

# Texas State University

## Member Information

<b><u>Name</u></b>	<b><u>Year</u></b>	<b><u>Major</u></b>
Nathaniel Rodriguez Sosa	Senior	Political Science
Tania Vera Borunda	Senior	International Relations
Samantha Coyle	Sophomore	Computer Science
Carrington Tatum	Freshman	Mass Communications

**Advisor(s):** Coleen M. Watson, Carrie Crisp

**Topic:** Addressing Harassment, Exclusion, and Work-life Balance in Silicon Valley Culture to Facebook

**Division:** Undergraduate

**Audience:** Facebook Board of Directors

## Executive Summary

### Intro

Silicon Valley has developed the troubling reputation of fostering toxic workplace cultures that devalue diversification and work-life balance. In 2014 Facebook came face to face with this dilemma as it found itself in ethically muddy waters, as well as media hot water, when the roll-out of its egg-freezing benefits for female employees did not go as planned. The Facebook Board of Directors has called in our consultant group to analyze these industry wide problems, and offer a solution that would help this important social media company stay ahead of future ethical pitfalls.

We propose the implementation of a Dynamic Benefits Network (DBN). The DBN cultivates and respects the rights of our employees and their work-life balance, while allowing for the creation of virtuous company policies and implementation of such through mentorship, education, and transparency. The DBN promotes diversity of people, ideas, and lifestyle amongst Facebook employees; as well as allow Facebook to navigate other potential ethical storms in its offices.

### Financial:

As with any business, Facebook has two paramount assets to protect: maximization of productivity of employees, and maintaining goodwill between employees, and customers. These are the factors with the most leverage over your bottom line, and the DBN does nothing but amplify those standings. We will show that by taking diverse employee relations seriously, Facebook stands to receive significant drops in yearly expenses related to the costs of the high turnover rate endemic in Silicon Valley. Additionally, the presentation will address the significant financial risk of legal liability when dissatisfied, or exploited employees seek litigation against companies that compromise, and neglect employee rights.

### Legal

Countless media reports, and revelations by former tech employees have shown that sexual harassment and inequality plague the U.S. Tech Industry. Another Silicon Valley company, UBER, is currently facing a myriad of legal problems, resulting in a negative public image, and costly legal proceedings. Our presentation will show how Facebook can alleviate these concerns through our proposed DBN providing a framework for helping Facebook remain compliant with existing federal and international regulations, ensuring the avoidance of scandal, and preventing unnecessary litigation.

### Ethical

The lack of diversity in the tech industry, and the pressure for employees to devalue their personal lives for the sake of tech companies pose significant ethical concerns. The DBN is an effort based on an ethical framework that highlights the values of: protecting autonomy, fairness to promote equal opportunity, and compassion from the corporation to the employees. The DBM will carry out compliance with these ethical standards by promoting a mentoring program, furthering educational opportunities, and promoting company transparency. Thereby displaying Facebook's sincere care for their employees' wellbeing and happiness. Facebook has the opportunity, and obligation, to lead industry transformation by crafting an inviting environment that maintains a competitive, yet flourishing workplace.