

FREE GUIDE

What AI Is Already Doing In Your Neighborhood

3 areas. Plain language. One action step each.

AI is already making decisions about your community. This guide breaks down three areas where it's happening right now — and what you can do about it.

Brandyn AI

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Hiring & the Workplace

01

Before a human ever reads your resume, an algorithm already has. AI-powered applicant tracking systems screen, score, and filter candidates — often before any human sees your name.

WHAT'S HAPPENING

Companies use AI tools to scan resumes for keywords, predict "culture fit," and rank candidates by likelihood to stay. Studies have found some of these systems **penalize resumes** that include words like "women's" (as in women's college) or flag gaps in employment — gaps disproportionately held by caregivers, people with health issues, and formerly incarcerated individuals. Some employers use AI-analyzed video interviews that score facial expressions, word choice, and tone of voice. You may never know the algorithm rejected you.

YOUR ONE ACTION STEP

Tailor your resume to the job description — literally. Copy exact keywords and phrases from the job posting into your resume. AI screeners match language. If the job says "project management" and your resume says "managed projects," the algorithm may not connect them. Also ask employers directly whether AI tools are used in their hiring process. You have a right to know.

Housing & Lending

02

The same discriminatory patterns that shaped redlining are now being encoded into algorithms that determine who gets approved, what rates they pay, and where they can afford to live.

WHAT'S HAPPENING

AI models used by lenders, landlords, and insurers are trained on historical data — data that reflects decades of discriminatory practices. The result: systems that **charge higher interest rates** to people in certain zip codes, flag rental applicants based on social media activity, or use "tenant screening" algorithms that incorporate arrest records (not convictions). These tools are often marketed as objective and unbiased. They are neither. The Fair Housing Act technically prohibits this kind of discrimination — but enforcement has not kept pace with the technology.

YOUR ONE ACTION STEP

Request your credit report and dispute errors before you apply for anything. Free at annualcreditreport.com. Then ask any lender to explain how their approval process works and whether automated decision-making is used. If you are denied credit or housing, you have the right to request a specific reason in writing. Use it.

Education & Youth

03

Schools are using AI to predict which students will succeed, who needs intervention, and even who might become a discipline problem — often before a student has done anything at all.

WHAT'S HAPPENING

Predictive analytics tools used in K-12 schools assign risk scores to students based on attendance, grades, zip code, and family history. These scores influence which students get **advanced coursework**, mentorship, and resources — and which get funneled into remediation. Some districts use AI proctoring software for tests that flags eye movement, facial expressions, and background noise as potential cheating. Research shows these tools have **significantly higher false positive rates for Black and Brown students**. Meanwhile, AI-generated content detection tools used to catch plagiarism have been shown to flag work by non-native English speakers at much higher rates.

YOUR ONE ACTION STEP

Ask your child's school what data they collect and how it is used. Under FERPA, parents have the right to review their child's educational records and request corrections. If your district uses a "risk scoring" or predictive tool, ask for a meeting to understand how those scores affect your child's placement and opportunities. Advocate for transparency — school boards respond to parents who show up.

Knowledge is the first step.

You don't need to become a technologist.
You need to know enough to ask the right questions,
advocate for yourself and your community,
and recognize when a system is working against you.

Want to go deeper?

Brandyn AI offers speaking, workshops, and training for communities, schools, faith organizations, and institutions.

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