
Suggestions for Using “Analyzing Organizational Demographics”

Objectives:

- Examine organization demographics related to diversity
- Provide data for analysis and decision-making regarding diversity

Intended Audience:

- HR professionals collecting data for diversity planning
- Diversity development task forces gathering baseline data

Processing the Activity:

- Data collectors gather statistics about each category, compiling information and computing percentages. Data can be gathered through self-report questionnaires, personnel records, and/or management observation.
- Data can be analyzed, summarized, and reported to appropriate planning group.

Questions for Discussion:

- What does your survey of demographic data tell you about diversity within your organization?
 - » What do our demographics say about the diversity of our staff at each level?
 - » How closely do our percentages mirror the local population and workforce? Our client/customer base?
 - » Are there groups that are underrepresented? At what levels?
 - » What surprises are there in the figures?
 - » What challenges does this information present?
- Are there changes called for in light of demographic trends in the larger society? In our client/customer base? How do organizational statistics compare with those of the workforce in the area? Population in the area?
- What surprises or questions are there?
- What do these statistics indicate for the organization in terms of needs, potential opportunities, and possible problems?

Caveats, Considerations, and Variations:

- Some individuals may regard information requested as too personal and may balk at the categorization.
- Some individuals will see the categorization as divisive rather than as a first step in remedying deficiencies that may exist.
- Careful explanation of the purposes of this survey and its use in identifying organization needs is required.