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DEI Bytes

Moving Toward
Inclusive IT
Terminology

Housekeeping

1. Thanks for taking the time to join us today!
2. What to expect from today's DEI Byte.
3. To minimize distractions, please keep cameras turned off and please ensure that you're muted.



Offensive and **exclusive**
terminology exists within technology

Examples

Whitelist / Blacklist

Master / Slave

Three Amigos

Man-hours

Grandfathered

Backlog Grooming

Green Network / Red Network

Definition of Microaggression

Psychology Today

1. A microaggression is a subtle, often unintentional, form of prejudice.
2. These individuals may not have intended to offend anyone, but the comment or action still reminds the person who receives the microaggression that they are not fully accepted or trusted in their community.
3. People are often well-intentioned, and they want to consciously promote equality, but unconsciously they may act differently.

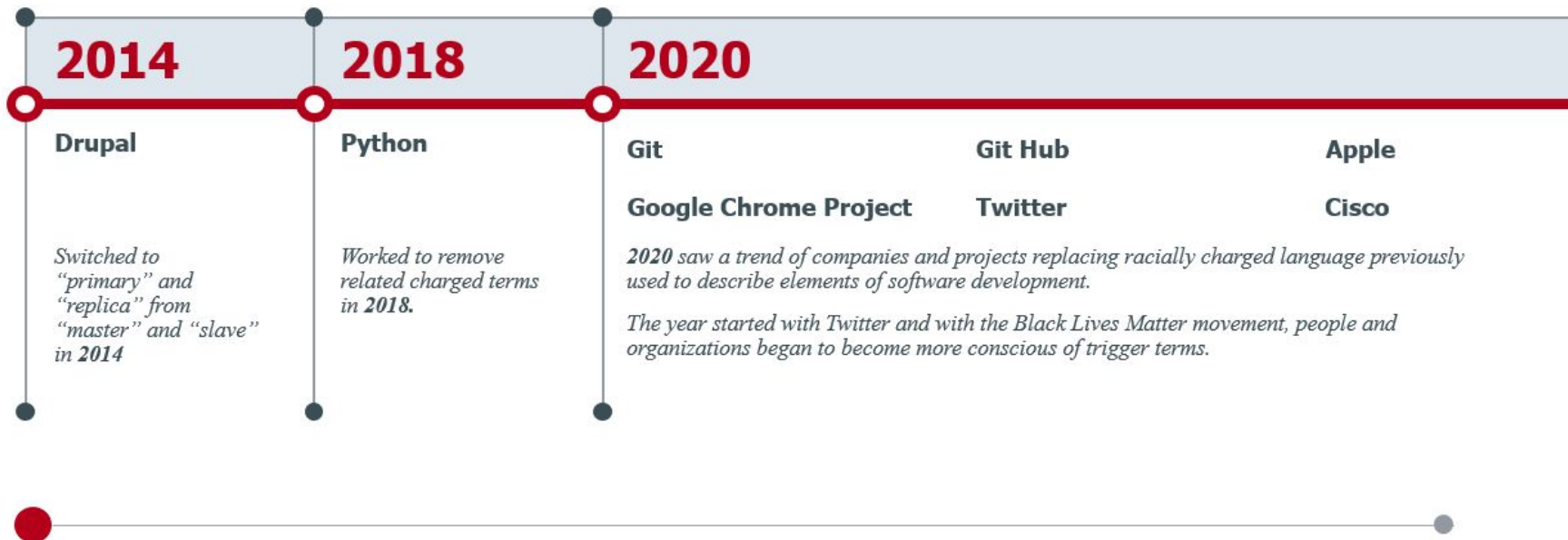
But words can create **inclusivity**

Twitter engineering chief, Michael Montano:
“Inclusive language seeks to treat all people with respect, dignity, and impartiality. It is constructed to bring everyone into the group and exclude no one, and it is essential for creating an environment where everyone feels welcome.”

Moving toward inclusivity...measuring the impact:

- Employees outperform peers by 147%
Gallup, 2013
- Retain and promote more untapped talent
Center for Talent Innovation, 2019 | Journal of Applied Psychology, 1982
- Make better decisions as a company
Cloverpop, 2018 | Organization Science, 2013
- Ship more work
Financial Management, 2018
- Generate better financial returns
Strategic Management Journal, 2012 | Group & Organization management, 2003

Change has started



Choosing better terms

- Don't use terms that have implicit bias
- Use terms that describe what you're actually trying to describe
- Don't use terms that require interpretation

Twitter's impetus to implement alternatives

- In January 2020, Twitter engineers, Regynald Augustin and Kevin Oliver rallied together to lead efforts to have terms like Master/slave changed as they are linked to oppressive parts of United States history and culture.

<https://www.cnet.com/news/twitter-engineers-replace-racially-loaded-tech-terms-like-master-slave/>

Breakout

Breakout #1: Introductions

- **Time:** 5 minutes
- **Instructions:**
 - Introduce yourself: Name, organization, role
 - Share where your organization is today related to inclusive terminology usage:

Not Started - Ready to Start - On the Way - Leading the Way

Breakout #2: Your Next Step

- **Time:** 10 minutes
- **Instructions:** Brainstorm that critical next step.
 - What can you do this afternoon to get the ball rolling?
 - How can you introduce this concept to your team, leadership, and organization overall?
 - Are there “quick wins” you can secure?
 - If you’re already “on the way” how can you take it a step further?

Breakout #3: Anticipating Objections

- **Time:** 10 minutes
- **Instructions:** What could go wrong?
 - Look at your next step? What could be standing in your way?
 - What potential objections could you mitigate ahead of time? How?
 - Where are these objections coming from? Leadership? Peers? Specific teams or departments?

Recap

- Why this matters
- Awareness of how the terminology is offensive/exclusive
- How to begin moving forward

Resources

- [Ideas In Action - Implicit Bias Learning & Resources \(Lbl.Gov\)](#)
- [Implementing Inclusive Policies Across A Global Organization](#)
- [\[Patch\] Codingstyle: Inclusive Terminology](#)
- [Twitter Engineers Replacing Racially Loaded Tech Terms Like 'master,' 'slave'](#)
- [Tech Takes On Its Racist Terminology](#)
- [Apple's new style guide replaces non-inclusive language](#)

Q&A

