

# HEADS UP

## UPDATES AND ISSUES

### DIVERSITY AND CIVIL RIGHTS



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## Understanding Parity and Utah Demographics Can Lead to Strengthened Extension Programs

For more than seven years the Utah State University Extension state office and county units have tracked face-to-face contacts made with Utah populations providing indicators for service to White, Black, Hispanic, American Indian and Pacific Islander/Asian populations with research based educational programs. The collection of extension audience contact data when compared with the most current Utah US Census Bureau information provides an opportunity for extension leaders to set meaningful parity contact goals. Parity is a relevant measure of how well Extension is meeting the NIFA mandated requirement of serving all of Utah's races/ethnicities without discrimination. Annually county Extension units measure their effectiveness in meeting this mandate by reviewing county population growth, comparing that with the contacts made by county educators and then establishing county parity contact goals. This process creates awareness of those populations being served by Extension programs and those that may be potentially underserved helping to guide program development and marketing approaches. Even though the number of county educators may vary from year to year contact, trend lines can be established allowing the county to see their effectiveness in working with each race/ethnicity reported.

The chart below demonstrates Utah Extensions' statewide goal and commitment to parity equity. Note that the demographic data is from the most current US Census. The parity goals for all ethnicities/races were set based on the percentage served for the state's most dominant population – the White population. This 29% parity goal reflects a goal of service equity for all populations of the state. Is Extension meeting this goal? We are making progress but as the chart details we have work to do particularly with Asian/Pacific Islander populations and other populations not served at the 29% level. Our challenge is to develop programs which meet the needs of Utah's divergent populations using the principle of "all reasonable effort" in making potential audiences aware of program offerings.

### USU Extension face-to-face contacts reported in 2010

Ethnic Group	% Utah Total	Utah Ethnic Population*	% And Number Population Reached in USU Cooperative Extension Program - 2010 (* Source -FedStats.gov)		
			Race alone or in combination with one or more races * Fed Stats		
	2,763,855 2010 Census		% Served – <b>29% State Parity Goal</b>	No. Served	Gender
White	93.8%	2,383,544	29.3%	698031	Males
Black	1.0%	25,838	25%	6468	353960 [44.3%]
Hispanic	11.2%	286,113	25.5%	73059	Females
Am Indian	1.3%	33,663	39.2%	13196	445087 [55.7%]
Asian/PI	2.8%	69,507	11.9%	8293	Grand Total 799047

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