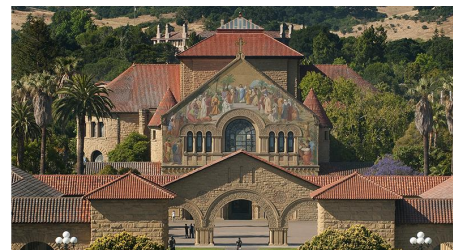


# IDEAL IT

IDEAL for the IT Community at **Stanford**  
Stanford WebCamp  
April 29 2021



I  
D  
E  
A  
L



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IDEAL IT

**I**nclusion

**D**iversity

**E**quity and

**A**ccess in a

**L**earning Environment (the E is silent)



# IDEAL IT

## IDEAL for the IT Community at **Stanford**

Innovative approaches for increasing diversity,  
inclusion, equity, and access across Stanford IT



# Stanford IDEAL IT Program

CIO Council Strategic Initiative

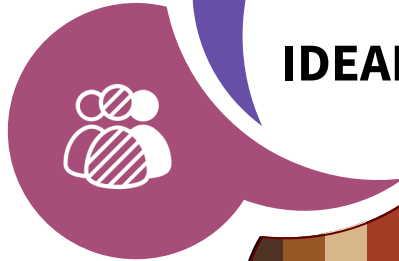
**Neurodiversity  
in IT Program**



**Year Up  
Internship Program**



**IDEAL IT  
Foundations &  
Opportunities**



**IDEAL IT**

**Stanford WIT**  
Women in Technology  
Affinity Group



**Stanford POC-IT**  
People of Color  
in Technology  
Affinity Group

IDEAL IT promotes and advances the Stanford Presidential IDEAL Initiative [IDEAL stands for Inclusion, Diversity, Equity, and Access in a Learning Community]



**IDEAL IT**

# How we build momentum and make real change happen



## **BUILD PIPELINE**

Recruiting, retention,  
development,  
career advancement



## **BUILD COMMUNITY**

Engagement, support,  
inclusion, belonging,  
connection to mission



## **BUILD EQUITY AND ACCOUNTABILITY**

Goals and measurement,  
policies and support



# diversity

The presence  
of difference



# diversity

The presence  
of difference

# inclusion

The appreciation,  
acceptance, and  
integration of  
difference





**Diversity** is being invited to the party



**Inclusion** is being asked to dance



**Belonging** is feeling comfortable and safe  
enough to dance *any way you like*



**Equity** is being able  
to pick the venue,  
and the music,  
and the DJ



# Why DEI matters

56%

of employees demonstrate higher performance due to a higher sense of belonging

<https://www.betterup.com/en-us/resources/reports/the-value-of-belonging-at-work-the-business-case-for-investing-in-workplace-inclusion>

87%

better decisions made by diverse teams compared to individual decision-makers

<https://www.peoplemanagement.co.uk/experts/research/diversity-drives-better-decisions>

65%

of Black employees say they have to work harder than their white colleagues just to advance their career

<https://www.hcamag.com/us/specialization/diversity-inclusion/black-workers-still-hindered-by-prejudice-and-microaggressions/194950>

35%

ethnically diverse organizations are 35% more likely to have returns above industry medians

Limeade Institute, 2018; McKinsey, 2015; Peterson, 2016



IDEAL IT

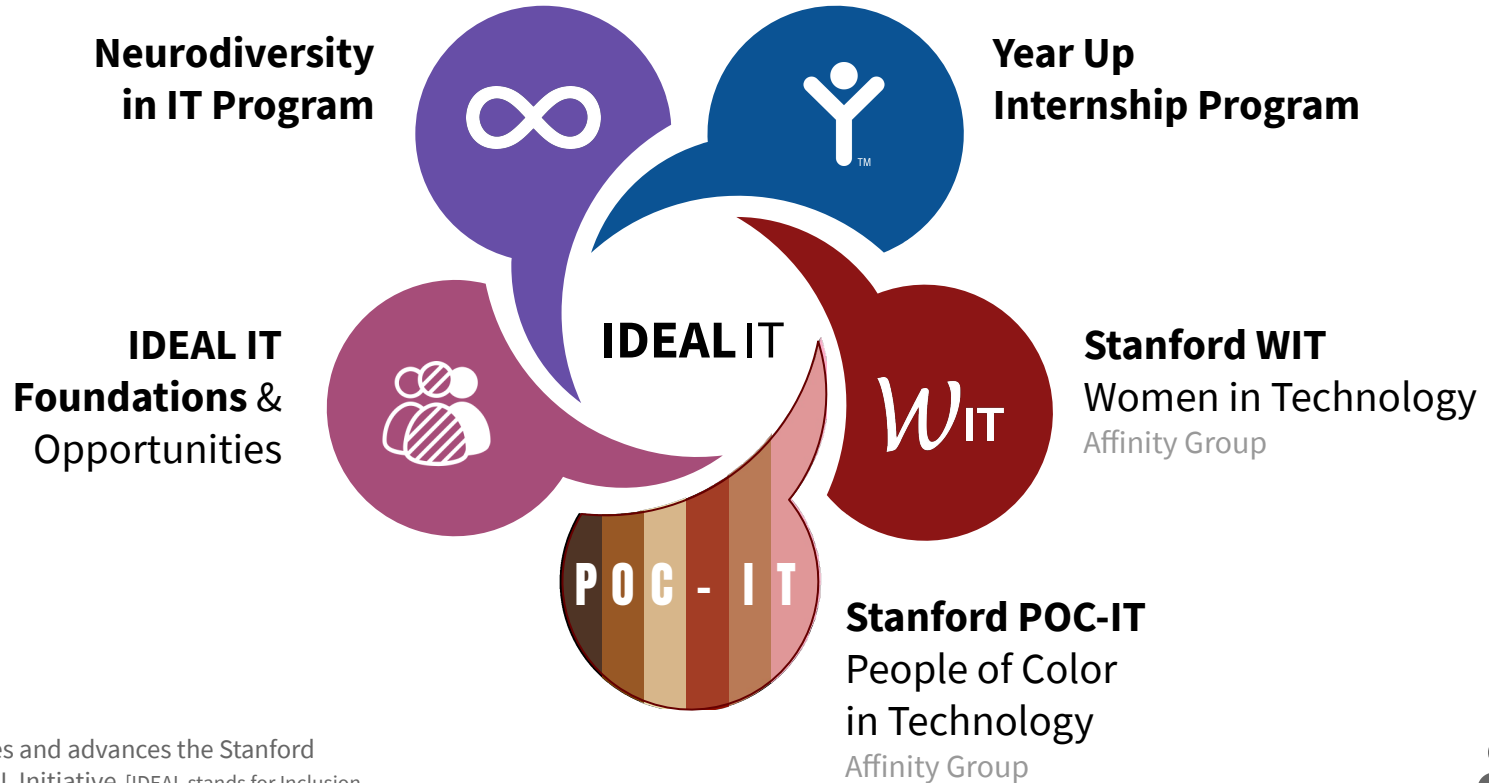
“ This month is a reminder to continuously **celebrate each other, lift each other up, and bring those frequently left behind along with us.** ”

