MSU Extension Best Practices for Collecting Registration and Civil Rights Information in an Online Environment

This document helps ensure that civil rights and institutional data policies are being implemented consistently for programs held in an online environment.

Demographics Data Collection and Civil Rights

Keeping Demographics Separate from Name

Civil rights data (race, ethnicity, gender) should not be linked with identifiable information such as first and last name. Any person collecting this information, no matter the technique or tool, needs to ensure this does not happen. This means that collecting civil rights data should never be done using zoom registration or polls as this data would be linked to individual participants. For more specific civil rights information, visit the OD website for specific guidance related to adult and youth demographic collection as well as other guidance on civil rights scripts, data collection, guidance and more.

New Demographic Collection Resources for Staff working with Youth

If you are a staff person working with youth and youth programming, several new resources have been added to the OD website to support your ability to collect demographic data, civil rights scripts, reporting data in PEARS or 4-H online.

Examples of events for which you should collect demographic information

- An online series or presentation of educational material in real-time
- An online series or presentation of educational material in D2L
- An educational program with objectives offered online
- Any event that would be reported as a Program Activity in PEARS

Examples of events for which you do not need to collect demographic information

- Internal MSU Extension trainings (with staff)
- Outreach events with little or no education provided
- Updates on MSU Extension programs available
- A recording of a previous online presentation posted to the website
- Any event that would be reported as an Indirect Activity in PEARS

These are guidelines only and you should follow your specific institute policies and procedures around data collection to be sure you are following your institute specific guidelines

Zoom Overview and Considerations

Whether you host your online educational session in Zoom as a meeting or webinar depends on the type of educational opportunity as well as how participants will interact with each other. Use these best practices and reminders below to help you decide which Zoom option is best for your educational format.

Zoom Links for Meetings and Webinars

We want to provide a safe online environment for participants, so it is suggested that Zoom links not be shared widely and that all Zoom links are accompanied with a password. We want to prevent sharing of inappropriate content from uninvited participants as much as possible (zoombombing). Additional methods for creating a safe environment aligned with general best practices for Zoom meetings and webinars include: using the advanced screen sharing option, managing the participant chat, using the waiting room feature, managing participants and using the Q&A tool in Zoom. For instructions on how to create a safe environment for participants in Zoom watch the following video series: [Creating Safe Spaces for Zoom Participants](#).

Zoom Reminders for Best Practices

- Check Zoom for updates regularly to ensure access to the latest features.
- Use the Zoom website at [zoom.msu.edu](#) to update your settings, instead of the application on your computer, as the website has a more comprehensive list of features you may control.
- When adding a password to a Zoom meeting or webinar it is best to use numbers instead of text for ease of use by participants. Also, text-based passwords are case sensitive.

Zoom Meeting Description

- Useful for internal or external audiences with smaller groups (under 50).
- Ideal for situations where you want group interaction through discussion (sharing audio/video), breakout rooms, chat, polling, etc.
- Registration can be required if set up through zoom.msu.edu and can be used if you want to collect the names and email addresses of those who participate. You can ask custom questions (how participants heard about the event, if they have questions for the presenter, etc.) during registration but cannot ask civil rights or demographic questions. This adds an additional level of security for knowing who has signed up for the Zoom meeting.
- The waiting room feature gives control over how/when participants enter the Zoom meeting room.
- Reports for meetings include registration (if required), polling, and usage. **NOTE:** *the usage report will not necessarily include participant name/email unless registration is required.*

Zoom Webinar Description

- Useful for internal and external audiences in large groups.
- Registration can be required if set up through zoom.msu.edu. You can ask custom questions (how participants heard about the event, if they have questions for the presenter, etc.) during registration but cannot ask civil rights or demographic questions.
- If the registration feature is used participants can receive automatic reminders one week, one day, and/or one hour prior to the webinar.
- You can also enable a "practice session" - this allows for hosts, co-hosts and panelists to enter the webinar before attendees.
- Reports for webinars include registration (if registration is required), attendee, polling, and Q&A
- Participants can be directed to a survey or a website after leaving the webinar
- Ideal for situations where participants are watching a presentation and only need to interact with instructors through chat or Q&A

Best Practices for Collecting Enrollment and Demographic Data in an Online Environment

Situation 1:

A program needs to collect a pre-survey (evaluation) prior to participants joining the class.

