(s) work?

**Engagement** – How will you share your findings in a way that maintains and grows engagement?

## Key EDI Considerations

**User Experience (UX)** – How does the user feel? (In data collection, use, sharing etc)

**Responsibility** – Who is involved in decision-making (stakeholder engagement) and how is power shared equitably?

**Integrity** – What are you doing to maintain the quality of your data and reposition according to updates in EDI standards?

**Tensions/risk** – What are the tensions and risks between the above categories?

# Diversity Data Collection: Recommendations



## Sector Level

The following section has recommendations and suggestions at a sector level for the social investment sector using the 14 step framework.

### Why

- **Purpose:** Have a clearly defined purpose for the intended direction of change & why data is collected at sector level. Suggestion: This could be for an independent body to collect and share diversity data transparently to spot trends and patterns across the sector, hold the sector accountable, maintain the quality of data, maintain the consistency of the data collection processes and free resources in organisations to use to apply the findings from diversity data.

### What

- **Content:** Modular data collection around protected characteristics with expectations set according to size and/or purpose of organisation. These should be updated regularly by representative experts (e.g. a disability-led organisation/network for the disability category etc)
- **Process:** Data should be collected using a standardised approach – this can be made flexible to include multiple formats of interaction for context differences and/or accessibility purposes (e.g. broader categories depending on the size of an organisation or data collection via dialogue rather than an online survey for those without digital literacy). Data should be collected regularly and the process and content should have regular monitoring and updates based on user feedback. The impact or value of data collection should be made clear, even if unknown or insignificant.

### How

- **Practice:** A clear explanation of how data will be used including how frequently it will be collected, monitored and reviewed. (Suggestion: between 1-3 years)
- **Communication:** An independent accumulation of organisational data to prevent judgement and neutralise the competitive aspect of EDI. This should be as transparent as possible with a balance of maintaining engagement from sector. Sharing the complexity and diversity of datasets should mitigate the harm from incentives or narratives of telling a good story or staying silent.

# Diversity Data Collection: Recommendations

## Sector Level (continued)

### Enablers

- **Capacity:** Ideally this should be an independent institution with no incentive for financial gain from the outcomes of the data collected. This should be a collective co-creation process with outsourced expertise from those with lived experience and/or EDI expertise where needed.
- **Accountability:** An independent organisation/network with no incentive for monetary gain from achieving certain targets beyond engagement or quantity of data received.
- **Skills:** The independent institution should have a collective working group with individuals with relevant skills, expertise and representation across all protected characteristics and relevant professions (data, software, security, GDPR) and/or a diverse core working group with access to relevant networks when required.
- **Context:** Power should not be held by a few organisations, all those sharing data should have equitable say in dialogues and decision-making of how data is collected and shared. Where capacity to do so, awareness and information sessions should be provided regarding the system and how data is used as well as open dialogue sessions for feedback on how data collection can be improved and for greater impact from data use across the sector through collaboration amongst peers and/or external networks.
- **Engagement:** Data findings should be communicated across multiple channels/platforms with a number of access points for organisations and individuals. Data findings should be archived for long-term access and dialogue sessions should be held after regular reports for feedback and input from all stakeholders.

### Key EDI Considerations

- **User Experience:** Impact on a community level should be considered when analysing data on a sector level. Also when setting questions, these should be thought about on an individual level,
- **Responsibility:** If using the modular approach in an independent body, this should be led by a cross-sector collaborative group with representation across all protected characteristics and all levels of the social investment sector – including wholesalers, funders, social enterprises and communities with lived experience.
- **Integrity:** Using a modular approach to questions, updated on a regular basis through collaboration with representative external organisations and networks.
- **Tensions/risk:** An independent body is needed to hold and lead diversity data collection which is sustainably resourced with no potential agenda for wanting certain outcomes. This body should work towards creating a flexible standardised approach that can be continuously updated.

# Diversity Data Collection: Recommendations



## Organisational Level

The next section outlines the recommendations for organisations who are both collecting and sharing diversity data. This is based on the 14 step framework.

### Why

- **Purpose:** Have a clearly defined purpose with dedicated resource, systems, and/or processes to show how data will/will not be used. An organisation's focus should be on applying the data to make meaningful change.

### What

- **Content:** Ideally questions would be mirrored content from a sector level. At least, this should be tailored to context including the size of an organisation, the purpose of data collection (and how it will be used) and any other relevant reference points (e.g. if comparing to an existing dataset you may want to consider using similar categories but expand options to reflect the extended diversity of your audience). Choice of content including questions, language and terms used should be explained and/or referenced.
- **Process:** Data should be collected using a standardised approach – this can be made flexible to include multiple formats of interaction for contextual differences and/or accessibility purposes (e.g. broader categories depending on the size of an organisation). Data should be collected regularly and the process and content should have regular monitoring and updates based on user feedback. The impact or value of data collection should be made clear, even if unknown or insignificant.

### How

- **Practice:** A clear explanation of how data will be used with examples, including allocated roles, responsibilities, systems and processes to integrate data learning in operations including fund design, development and delivery
- **Communication:** Honesty of capacity and limitations to changes from data collection. Only collect data which is useful and share as transparently as possible (even if it does not meet expectations). This mitigates incentives or narratives of telling a good story or staying silent by sharing the complexity and diversity of datasets.