Patrisse Cullors, professor and activist, co-founder of the Black Lives Matter movement, and the woman behind the #BlackLivesMatter hashtag



# Stanford IDEAL IT Program

CIO Council Strategic Initiative



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IDEAL IT

# Increasing **access and diversity** in recruiting

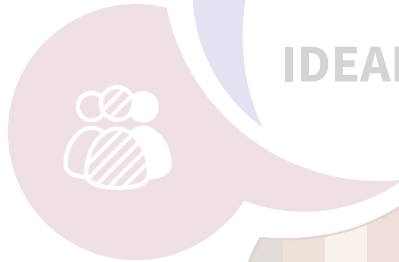
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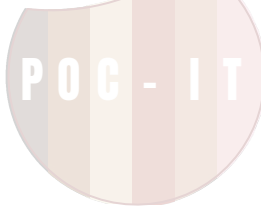


IDEAL IT  
Foundations &  
Opportunities



IDEAL IT

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IDEAL IT





# Year Up Internship Program





# Year Up Internship Program

Year Up is national non-profit organization dedicated to closing the **Opportunity Divide**





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Year Up is national non-profit organization dedicated to closing the **Opportunity Divide**



## Market-driven technical skills curriculum:

- Help Desk
- Cybersecurity
- Data Analytics
- Quality Assurance
- Project Coordination
- Amazon Web Services (AWS)
- Human Resource Information Systems (HRIS)





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**Phase 1: Learning**  
Students spend six months in the classroom learning

**Phase 2: Internship**  
Students advance to a six-month paid internship



IDEAL IT



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**Program Lead:** Hope L. Johnson

**Year Up Peer Group Coordinator:** Martin Paredes

**Key Partner:** Vic Espino, YearUp

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**4 interns**

1st Cohort

Jan-Jul 2019

**8 interns**

2nd Cohort

Jul 2019-Jan 2020

**24 interns**

3rd Cohort

Jan-Jul 2020

**8 interns**

4th Cohort

Jul 2020-Jan 2021

**8 interns**

5th Cohort

Feb 2021-Jul 2021

**Next cohort starts in August 2021**



IDEAL IT



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Talent is everywhere. Opportunity is not.

**Start a career. Hire a star.**

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**IDEAL IT**

YouTube Link:

