Racial Equity Tools.org

Results from RET's 2018 User Feedback Survey*

From CAPD, MP Associates and World Trust
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*Notes on these data can be found in last section of this document

Highlights and Major Themes

RET Users Appreciate the Existing Content*

64%
of respondents use the site at least once a month

81%
of respondents use the site to facilitate personal learning

85%
of respondents have shared RET resources with others

How is RET useful to our audience?

"Racial Equity Tools is a researcher's dream because the issues list under each category is so specific."

"[RET is] helping me as an Indigenous woman of color with tools and language to inform white allies of how to be a an ally."

"I use it weekly for the glossary of terms and index of articles on specific topics to share with my clients. The library of tools for various levels of RE work is so helpful as I have clients at all stages in their organizations. I so appreciate the wide variety of resources. I also have personally grown from connecting with community doing the work that I may not have known was there until they were highlighted in your monthly newsletter."

RET Users are Diverse in Identity and Influence

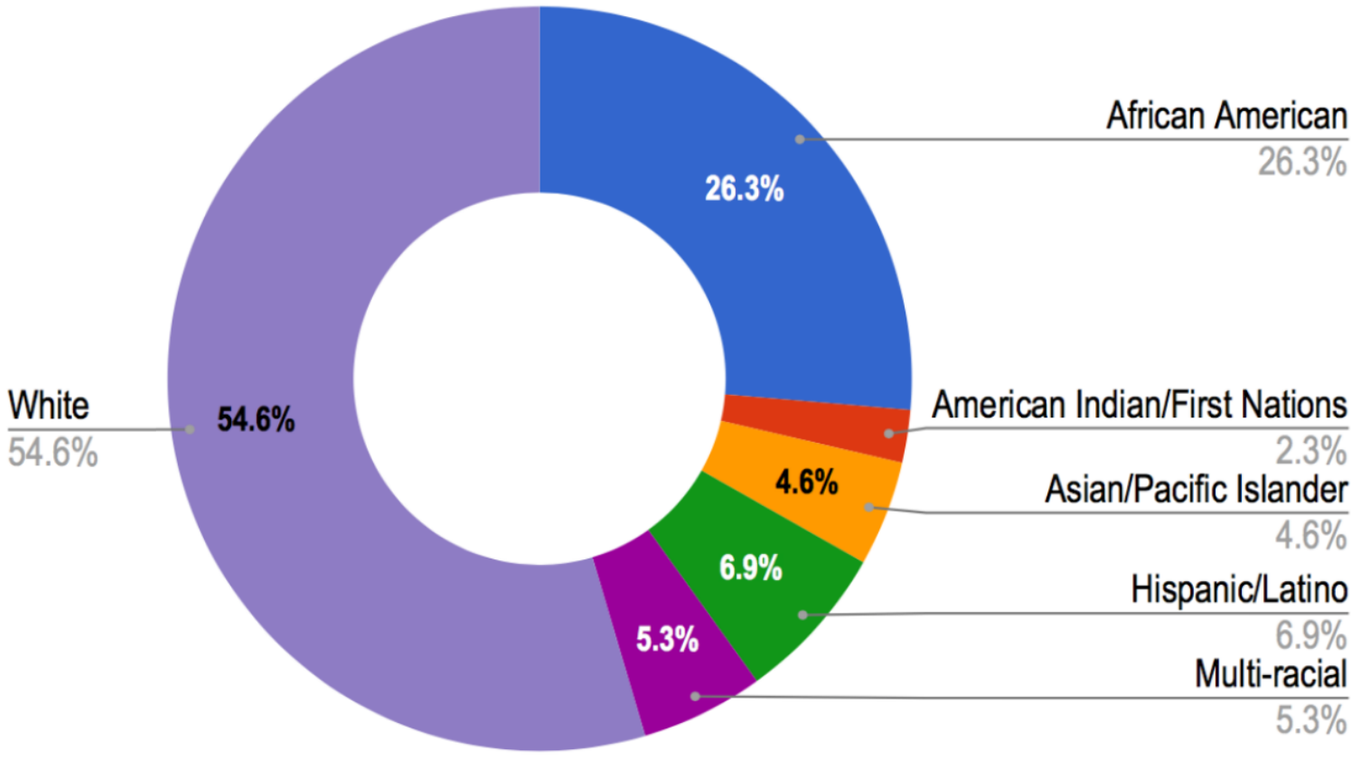
46% of respondents identify as people of color

