How to Collect Data for the Diversity Action Alliance Reporting Tool

If you report data to the Equal Employment Opportunity Commission (EEOC), then your current reporting process should be sufficient. However, you will still have to account for the number of promotions within a calendar year. If you do not have to report to the EEOC, below are some guidelines and a sample form.

Data gathered to report to the DAA should be collected confidentially, not anonymously. This means that you will know who shared the information, but you keep their individual identifiers private. You must account for the race/ethnicity of every employee in your organization even if they opt out.

Steps for collecting data

> **STEP #1:** Create a form or use a survey program to collect the data. An online program works best, such as Survey Monkey or Google Forms, for easier aggregation and calculation. The survey should take less than 5 minutes to complete. The survey should include the following information at a minimum:
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> - **Name:** This is to determine who has and who has not filled out the form. This will not be turned in with your data.
> - **Email:** To follow up with those who have not turned in their form.
> - **Job title:** This helps determine what job category, such as entry-level, mid-level, etc., for each of your employees.
> - **Race/Ethnicity:** Click here to get the categories and descriptions.
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> Additional data that can be requested to measure promotions through the calendar year:
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> - **Job promotion:** This is asking the employee if they have been promoted in the previous calendar year. If you collect this information in an alternate way, then you can eliminate this question.
> - **Former job title prior to promotion:** This helps determine whether the person moved up from a bracket, such as entry-level to mid-level, or whether they were promoted within their current bracket.
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> A *Sample Collection Form* is on the next page.
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> **STEP #2:** Send the survey to each employee. Send a follow-up notice to those who did not complete the form to increase response rate.
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> **STEP #3:** Determine the race/ethnicity of those who did not fill out the form or who did not respond. In this case, companies should follow the EEOC guidelines to conduct a "visual survey" or use other information to make the determination.
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> **STEP #4:** Determine the correct job category that the job titles fall into. For most companies, that is admin support, entry-level, mid-level, senior-level, and top communicator/leader. Here is a description of the job categories.
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> **STEP #5:** Aggregate the data and enter into the DAA Reporting Tool.