<https://www.youtube.com/watch?v=Mc53T6XuQLo&feature=youtu.be>





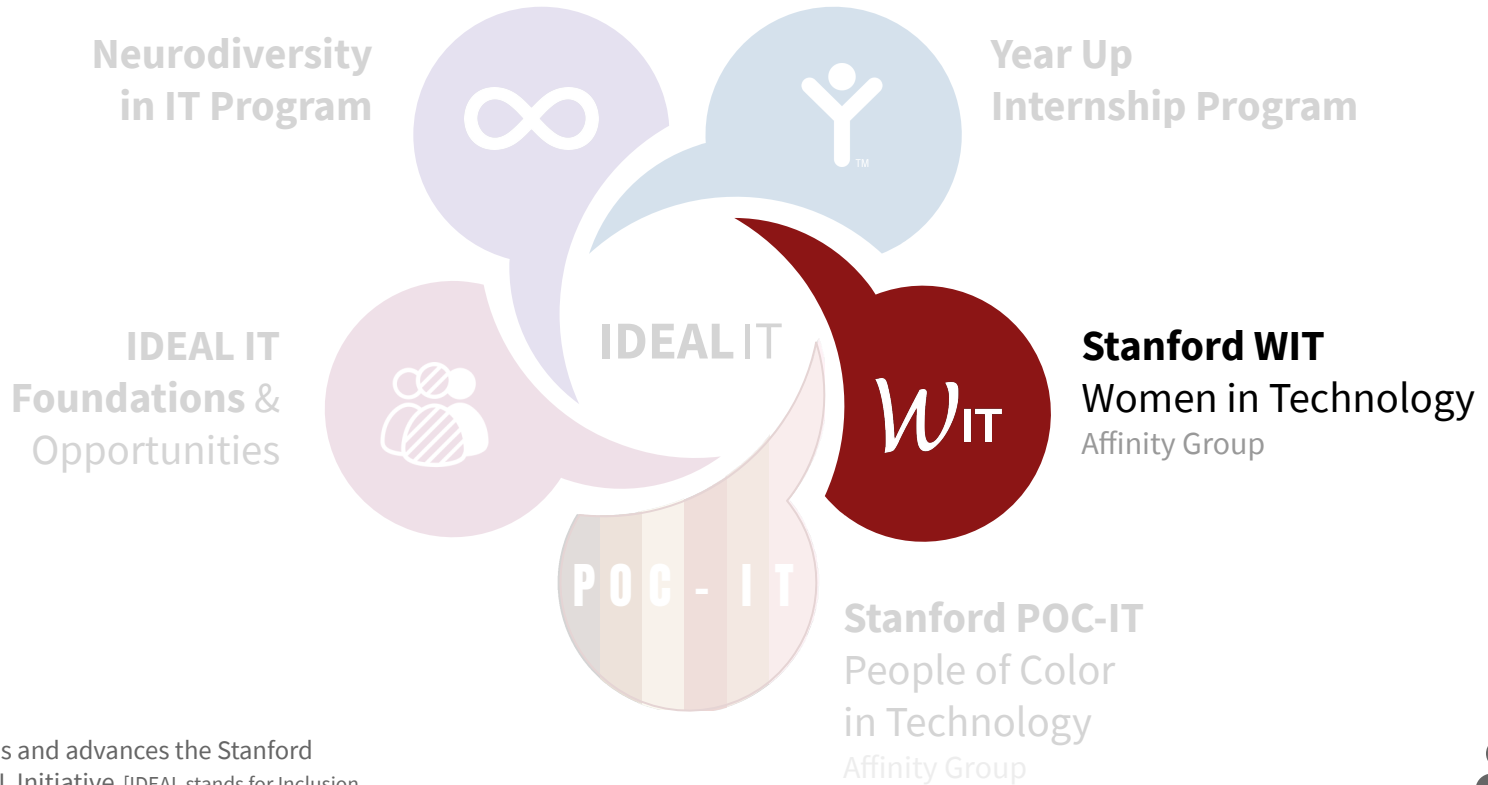


# Five Ways to Get Involved with Year Up at Stanford

1. Let young people know about the program
2. Be a mentor or coach
3. Get to know the interns and learn about their work and experiences
4. Hire Year Up graduates
5. Be a sponsor



# Building **community and belonging** with affinity groups



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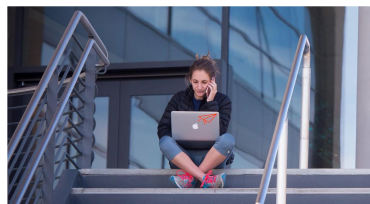
IDEAL IT

# WIT Stanford Women in Technology



IDEAL IT

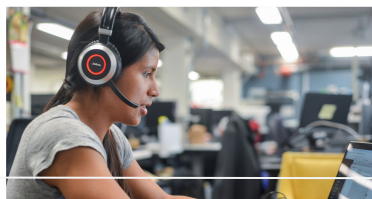
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IDEAL IT



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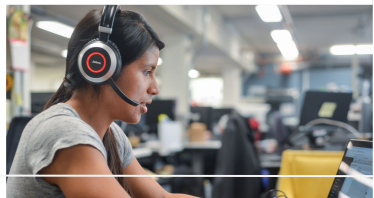
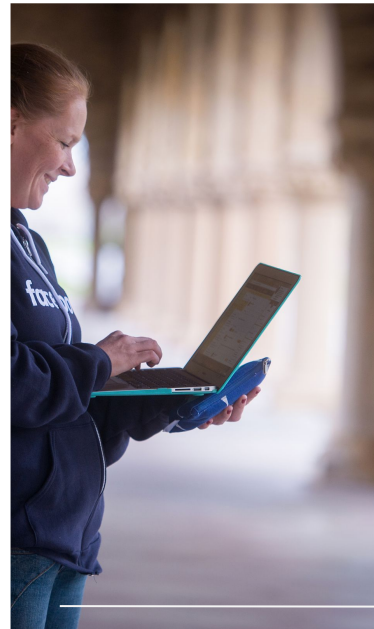
We aim to advance representation, engagement, and support for women in technology roles at Stanford



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IDEAL IT

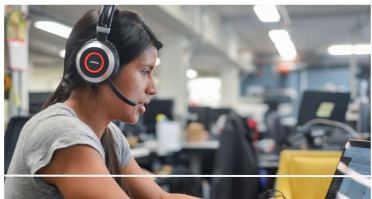




# WIT Stanford Women in Technology

Open to  
women,  
non-binary,  
and allies of  
all genders  
who work in  
or have an  
interest in  
technology  
roles

Started in  
September  
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We aim to advance  
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Over 400  
members  
and  
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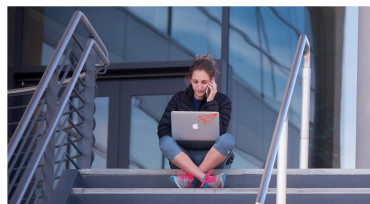
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Education &  
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IDEAL IT



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Connection & Engagement

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Service & Outreach



IDEAL IT

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Workshops  
Discussion Groups  
Quarterly Speakers  
Volunteer Opps  
Mentoring Program  
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Learn more and get involved:  
[stanfordwit.stanford.edu](https://stanfordwit.stanford.edu)

Service & Outreach



IDEAL IT

# WIT Five Ways to be an Ally to Women in Technology

1. Know the facts
2. Hire and promote
3. Listen and amplify
4. Mentor/sponsor
5. Support flexible workplace policies

Source: <https://careerfoundry.com/en/blog/career-change/ally-women-in-tech/>



IDEAL IT

**WIT One last thing ...**

## **Join the Stanford WIT Community!**

Attend events, listen and learn, network, and engage as an ally!