1. Use the Events Management System (EMS) to collect pre-registration, including the required civil rights information.
   a. EMS can accommodate a short, simple survey as part of the registration process. Typically, these questions would ask more detailed questions about your audience to help with planning the program. This feature should not be used to collect program evaluation data. Simply build your survey questions into your registration form and collect the desired information as participants register.
2. To collect program pre-survey information, in the EMS confirmation email, send the link to the Qualtrics or PEARS survey for participants to complete prior to the class.
   i. In Qualtrics, you have the option to send a confirmation email to the participant that includes the Zoom link for the class.

Situation 2:

An open educational program is being run (ex. for families to participate in family yoga). No pre-registration is required.
1. Use Zoom for the educational program.
2. Add your program to the MSU Extension events calendar. For more information about entering calendar events, please visit (https://www.canr.msu.edu/od/coronavirus/coronavirus-q-a#EVENTS%20CALENDAR%20TIPS)
3. Require participants to sign in with their first/last name and email address by either requiring registration for a Zoom meeting or offering a Zoom webinar. Do NOT collect civil/rights or demographic data using Zoom polls. *NOTE: Unless it is set up, meetings do not require participant sign in; a webinar requires sign in even without requiring registration.*
4. Attach the appropriate demographic form to the Program Activity in PEARS on the Attach Surveys page (https://d2l.msu.edu/d2l/le/content/952802/viewContent/8462822/View, around minute 4:00 are the instructions). Copy the individual response link from PEARS.
5. Offer an opportunity to fill out the MSU Extension Demographic Data Collection Form for Adults OR Youth Demographic Survey using the individual response links from PEARS. It is best to ask participants to fill this out during a 5-10 minute break during the middle of your program by sending a link in the chat. *NOTE: For a link to be active when shared through the chat, the host of the webinar will need to be on the latest version of Zoom: Zoom Download Center.*

Situation 3:

An outreach event is being run online. This is an event with little or no education provided (usually less than 30 minutes of education). No pre-registration is required.
1. Use Zoom for the outreach event.
2. Require participants to sign in with their first/last name and email address by either requiring registration for a meeting or offering a webinar. Do NOT collect civil/rights or

demographic data using Zoom polls. ***NOTE:*** *Unless it is set up, meetings do not require sign in, a webinar does this without requiring a registration.*
3. You do not need to collect demographic information at outreach events.
4. Add your program to the MSU Extension events calendar. For more information about entering calendar events, please visit (https://www.canr.msu.edu/od/coronavirus/coronavirus-q-a#EVENTS%20CALENDAR%20TIPS)

Situation 4:

A program requires advanced registration.
1. Use Zoom for the educational program.
2. Add your program to the MSU Extension events calendar. For more information about entering calendar events, please visit (https://www.canr.msu.edu/od/coronavirus/coronavirus-q-a#EVENTS%20CALENDAR%20TIPS)
3. Require registration for the program, using one of these options:
    a. Use the EMS to collect registration, including the civil rights and demographic information for adults.
    b. Use the Zoom registration feature in either a meeting or webinar to have participants sign-up for the program. Do NOT collect civil rights or demographic data using Zoom registration or Zoom polls.
        i. If using Zoom registration feature, don't forget to add your event to the MSU Extension events calendar.
4. Attach the demographic form to the Program Activity in PEARS on the attach surveys page (https://d2l.msu.edu/d2l/le/content/952802/viewContent/8462822/View, around minute 4:00 are the instructions). Copy the individual response link from PEARS.
5. Offer an opportunity to fill out the MSU Extension Demographic Data Collection Form for Adults OR Youth Demographic Survey using the individual response links from PEARS. It is best to ask participants to fill this out during a 5-10 minute break during the middle of your program by sending a link in the chat.

Situation 5:

A staff member is offering an online or blended course.
1. Add your program to the MSU Extension events calendar. For more information about entering calendar events, please visit (https://www.canr.msu.edu/od/coronavirus/coronavirus-q-a#EVENTS%20CALENDAR%20TIPS)
2. If advanced registration is required:
    a. utilize EMS for registration and civil rights / demographics collection (have to manually add participants to D2L) or
    b. utilize D2L registration directly for registration (automatically links participants to D2L)

       i.   If using this method, don't forget to add your event to the MSU Extension events calendar.

3. Add a page in the online course with information on civil rights and copy instructions from the demographic form found on the OD website. This information is available in an MSU Extension course template for D2L (contact Gwyn Shelle at heyboerg@msu.edu for more details).

4. Attach the demographic form to the Program Activity in PEARS on the attach surveys page (https://d2l.msu.edu/d2l/le/content/952802/viewContent/8462822/View, around minute 4:00 are the instructions). Copy the individual response link from PEARS. Contact Norma Lundeen nlundeen@msu.edu with questions about PEARS.

5. Add the demographic form/link to the online course.