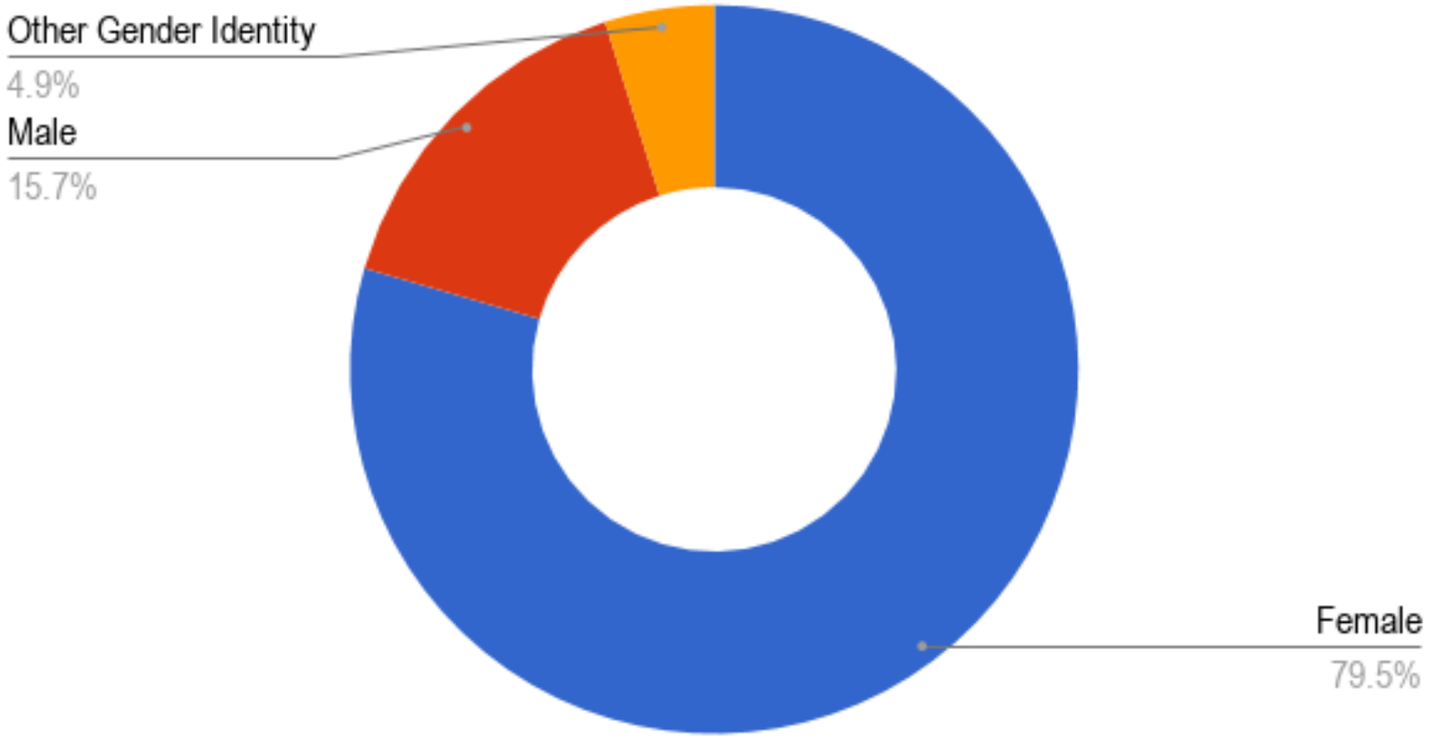
RET Users live and work in every region of the United States, and in several other countries

RET Users work in in all sectors, but especially in the fields of advocacy, education and social services.

What Kinds of People use RET?