# Get plugged in



**Check out our website for updates, events and resources**  
<https://stanfordwit.stanford.edu>



**Sign up for the Stanford WIT mailing list**  
<https://mailman.stanford.edu/mailman/listinfo/stanford-wit>



**Join the Stanford WIT Slack workspace**  
<https://stanford-wit.slack.com>



# Learn More

[2020 Women in the Workplace Report](#)

[The 'Shecession': Why Economic Crisis is Affecting Women More than Men](#)

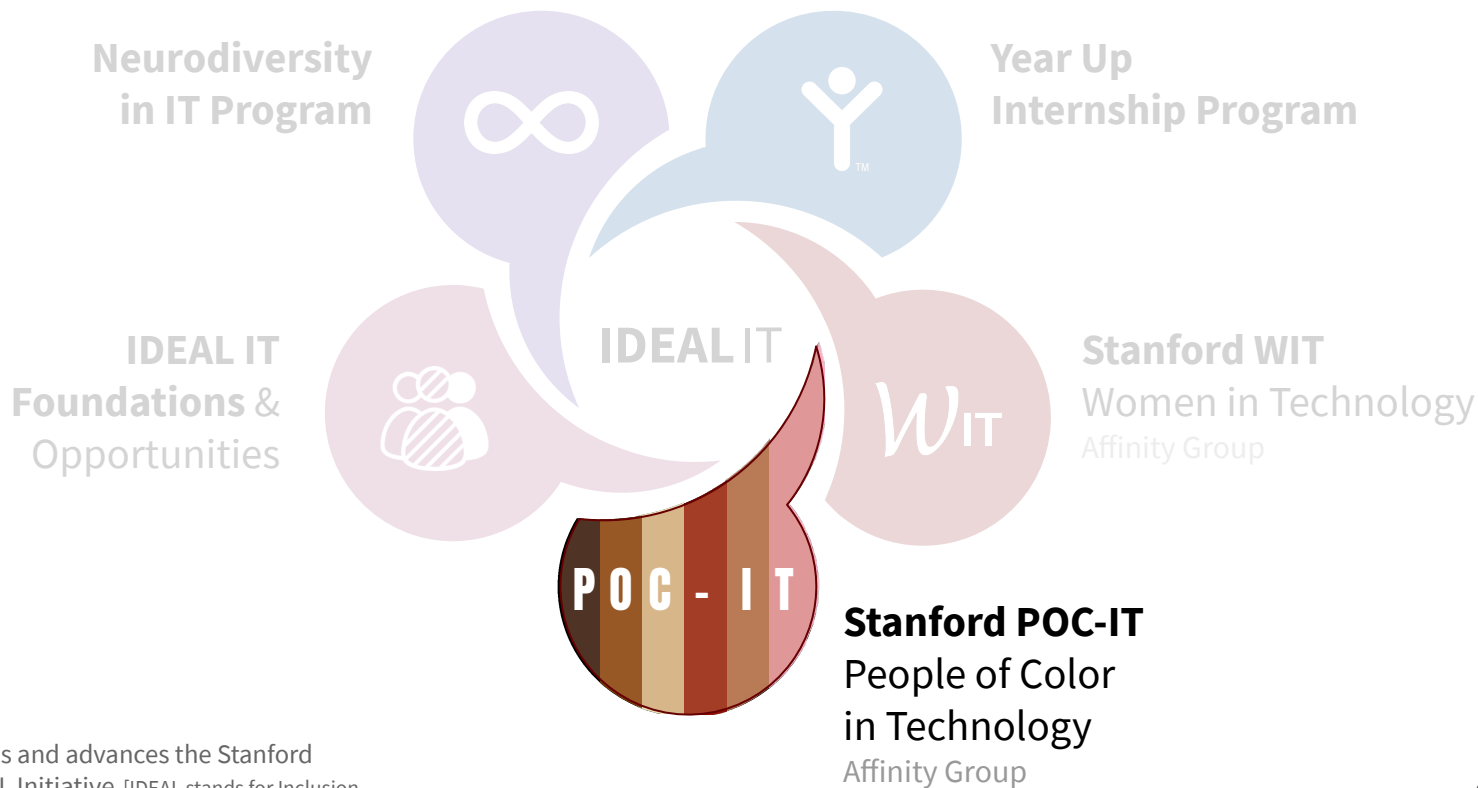
[Be an Ally to Women in Tech: 7 Ways to Start](#)

[Better Allies](#)

[30 Ways to Be an Ally for Women in Tech in 2020](#)

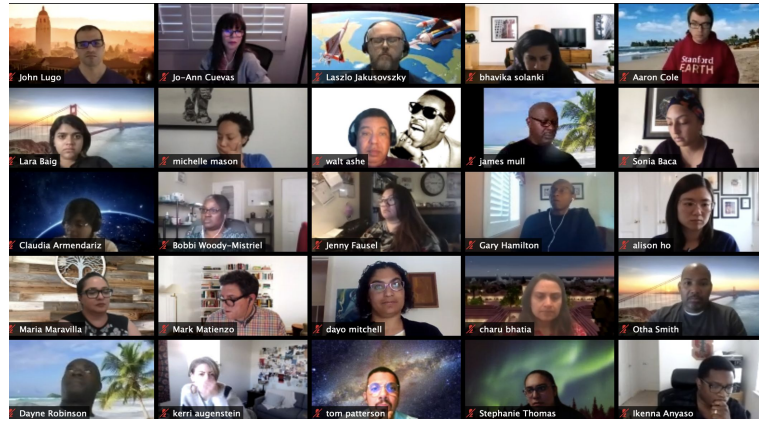


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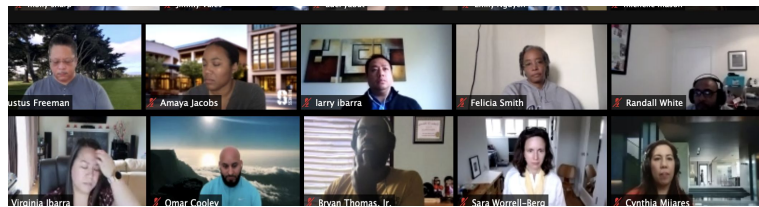
# POC-IT



