

Artemis Sportswomen Conservation Leadership Review Methodology

As part of Artemis Sportswomen's 'Increasing Women's Access, Participation, and Representation in Conservation Leadership Roles' grant funded by the National Shooting Sports Foundation in 2021/2022, Artemis reviewed the board membership of conservation organizations and state boards and recorded observed demographic information. This review will provide baseline data of how many women are currently serving in volunteer conservation leadership positions and will be used to gauge the growth of the number of women serving in leadership positions and the effectiveness of leadership trainings, resources, and mentorship.

We encourage our partner organizations and states to join us in this data collection! Partners can contribute their data to our national review by entering information at the survey found [here](#). Upon request, we will send you a summary of your survey results. We provide our review methodology and list of questions below as a starting point for partners who wish to conduct an internal review of their own.

Timing: Initial Artemis review will take place in December 2021-February 2022. If organizations wish to conduct a review of their state chapters, we recommend completing the review the same month every year to accurately capture growth and improvement.

Data Collection: Observations will be made by a single data collector working independently. Data will be collected and analyzed in an online review developed by Artemis staff and volunteers. The review will look at websites and online sources for the following boards:

- Organizations belonging to the American Wildlife Conservation Partners coalition
- Organizations listed as partners of the Theodore Roosevelt Conservation Partnership
- National Wildlife Federation State Affiliate organizations
- State Fish and Game commissions

Data and Quality Management: Gathering gender data via online observation is an inherently flawed process. The following protocol will be implemented and gender will be assessed in the following way:

- Names will be collected and run through [Gender API](#) for name-based gender determinations.
- Gender assumptions will be made based on pronouns used in an accompanying profile or news article written specifically about their board service.
 - Man – He/Him/His pronouns
 - Woman – She/Her/Hers pronouns
 - Non-Binary – They/Them/Theirs pronouns
 - Unknown – Accompanying profile or news article could not be found
- Final assumptions will be made under the following protocol
 - Man – The majority of the above metrics align with characteristics and determinations typically attributed to men.

- Woman – The majority of the above metrics align with characteristics and determinations typically attributed to women.
 - Non-Binary – Board member explicitly defines themselves as non-binary or they/them/their pronouns are used.
 - Unknown – There is no majority or we were unable to gather enough information
- Quality checks will be conducted by two reviewers working independently. Each reviewer will randomly select 5 Boards in each of the above categories and complete the review to test for consistency.

Review Questions:

- Organizational Information
 - What type of organization are your surveying?
 - National Non-profit
 - NWF Affiliate
 - State Fish and Game Commission
 - Other
 - What State does this board operate in? (Skip if this is a national non-profit)
 - Name of the Organization/Board
- Board Member Information and Assumptions
 - Board Member Name
 - First and Last
 - Board Role
 - President/Chair
 - Vice-President/Vice-Chair
 - Secretary
 - Treasurer
 - Board Member
 - Other
 - Cannot be determined
 - What is the URL of an accompanying profile or news article regarding member's board service?
 - What is the URL of another accompanying profile or news article regarding member's board service? (If available)
 - What pronouns are used in the profile/articles(s) listed above?
 - Initials of reviewer
 - Date reviewed
 - Is this entry recommended for review?

Follow-Up Survey: Upon completion of our review, a survey will be sent to all identified board members to acquire more detailed information regarding their board service and self-reported demographic information.