Diversity, Equity & Inclusion (DEI)
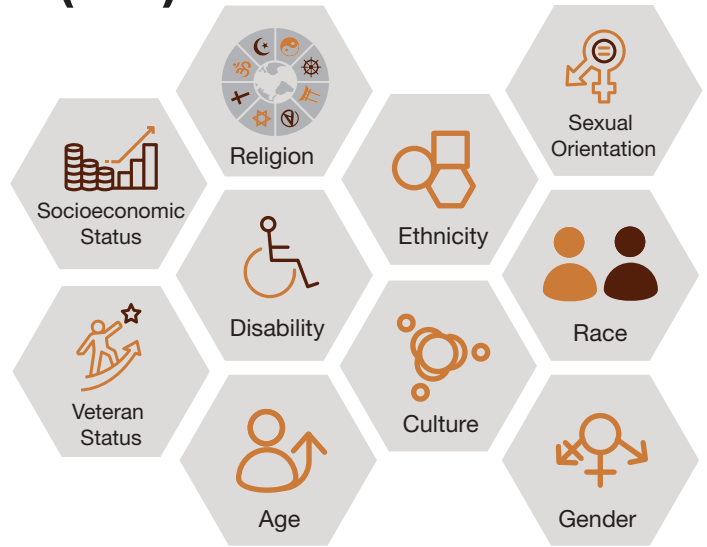## Sensitivity Read Services

Delivering equitable and inclusive products for all via expert content analysis.

Religion
Socioeconomic Status
Ethnicity
Sexual Orientation
Disability
Race
Veteran Status
Culture
Age
Gender

Work with Us

Trusted network of higher education-focused sensitivity readers

Print and digital content review capabilities

Experienced with narrative content, as well as photos, figures, tables, and multimedia

Scalable from select assets and single chapters through full courses and programs

Why

Equitable and inclusive content designed from diverse perspectives can lead to better learning outcomes, broader market opportunities, and greater user satisfaction.
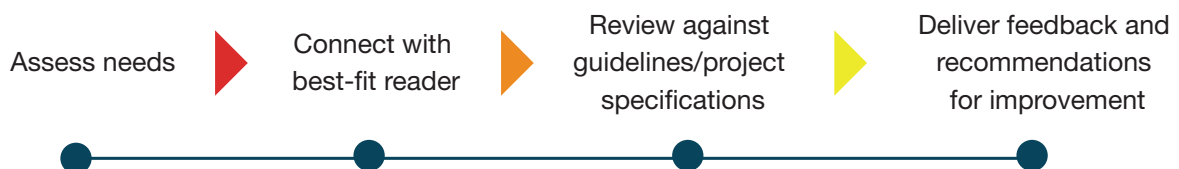
What

Knowledgeable and experienced DEI readers review print and digital content to identify biased language, areas of potential concern, and opportunities for improvement or further development.

How

Lumina Datamatics pairs each review project with the right expert DEI reader to deliver feedback and remediation recommendations.

Overview

Assess needs ▶ Connect with best-fit reader ▶ Review against guidelines/project specifications ▶ Deliver feedback and recommendations for improvement

Case Study

Who

A global leader in publishing and education, developing digital content, assessment, and certification solutions to assist learners moving between education and employment.

Why

The client needed its college-level Statistics content evaluated to ensure it reflected a balanced representation of diverse populations, that images and figures were equitable and diverse, and that examples and research reflected a variety of backgrounds.

What

- Developed a network of trusted, experienced sensitivity readers from diverse perspectives to provide print and digital content reviews in various formats.
- Created a streamlined workflow.
- Reviewed feedback against client-supplied guidelines and/or project specifications.
- Delivered feedback and recommendations for improvements.

Value

- The client used feedback from reviews to inform equitable and inclusive revisions for several Statistics courses.
- The client incorporated a comprehensive DEI review into the content development workflow, allowing authors to enhance the equity and inclusivity of their content without any shortfalls in the production schedule.
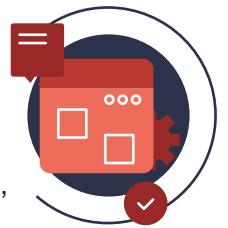
How It Works

Understand Project Needs

- Assess project needs and review guidelines and requirements
- Determine number of DEI readers needed and level of review required
- Assign appropriate resource(s) based on project scope

Preparation of Sample

- DEI reader reviews a content sample, detailing findings and recommendations for remediation
- The client reviews recommendations, providing feedback and approval to proceed

Manage Efficient Review

- Manage schedule and perform QA to ensure compliance with guidelines and expectations
- Deliver complete DEI feedback and remediation recommendations

Lumina Datamatics is a strategic partner to global publishers and e-commerce retailers, providing content, analytics, and technology solutions. We enable publishers to be at the forefront of digitalization by managing the entire publishing process – from content creation to product delivery, including feedback from readers and buyers. Lumina Datamatics' expert solutions are a combination of its various in-house platforms, partnerships with global technologies, and more than 2800 professionals spread across Germany, India, and the United States. This global footprint services our customers across four continents: North America, Asia, Australia, and Europe. Visit luminadatamatics.com or go to LinkedIn for more.

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