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Newest IDEAL IT  
Pillar launched  
January 2020



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**Purpose:** To advance representation,  
engagement and support for all people  
of color who work in technology roles



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**Sponsors:** Shirley Everett, Nancy Ware and Jan Barker-Alexander



# POC - IT



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## Advisory Group + 4 Planning Committees:

- Connect & Engage
- Data Analysis
- Education & Training
- Talent Pipeline



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- Continue to form alliances with other campus groups
- Continue to increase membership and member engagement



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**Events:** Keynote Event and Speaker Series



# POC - IT



Newest IDEAL IT  
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January 2020

**Upcoming  
Speaker Series**  
Maria Inciong

The Career  
Journey of an  
Asian American  
at Stanford

May 4, 2021  
10:00 - 11:00 am

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# POC-IT

## Evolution of POC-IT

- Joint Statement of Solidarity with CIOC
- Revisit Theme and Focus for POC-IT
- Planning Committees revisiting charters
- Talent Pipeline Committee: Diverse Hiring Resources

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# Stanford POC-IT and CIO Council

## Statement of Solidarity and Commitment to Action

Stanford University

SUNet Login

Stanford | IT Community

[Governance](#) ▾ [Planning](#) ▾ [Programs](#) ▾ [News](#) [Events](#) ▾ [Connect IT](#) ▾

## Statement of Solidarity and Commitment to Action

The [Stanford CIO Council](#) (CIOC) and the [Stanford People of Color in Technology](#) (POC-IT) affinity group stand in solidarity with the Black community at large and, specifically, at Stanford. Furthermore, we support transformative measures to increase representation and opportunities across the Stanford IT community for Blacks and other people of color.

### A history of racism in America

In the months since George Floyd, Breonna Taylor, Ahmaud Arbery, and others were murdered, the world has begun to discuss racism against Blacks and alternatives to traditional policing approaches.



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# People of Color in Technology (POC-IT)

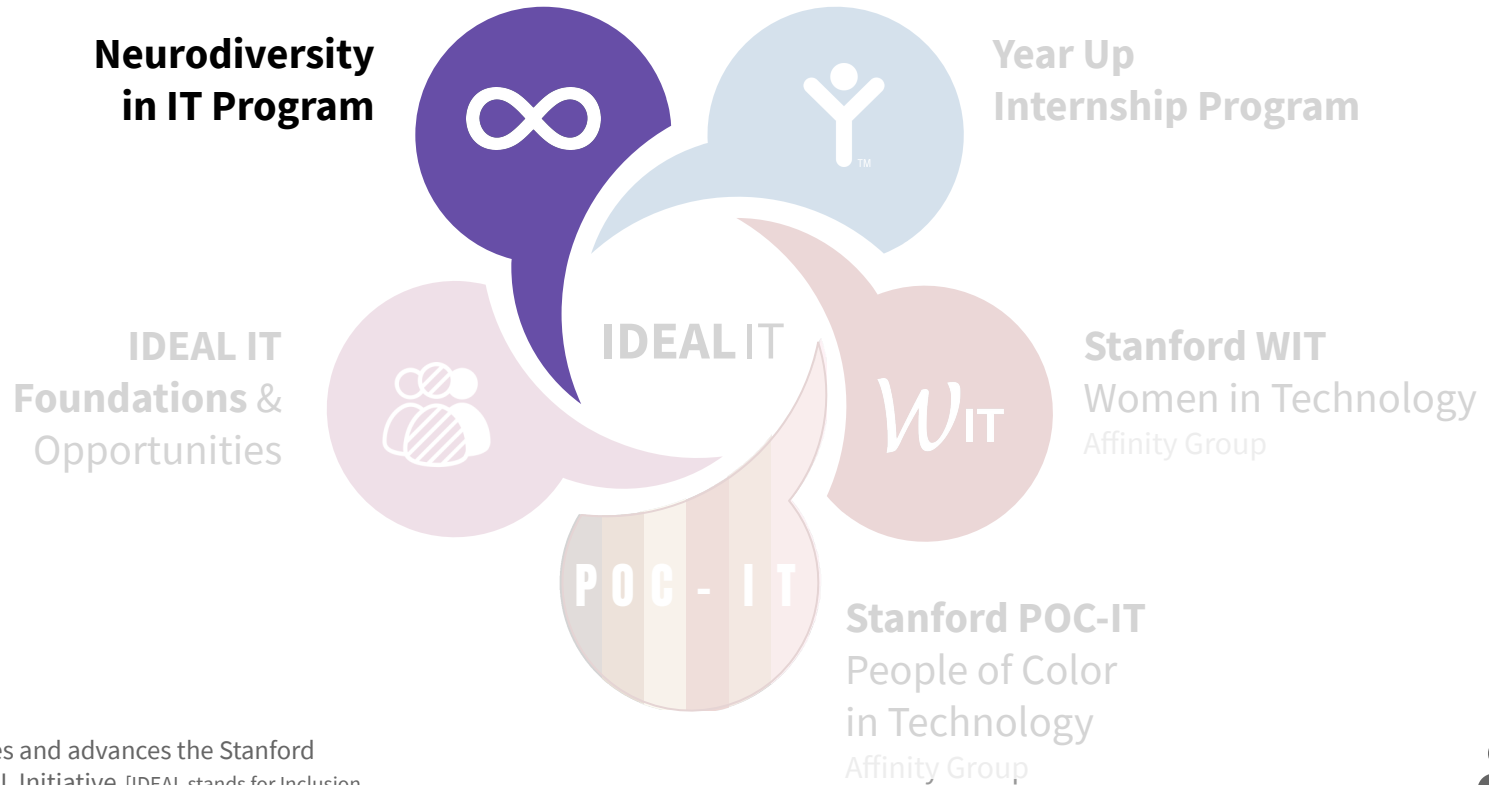
[About](#) [Statement of Solidarity](#) [News](#) [Events](#) [Leadership & Committees](#) [Get Involved](#)

