Project Inclusion

Centralizing inclusive employer related information using data mining & NLP

The Opportunity

- Inclusive employers are open to hiring candidates who identify as disabled, & offer dedicated accomodations and benefits
- While searching for inclusive employers, these candidates look up information online
- The information they seek on accommodations, benefits and overall company culture is hard to find and scattered across multiple sources (such as official company web pages, blog posts, Twitter, company review websites, YouTube videos, etc.)
- Our web application aims to decrease friction for disabled job seekers by centralizing information on inclusive employers
- The goal of our product is to empower disabled candidates to make better decisions during their job search
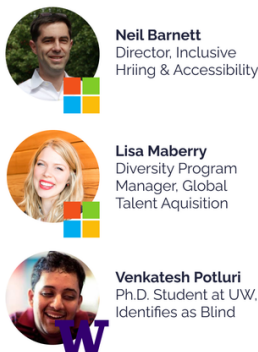
User Reseach

- To understand the problem space better, we created a survey which we first circulated to the Disability Employee Resource Group at Microsoft, and then eventually through the wider UW network
- We also scheduled 1:1 interviews with folks at Microsoft and UW to dive deeper

Survey

- Disability ERG (Employee Resource Group)
- Facebook Groups
- r/disability r/UW
- Tweets from company leaders
- UW Access Computing
- iSchool Career Services
- UW Career & Internship Center
- Disability Advocacy Student Alliance
- Student Disability Commussion
- UW Disability Resource Center for Students

Interviews

Neil Barnett
Director, Inclusive Hriing & Accessibility

Lisa Maberry
Diversity Program Manager, Global Talent Aquisition

Venkatesh Potluri
Ph.D. Student at UW, Identifies as Blind

Key Insights

"Search Engines don't surface relevant information - just because you say disability, it (search engines) doesn't show results that people with disabilities expect"
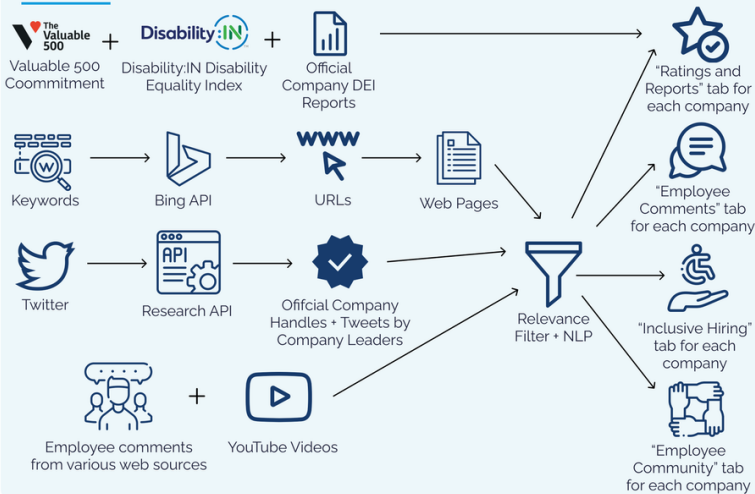
"Candidates don't know they can spread their interviews out over multiple days"

"Do they have workplace accessible tools? This is especially important in a virtual environment"

"As a disabled candidate, I look for information on how accessible the interview process is"
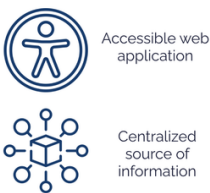
The Solution

The Valuable 500 Coommitment + Disability:IN Disability Equality Index + Official Company DEI Reports

Keywords → Bing API → URLs → Web Pages

Twitter → Research API → Ofifcial Company Handles + Tweets by Company Leaders

Employee comments from various web sources + YouTube Videos

Relevance Filter + NLP

- "Ratings and Reports" tab for each company
- "Employee Comments" tab for each company
- "Inclusive Hiring" tab for each company
- "Employee Community" tab for each company

Benefits

The Big Picture
- Promote equity & inclusion of information access
- Empower underserved & marginalized communities

For Job Seekers
- Accessible web application
- Centralized source of information

For Employers
- Identify gaps in Information
- Bring them closer to the needs of candidates

The Team

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WebApp URL: www.projectinclusion.herokuapp.com