



# Architecting IA Industry Events for Diversity & Inclusion (+ Safety)

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# WHY THIS GUY?

Formative years and years of formation...

Industry event organizer:

- WIAD DC
- UXPA DC/UXDC
- GoodGov UX
- IAS/IAC
- COPs

It's been one of my missions in recent years and when they asked I didn't say "no."

## Why D&I + Safety

For diversity and inclusion efforts to be successful, non-majoritarian individuals and groups need to feel safe and secure. Acknowledgement and simple representation is not sufficient, though it is a step in the right direction.

## Why Not Safety

It is difficult, as event organizers to speak “officially” of safety and especially safety enforcement as doing so can create liability (or at least the appearance of liability). Additionally, most event organizers are not trained in (or qualified to) enforce safety.

# IAC 2019 D&I Efforts

The IAC has taken steps to make the inaugural Information Architecture Conference as diverse, inclusive, and safe as possible, including:

- Naming D&I co-directors
- New, more robust Code of Conduct
- Code of Conduct Policies and Procedures (in development)
- Pre-Event D&I Survey
- IAC Diversity Poll
- IA Roundtable
- IAI / IAC Scholarship Program
- Diversity & Inclusion Workshop and Roundtable

# D&I Workshop Facilitation

Participants shared their D&I- and safety-related industry event:

- Experiences
  - Happened to you
- Observations
  - You witnessed
- Lessons Learned
  - Personal, Professional, etc.
- Recommendations
  - Constructive, realistic

## Conducted At

- UXCamp DC 2019
  - ~120 attendees
  - ~12 participants
- WIAD DC 2019
  - ~135 attendees
  - ~100 participants
- IAC 2019
  - Saturday, 3.15.2019
  - 12:45pm, bring catered lunch from Atrium

# Data Collection and Tagging

The information collected to date includes 185 unique items

- Categorized: Experiences, Observations, Lessons Learned, Recommendations
- Tagged: with themes identified during review:
  - Actionable Solutions
  - Accessibility & Related
  - Communications & Promotions
  - Cost (event)
  - Culture (event, industry, society)
  - Curation
  - Dispute Resolution
  - Diversity
  - Gender Related
  - Hospitality (event)
  - Inclusion
  - Introverts
  - Logistics & Location (event)
  - Outreach
  - Planning
  - Safety
  - Social Events (associated, outside)
  - Step Up, Step Back (culture + inclusion)
  - Support (for attendees, presenters, etc.)
  - Training (all parties)

# Culture

- Understand all groups you are designing (events) for
- Stand up for self, others
- Convey interest/appreciation regardless of skill/experience
- Define/promote D&I together
- Open/transparent communication
- Safe space to challenge/grow self and community

# Inclusion & Step Up/Back

- Program in a variety of formats
- Proactively engage under-represented groups
- Don't just seek demographics
- Non-gendered bathrooms
- Pronoun stickers (+ promotion)
- Address Imposter syndrome
- Facilitate participation
- Step Up, Step Back and other inclusion variants (Q&A)

# Introverts

- Facilitated participation can backfire or reduce participation
- Access to discussions, Q&A
- Safe/quiet rooms
- Activities for introverts
- Introvert accessibility
- Provide info about event, activities, accommodations

# Curation

- Outreach and support for new, underrepresented, and marginalized voices
- Avoid tokenization and D&I speakers on D&I topics
- Community curation
- No excuse for majoritarian programming
- Speaker resources, support



# D&I Roundtable Next Steps

After completing the D&I Roundtable at IAC and adding the outputs to the spreadsheet, the next steps will be to:

- Complete IAC D&I Roundtable and update spreadsheet
- Complete initial analysis and share tactical recommendations
- Share dataset along with high-level recommendations
- Complete D&I Roundtables at other industry events then repeat

# Sincere & Heartfelt Thanks

**Questions? Continue the conversation?**

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