Stanford People of Color in Technology (POC-IT) is a university-wide affinity group that advances representation, engagement, and support of people of any color in technology roles at Stanford.

While primarily aimed at university, SLAC, and Stanford Medicine staff who work or have an interest in technology roles, POC-IT also welcomes faculty and students, allies, and those in non-technology roles who are interested in participating.



# Increasing access and diversity in recruiting, and building awareness



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# Neurodiversity in IT Program





# Neurodiversity in IT Program



Pilot kickoff  
in UIT in  
September  
2018



**SILICON VALLEY BUSINESS JOURNAL**

COVER STORY

# BRAIN POWER

Across Silicon Valley, employers are seeking out workers who think differently, like Raye Keslesky.

ALLISON LEVITSKY, 4-6



IDEAL IT







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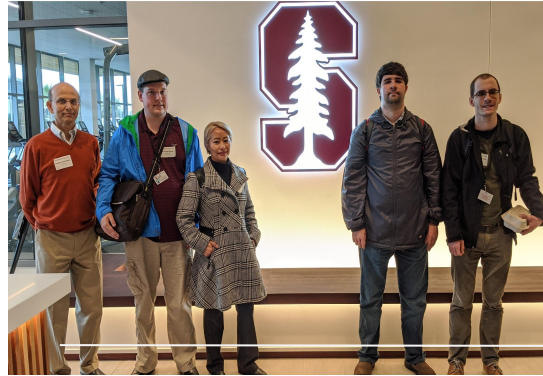


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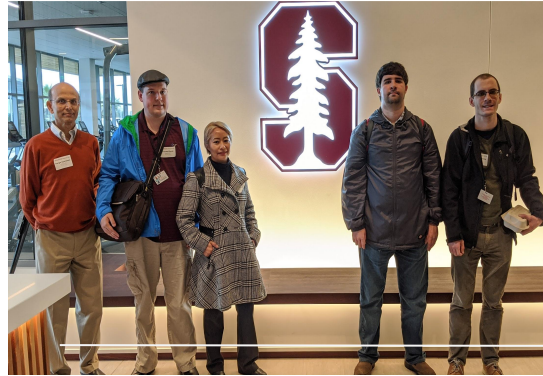
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# BRAIN POWER

After only one year (into a 2-year pilot), the pilot was promoted to a full-fledged CIO Council sponsored program

Across Silicon Valley, employers are trying out ways to think differently, like Raye Keslensky.

ALLISON LEVITSKY, 4-6



IDEAL IT

**YouTube Link:**

<https://www.youtube.com/watch?v=gK-BvLtz6ps&feature=youtu.be>



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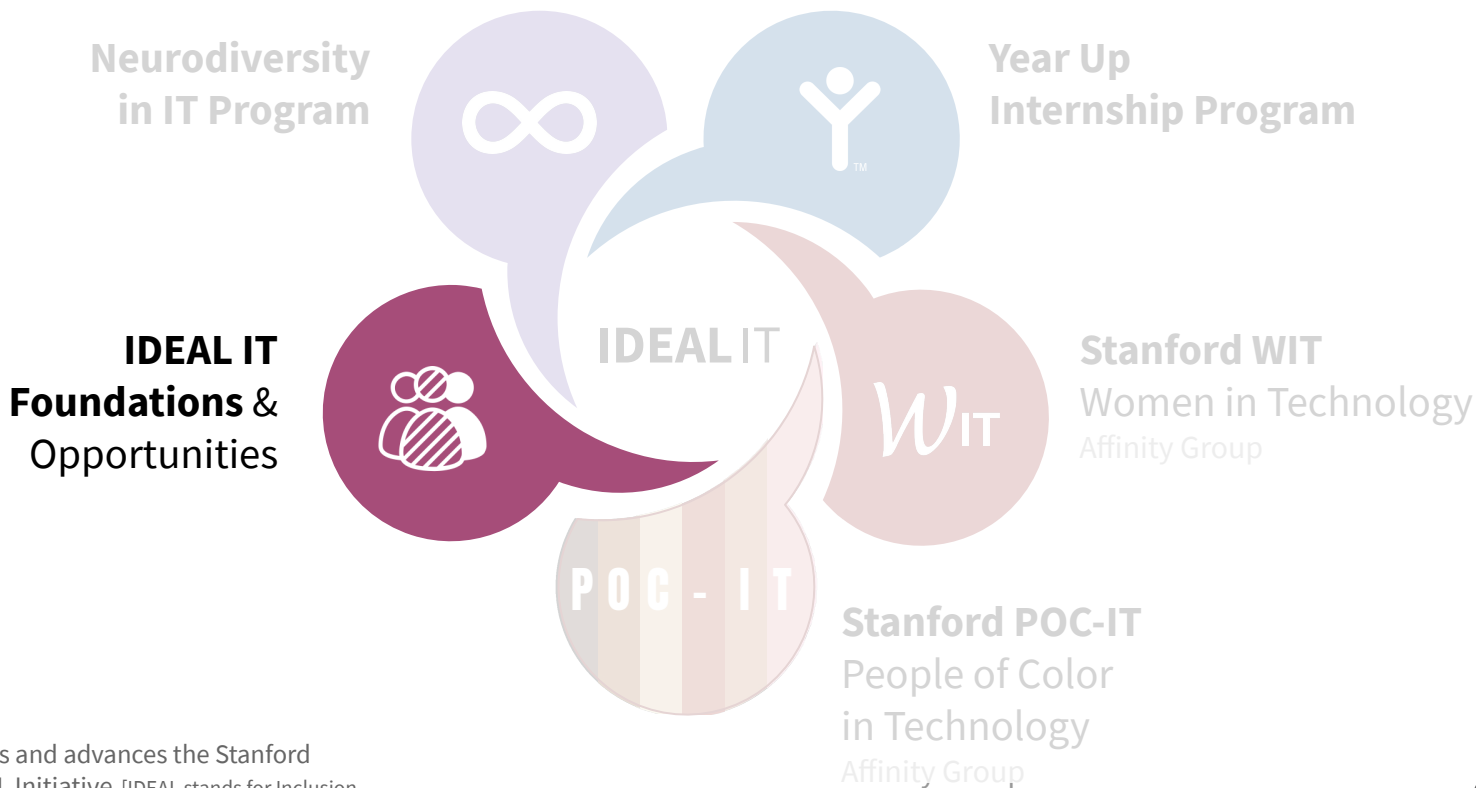