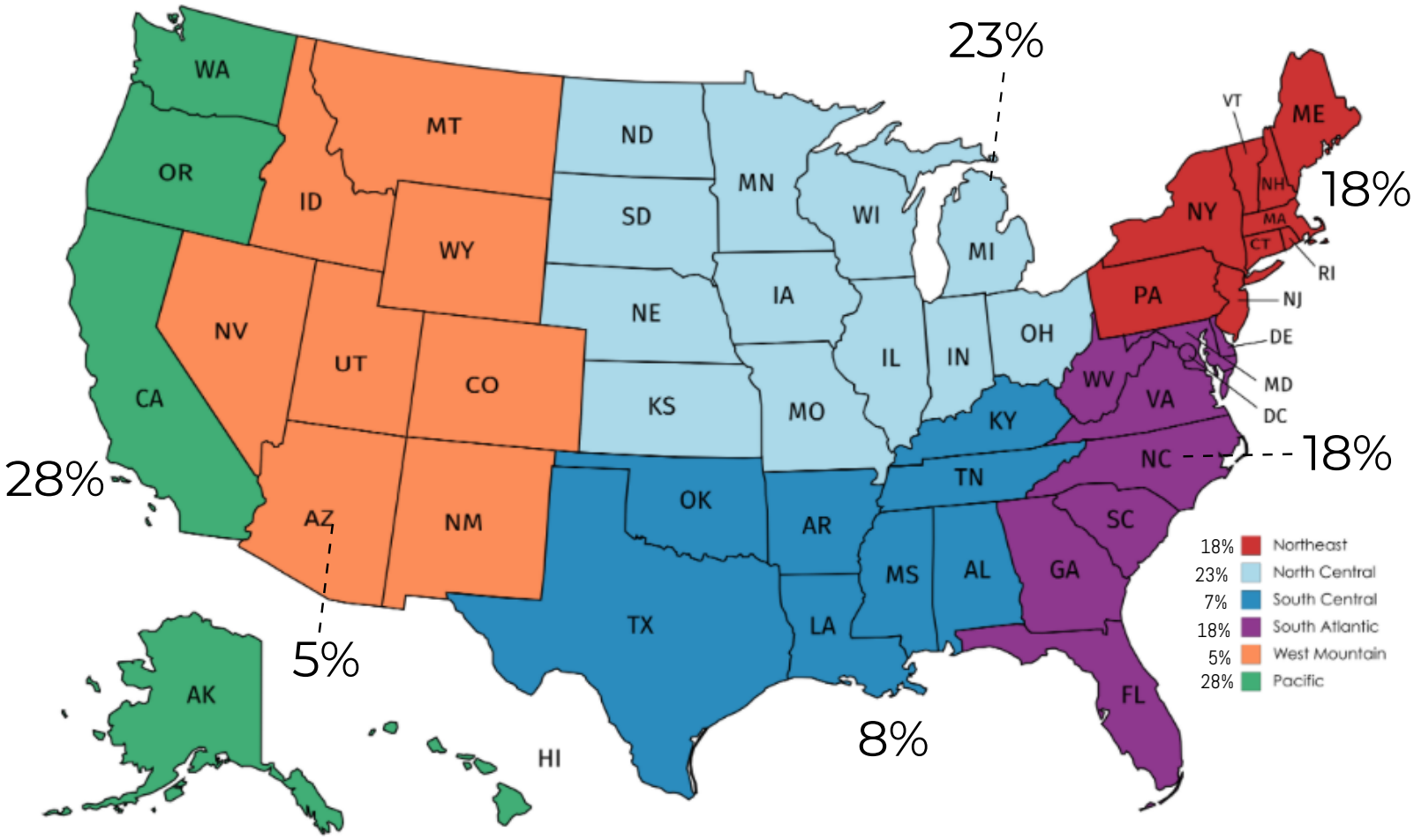
How do RET Users Identify?