### Enablers

- **Capacity:** There are options to collect EDI data from an independent outsourced organisation or internally, however, careful consideration should be given to how data will be anonymised, stored and held and this should be communicated to those sharing their data. EDI expertise should be sought from an internal working group, EDI lead(s), or an external network where needed.

# Diversity Data Collection: Recommendations



## Organisational Level (continued)

### Enablers (continued)

- **Accountability:** An internal or external data team or independent person(s) with clear intentions of how data will be used to improve the organisation, full access to data and a commitment to transparency. Data shared should be done according to requested format with risk acknowledged of potential skewed narratives based on presentation.
- **Skills:** Any expertise missing internally should be sought from a sector level, externally or from peers. We encourage peer review of documents and policies and peer support via dialogue and open conversations around data collection challenges and feedback.
- **Context:** When collecting data internally or from customers, information sessions should be provided or signposted to explain how data is used, how social investment works and additional context for why diversity data is collected including any other relevant systems and/or knowledge. When submitting data, a level of commitment should be made to attend dialogue sessions and discussion to feedback and influence the sector level processes.
- **Engagement:** Data findings should be communicated across multiple channels/platforms with a number of access points for organisations and individuals. Data findings should be archived for long-term access and dialogue sessions should be held after regular reports for feedback and input from all stakeholders. In addition, organisations should be held accountable via a commitment to regularly collect and share diversity data on a sector level.

### Key EDI Considerations

- **User Experience (UX):** Organisations should have informed consent regarding the data they submit, how and where the data is shared. When collecting data, UX should be considered in the frequency, time and capacity of completing diversity data collection.
- **Responsibility:** There should be dedicated time, capacity and resource to training and expertise in equity, diversity and inclusion. This should be adequately compensated.
- **Integrity:** To remain up-to-date organisations can align with sector standards informed by the modular approach or use benchmarks from charters for specific characteristics.
- **Tensions/Risk:** Organisations should be focussed on using data, making the most effective use of their resources by participating in sector-level diversity data collection with transparency and allocating adequate capacity for diversity data collection and analysis from other organisations and individuals.

# Diversity Data Collection: Recommendations



## Individual Level

The next section outlines the recommendations for diversity data collection from individuals by applying the 14 step framework.

### Why

- **Purpose:** Individuals should have a good understanding of and be able to communicate the purpose of data collection, why and how it will be used to any social enterprise, customer or external stakeholder. Suggestion: The purpose is to build trust through proof that the data will lead to meaningful action by facilitating a two-way data collection process (e.g. through dialogue or feedback options and sharing information).

### What

- **Content:** Should be voluntary/opt-in and GDPR compliant. Individuals should always have an 'other' or 'prefer not to say' option and should have access to an explanation as to why the data is being collected including rationale for choice of language and terminology.
- **Process:** Data should be collected using a standardised approach – this can be made flexible to include multiple formats of interaction for contextual differences and/or accessibility purposes (e.g. facilitated dialogue sessions rather than an online survey for those without digital literacy). Data should be collected regularly and the process and content should have regular monitoring and updates based on user feedback. The impact or value of data collection should be made clear, even if unknown or insignificant.

### How

- **Practice:** Clear explanation of how data will be used including (if relevant) access to pay gap information and diversity targets.
- **Communication:** Individuals should have access to information to explain where data will be shared and to consent to this explicitly. Ideally, they will also be able to influence where and how data is used.

### Enablers

- **Capacity:** Where the data will go and how it will be processed should be clearly communicated and consented to by the individual. A brief overview should be provided as minimum with access to detail if preferred.
- **Accountability:** There should be optional feedback for individuals to share or reflect on data collection and content. Ideally an evaluation or monitoring activity as part of the process should take place fairly regularly.

# Diversity Data Collection: Recommendations

## Individual Level (continued)

### Enablers (continued)

- **Skills:** No individual should be expected to provide expertise across all areas of knowledge required. Where individuals are requested for support or input, they should be adequately compensated and recognised for their contribution and time.
- **Context:** There should be space within data collection processes for individuals to ask questions and identify knowledge gaps with regards to systems related to diversity data collection in social investment. Those asked to submit data should also opt-in to relevant communications regarding information and awareness sessions being run on an organisational/sector level.
- **Engagement:** There should be clear communications of when diversity data will be collected, why it is being asked for and how it will be used. Individuals should also be compensated for their time.

### Key EDI Considerations

- **User Experience (UX):** Individuals should always have the option to opt-out or select 'prefer not to say'. Where possible, open fields for self-describing and opportunities to feedback on the experience of data collection should be made possible.
- **Responsibility:** Power can be shared equitably through compensation and communication via informed consent.
- **Integrity:** Individuals should provide feedback wherever possible to maintain data quality and ensure their needs are considered in evaluation and development of data collection practice.
- **Tensions/Risk:** Individuals should communicate openly wherever they have the opportunity to do so, seeking out support and opportunities for dialogue with those collecting diversity data. They should also be unafraid to communicate with honesty where they feel safe to do so, being specific about their needs in relation to equity, diversity and inclusion.