## Five Ways to Get Involved at Stanford and Beyond

1. Let your neurodiverse friends know that we have a Neurodiversity@Work program
2. Attend a Brown Bag session and join our Community of Practice on Slack #cop-neurodiversity
3. Be a champion and ally in your workgroup and in the world
4. Adopt inclusive hiring practices
5. Be kind



# Programmatic and strategic **planning, coordination, and communication**



IDEAL IT promotes and advances the Stanford Presidential IDEAL Initiative [IDEAL stands for Inclusion, Diversity, Equity, and Access in a Learning Community]

# How we build momentum and make real change happen



## **BUILD PIPELINE**

Recruiting, retention,  
development,  
career advancement



## **BUILD COMMUNITY**


Engagement, support,  
inclusion, belonging,  
connection to mission



## **BUILD EQUITY AND ACCOUNTABILITY**

Goals and measurement,  
policies and support





**You can't be  
what you can't see**



# Images matter





# Images matter





# People are more likely to consider, or even purchase, a product after seeing an ad they consider to be diverse or inclusive



**64%**

of those surveyed said they took some sort of action after seeing an ad that they consider to be diverse or inclusive



**69%**

of Black consumers said they are more likely to purchase from a brand whose advertising positively reflects their race/ethnicity



**71%**

of LGBTQ consumers said they are more likely to interact with an online ad that authentically represents their sexual orientation



# Words matter



Learn more

□ [“A Guide to Inclusive Language in the Workplace”](#) (by Nisha Kumar Kulkarni on *idealist.org*)

□ [“Inclusive Language Principles...”](#)  
[Part 1](#) and [Part 2](#) (by Nehemiah Green on *Medium*)



# Use inclusive and affirmative people-first language to design inclusively

If you don't know someone's gender  
or when talking about a group,  
use gender-neutral language.

|                        |                |
|------------------------|----------------|
| <del>mankind</del>     | humankind      |
| <del>chairman</del>    | chair          |
| <del>congressman</del> | legislator     |
| <del>businessman</del> | representative |
| <del>policeman</del>   | police officer |
| <del>landlord</del>    | owner          |
| boyfriend/girlfriend   | partner        |
| <del>salesman</del>    | salesperson    |
| <del>manpower</del>    | workforce      |
| <del>maiden name</del> | family name    |
| <del>fireman</del>     | firefighter    |
| husband/wife           | spouse         |



## ❑ Avoid:

**ableist language**

**gendered language**

**racist language**

(and language with racist undertones)

As much as possible replace these terms  
with more inclusive alternatives

## ❑ Be mindful in your writing

- [Grammarly](#) app
- [Hemingway](#) app





# Accessibility matters

Slide Credit: Sean Keegan, Director, Office of Digital Accessibility; photos from iStock and Shutterstock



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# Impact of Digital Accessibility



## Visual

Screen Readers  
Braille Displays  
Zoom  
High Contrast



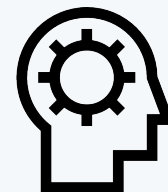
## Auditory

Closed/Open  
Captions  
Transcript Files  
Text-Alternatives  
Visual Indicators



## Mobility

Keyboard Only  
Speech-to-Text  
Software  
Dictation  
Voice Control



## Cognitive

Thoughtful layout  
and organization  
of web content  
Screen-out noise  
Text-to-Speech  
Software

# Designing for accessibility



## Designing for users with low vision



Do...

use good colour contrasts and a readable font size



publish all information on web pages



use a combination of colour, shapes and text



Don't...

use low colour contrasts and small font size



bury information in downloads



only use colour to convey meaning



## Designing for users with anxiety



Do...

give users enough time to complete an action



explain what will happen after completing a service



make important information clear



Don't...

rush users or set impractical time limits



leave users confused about next steps or timeframes



leave users uncertain about the consequences of their actions



## Designing for users who are deaf or hard of hearing



Do...

write in plain language

Do this

use subtitles or provide transcripts for videos



use a linear, logical layout



Don't...

use complicated words or figures of speech



put content in audio or video only



make complex layouts and menus



## Designing for users of screen readers



Do...

