Resources for Campus Use of Employee Demographic Data

Background

There is a growing desire to utilize employee demographic data in monitoring and assessing the University's workforce and employment activities to advance workplace diversity, equity, and inclusion (DEI) efforts. This document provides guidance to HR and DEI professionals across campus on how to request access to and properly use employee demographic data in DEI work. The demographic data in this document refer to race and ethnicity[1] collected through voluntary self-identification.

Voluntary Self-Identification

As a higher education institution and a federal contractor, UW–Madison is required by federal laws and regulations to track certain demographic data (sex, race and ethnicity, disability status, and veteran status) about its employees. Employees can self-identify at any time through the MyUW self-service portal. At the time of hire and every year through a UW system-wide campaign, employees are invited to voluntarily self-identify.

When employees self-identify their race and ethnicity, they are informed of how the data can and might be used by the University. The invitation message of voluntary self-identification at the MyUW portal reads:

> The University of Wisconsin System is an Equal Opportunity/Affirmative Action Employer and is subject to certain governmental recordkeeping and reporting requirements for the administration of civil rights laws and regulations. To comply with these laws, as well as the policies of our Board of Regents, we are required to ask employees to voluntarily self-identify their race or ethnicity. Submission of this information is voluntary and refusal to provide it will not subject you to any adverse treatment.

> This information will be used in summary form to report to state and federal agencies as required by Executive Order 11246 and other applicable laws. This information will also

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[1] Race and ethnicity information is collected through a two-part question that asks first about Hispanic heritage (ethnicity) and then about race. Individuals may choose to report more than one race. Per federal reporting requirements, individuals who reported Hispanic heritage are counted as Hispanic, regardless of race; those who report two or more races and do not indicate Hispanic heritage are reported in the two or more races category.

be used to assess and improve our affirmative action and workforce diversity efforts, including in recruitment, hiring, retention, promotion, compensation and other human resource practices.

This data is treated as confidential and is not used in any way that identifies any specific individual.

Guiding Principles

It is the responsibility of UW–Madison employees who can access the data to honor the appropriate access to and use of this information. First, employee demographic data should only be used when there are legitimate business needs such as mandatory reporting and/or workplace DEI planning and programming. Second, employee demographic data can only be used in such a way that the end product does not reveal any personally identifiable information (i.e., demographic information associated with any named individual). In other words, the end product should contain only demographic information at an aggregate level (e.g., counts and percentages).

It has been an established practice to use employee demographic data to fulfill mandatory reporting requirements, including affirmative action and IPEDS, which are handled by central administrative offices. This document focuses on the use of employee demographic data by schools, colleges, divisions, or local units that are for purposes other than those noted and consistent with central administrative reporting.

Demographic Data Use with Tableau Employee Demographic Interactive Visualization

UW–Madison has an [Employee Demographic](#) interactive visualization on Tableau that provides aggregated information on the demographic composition of UW–Madison workforce by sex and race and ethnicity. It can be filtered by division and department, Employee Category, and contains multiple years of data. This Tableau interactive visualization is available to all employees who have access to non-sensitive employee data. When HR or DEI professionals fulfill demographic data requests, it is recommended that the first step is to check if the established Tableau interactive visualization can meet their business needs.

Access to the Tableau interactive visualization is automatically provisioned to HR employees who have access to the "BI HRS Query non-sensitive" role. Others can request access to the

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Tableau interactive visualization via [Data Access Group Request](#). Choose "Employee Record Data - Internal" in "Access Group Requested." The request will be routed to the supervisor and then to the HR Data Steward for review and approval. If the stated reason is related to workforce diversity efforts or improvement of HR practices as it relates to recruitment, hiring, retention, promotion, compensation, or other HR initiatives, the HR Data Steward will approve the request.

Below are some use cases of the Tableau interactive visualization:

- A department is asked to review its workforce diversity as part of its DEI planning. This is an example of using employee demographic data for operational improvement of workplace DEI.
- A department is asked to provide its aggregated faculty diversity information to a funding agency. This is an example of using employee demographic data for reporting. Accreditation bodies and grant agencies sometimes ask for civil rights compliance information as part of the applications or reviews.[2]

Demographic Data Use Beyond Tableau Employee Demographic Interactive Visualization

There may be some situations where the Tableau Employee Demographic interactive visualization does not provide the data necessary for the business needs. In these situations, HR professionals may consider utilizing the demographic data in HRS and performing customized analyses to fulfill the requests. Those with approved access to HR Sensitive data ("BI HRS Queries-Sensitive") have access to the Demographic Dashboards in Oracle Business Intelligence Enterprise Edition (OBIEE) that contain personally identifiable data including sex, race and ethnicity. Individuals who seek access to the "BI HRS Queries-Sensitive" role should work with their divisional HR to request access.

Examples of situations where this would be appropriate include:

- A program is asked by a funding agency for aggregate demographic data on unit leadership. The definition of leadership in the request does not align with Employee Category, therefore the Tableau Employee Demographic interactive visualization cannot meet the need.

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[2] Schools, colleges, divisions, and local units should always reach out to DAPIR if the reporting is for an external entity.

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- A department is reviewing aggregate demographic data of their faculty, which by their definition includes Clinical and CHS faculty. This broader definition of faculty does not align with Employee Category, therefore the Tableau Employee Demographic interactive visualization cannot meet the need.
- A research center is reviewing aggregate demographic data of their employees, as well as PIs affiliated with but not part of the center. This is not captured in the Tableau Employee Demographic interactive visualization and requires customized analysis.

Sharing of Aggregate Demographic Data

It is the responsibility of UW–Madison employees who can access the employee demographic data to honor the appropriate access to and use of this information as demonstrated in the voluntary self-identification invitation message and the data access requests. The end product should only contain employee demographic information at the aggregate level and should not reveal any personally identifiable information. When the information at the aggregate level is further shared, the purpose of further data sharing should be for legitimate business needs such as mandatory reporting and workplace DEI planning and programming.

Below are some examples of IMPERMISSIBLE use of employee demographic data:

- Generating lists of employees by demographic characteristic: Using employee demographic data to generate lists of employees by demographics to, for example, build affinity groups and match mentors and mentees based on demographic characteristics is not permissible. This is because the end product could reveal employees' demographic information associated with their names on the individual level. Organizers should consider an opt-in model, where all employees are invited to choose if they want to receive communications or participate in events tailored to certain employee groups.
- Research: Individualized employee demographic data should not be provided for research purposes. Researchers should follow Institutional Review Board (IRB) protocols when recruiting and contacting participants.[3]

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[3] For more information on IRB recruitment guidelines, see: https://irb.wisc.edu/manual/investigator-manual/conducting-human-participant-research/recruitment-guidelines/.
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Questions

If you have additional questions on the use of employee demographic data (e.g., when you receive a request that you are not sure about), you can contact:

- OHR (HRIS team) for general questions and HR-specific questions, hris@ohr.wisc.edu
- DAPIR for reporting and analysis questions, apir@provost.wisc.edu
- DDEEA (Office of Affirmative Action Planning and Programming) for questions related to affirmative action in employment, affirmativeaction@cdo.wisc.edu

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