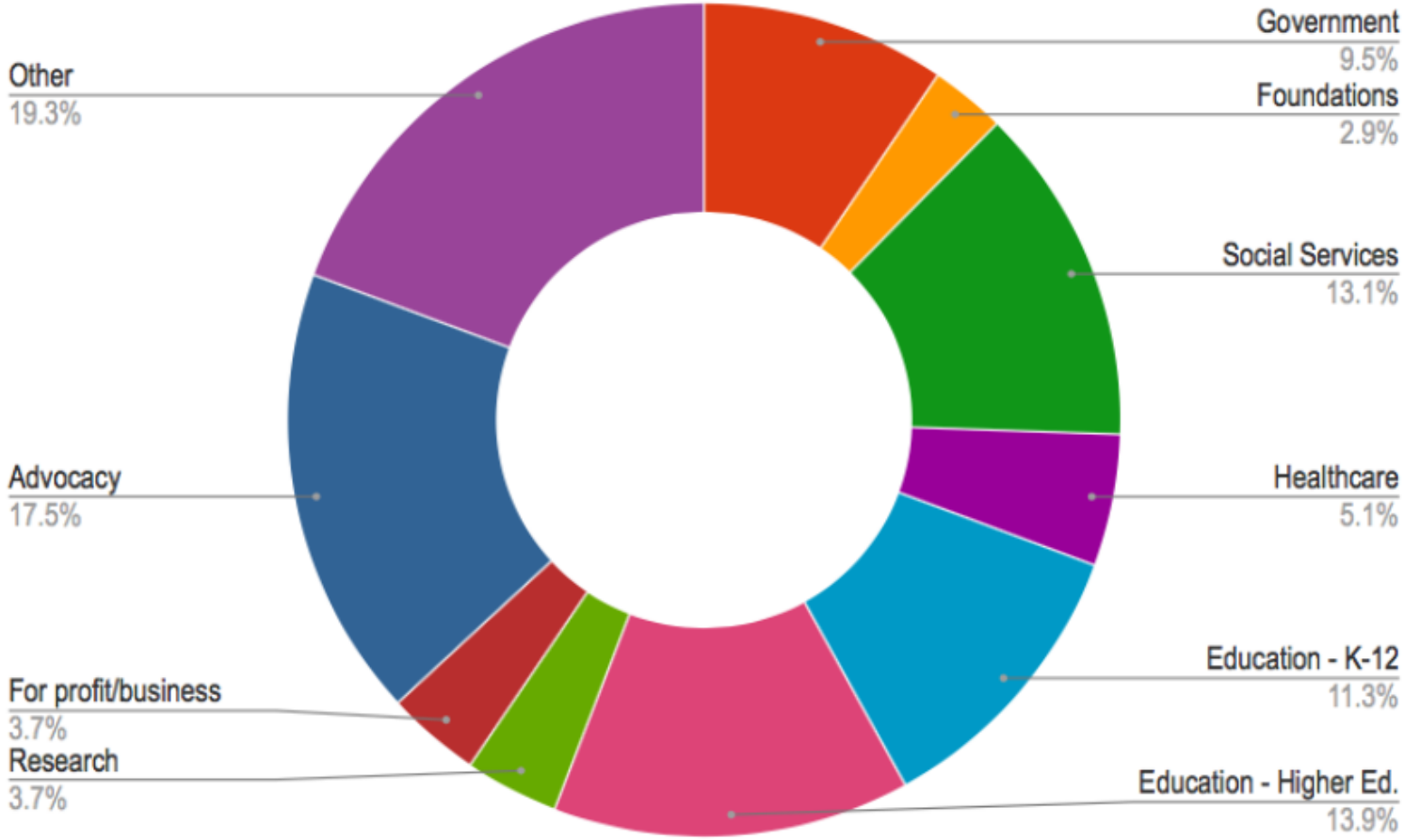


"[Racial Equity Tools]has empowered me as a woman of color to talk about racial equity in a way that makes sense for people around me."