describe images and provide transcripts for video



follow a linear logical layout



structure content using HTML5



build for keyboard use only



Don't...

only show information in an image or video



spread content all over a page



rely on text size and placement for structure



force mouse or screen use



## Designing for users on the autistic spectrum



Do...

use simple colours



write in plain language

Do this

use simple sentences and bullets



Don't...

use bright contrasting colours



use figures of speech and idioms



create a wall of text



## Designing for users with physical or motor disabilities



Do...

make large clickable actions



give clickable elements space



design for keyboard or speech only use



Don't...

demand precision



bunch interactions together



make dynamic content that requires a lot of mouse movement



## Designing for users with dyslexia



Do...

use images and diagrams to support text



align text to the left and keep a consistent layout



consider producing materials in other formats (for example audio or video)



Don't...

use large blocks of heavy text



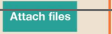
underline words, use italics or write in capitals

***DON'T DO THIS***

force users to go through pages - give a reminder, and prompt



make buttons descriptive



make buttons vague and unpredictable



design with mobile and touchscreen in mind



have short time-out windows



keep content short, clear and simple



rely on a clear spelling - use autocorrect or provide suggestions

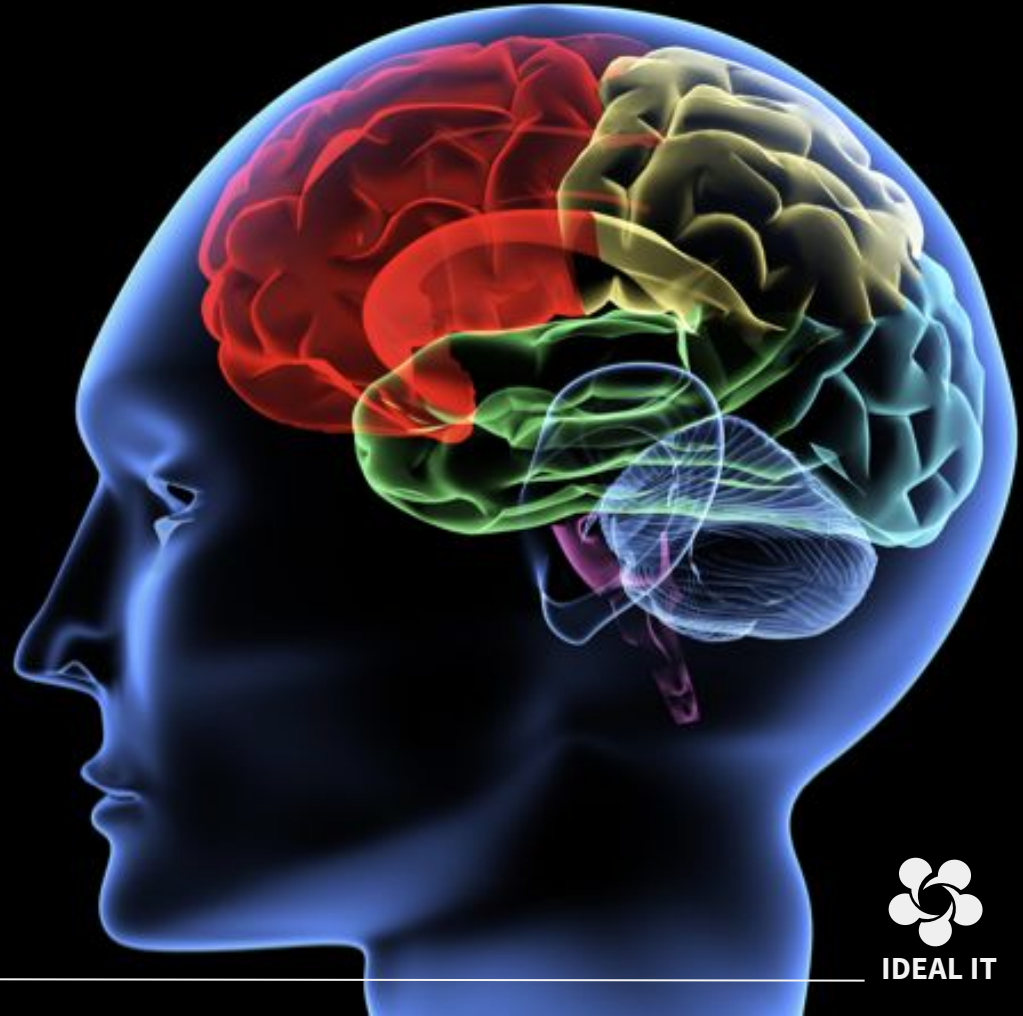


Check your  
**blind spots**



Humans are wired to  
conserve cognitive energy

Our brains take **shortcuts**



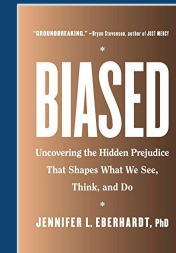




**Implicit bias** is not a new way of calling someone a racist. In fact, you don't have to be a racist at all to be influenced by it. Implicit bias is **a kind of distorting lens** that's a product of both the architecture of our brain and the disparities in our society.

Dr Jennifer L. Eberhardt

*Biased: Uncovering the Hidden Prejudice That Shapes What We See, Think, and Do*



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If you are not

**actively including**

You are probably

**accidentally excluding**



Source: NeuroLeadership Institute (NLI)



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“ I’ve learned that people will forget what you said, people will forget what you did, but people will never forget **how you made them feel.** ”

Dr Maya Angelou



# Want to know more?

IDEAL IT reflects Stanford IT's commitment to providing opportunities where individuals with diverse backgrounds can collaborate, grow, excel, and *lead* across different functions and disciplines

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