Where do U.S.-based RET Users Live/Work?



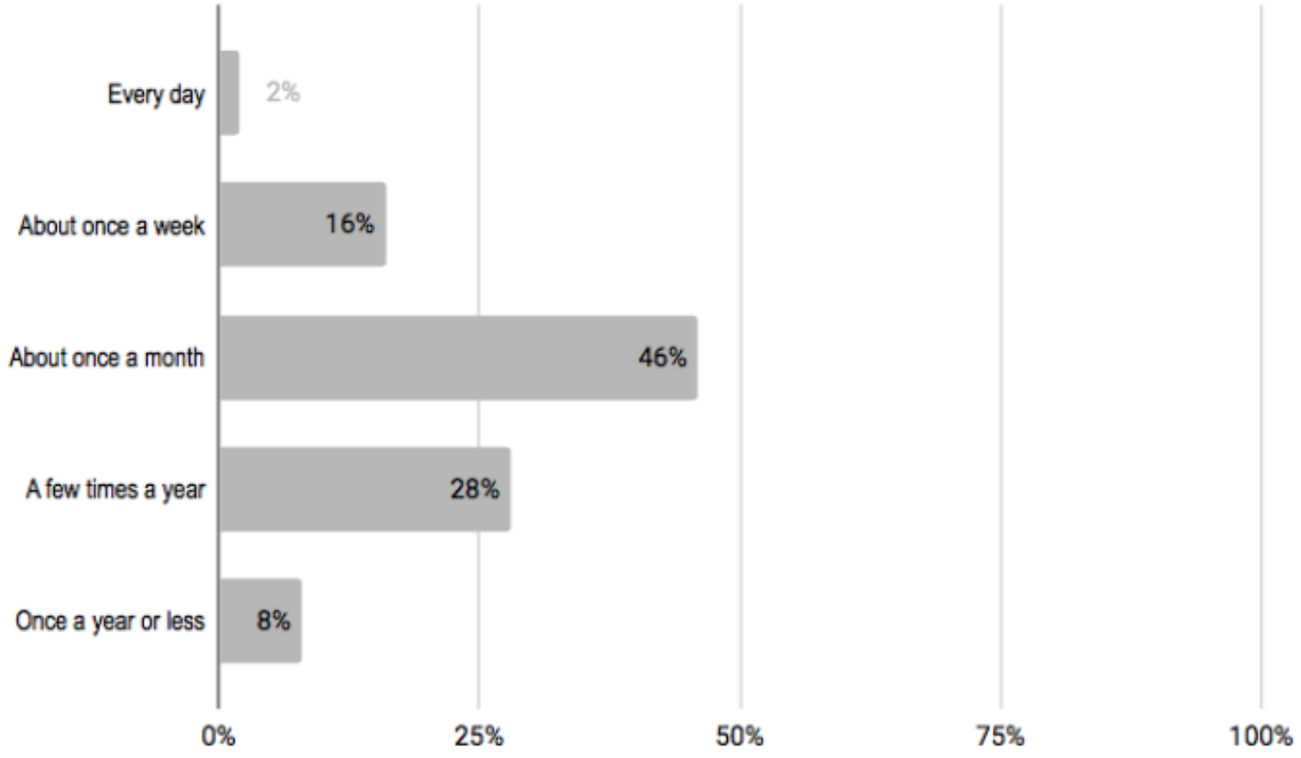
In which Sectors do RET Users Work/Volunteer?



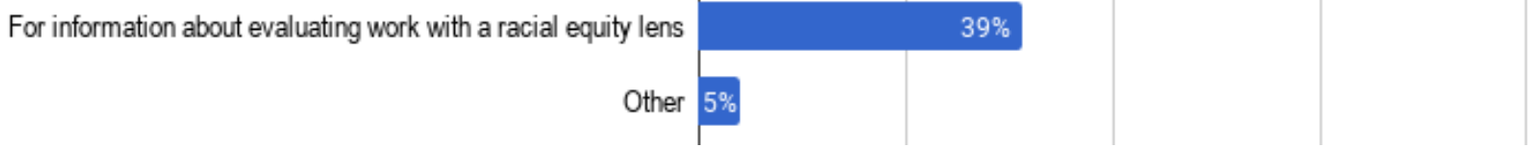
How does RET Help Users?

"I constantly look for and study materials to help individuals and organizations become more conscious about racism and its deleterious impacts on society and better skilled at dismantling systems of oppression. This site is a favorite of mine."

How often do People use RET?



How do People Make Use of RET?



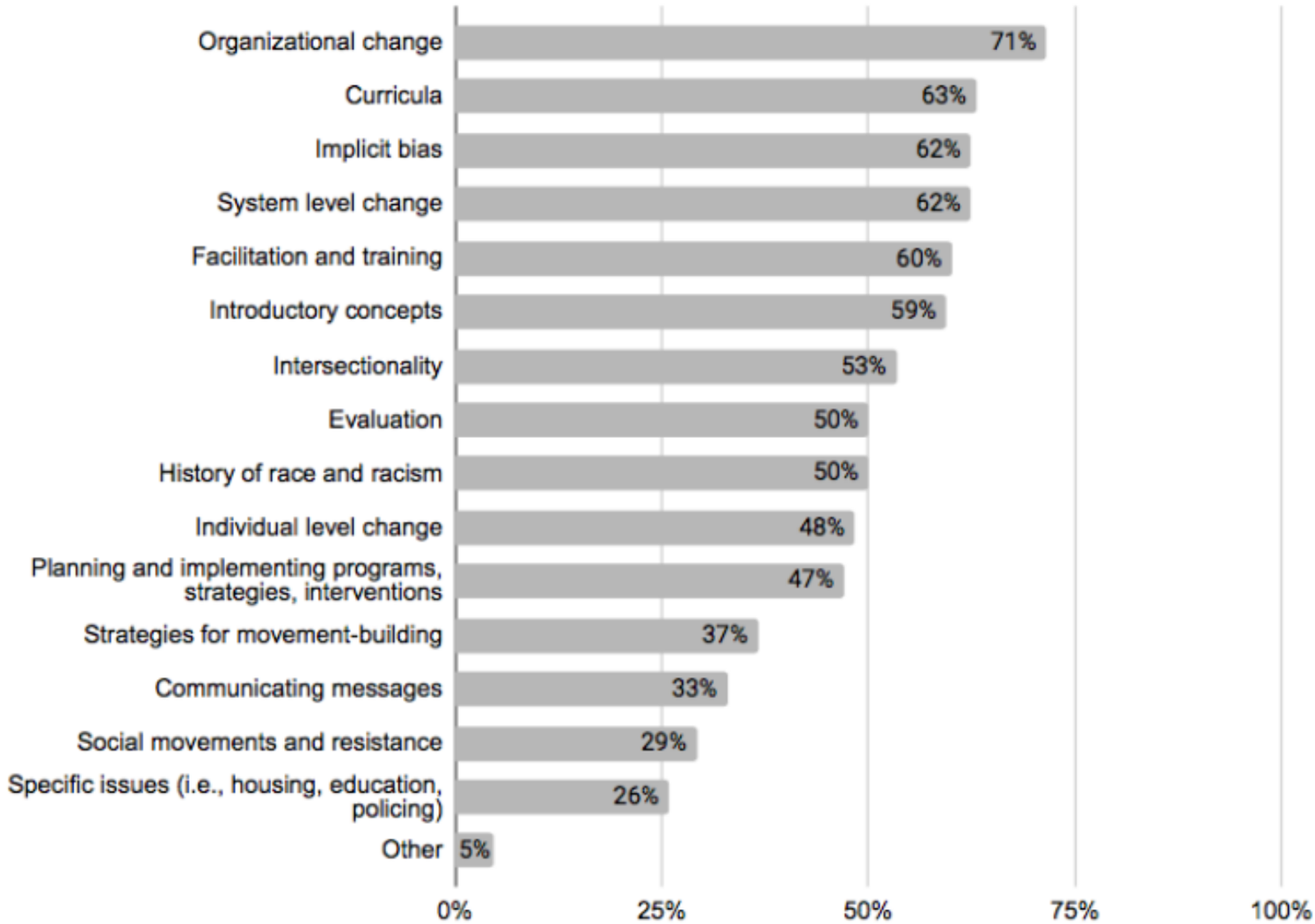
How Can We Improve RET?

What Types of Improvements would RET Users Like to See?

(Size of each phrase corresponds to the frequency of the request)

"I think it's a very useful site and pretty easy to navigate, although not necessarily intuitive. It took me a while to understand where to look but that is probably inevitable with such richness."

What Kinds of Tools, Topics and Resources are RET Users Looking for?



Background and Notes

Notes on RET Survey and Analysis

This document shares information about the website Racial Equity Tools.org (RET). RET has 5,147 members. Per Google Analytics, the site averages around 5,000 unique users a month; this average has been rising steadily since the site's launch in 2013.

Data come from an online survey shared with the RET mailing list. The specific questions asked are included on each figure, along with details about the number and types of people responding. The goal of this 2018 survey was to collect data including user information, feedback on user site frequency and experience, and suggestions for improvements and expansions to the site.

- The survey was in the field from May 7th 2018 to June 18th, 2018.
- In total, the survey received 351 responses. Because some respondents skipped some questions, this number varies somewhat across questions.
- The RET mailing list included approximately 6,000 people at the time the survey was in the field, yielding a response rate of approximately 6%. Therefore, we acknowledge that these results cannot be seen as representative of our full user base. Please keep in mind when reviewing these data that the "user" responses represent only those users who responded to the survey.
- To encourage survey response, we offered a raffle prize to four randomly selected respondents - a $100 donation to the organization of their choice.

Notes on Specific Data Points and Questions

- As used in these figures, "race" is based on individuals' answers to the open-ended question, "When asked, how do you identify your race/ethnicity?" We then coded these responses in line with current U.S. Census categories for race/ethnicity. In five cases, people responded in ways that we couldn't assign to a category; for example, "Human" or "N/A."
- As used in these figures,"gender" is based on individuals' answers to the open-ended question, "When asked, how do you identify your gender?" Among the 4.9% of respondents who were coded into the "other gender identity" category, descriptions included "none," "It depends on who I am speaking with," "queer" and "fluid."
- The figure, "What Types of Improvements would RET Users Like to See?" is based on an open-ended question from the survey. We coded the responses into the categories listed in the graph; note that one response may have been included in more than one of the coded categories.

Thank you to all of our colleagues who support our work at Racial Equity Tools.org, and to those who took the time to share their feedback!