



Diversity, Equity & Inclusion Report *2022*

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Introduction

EducationSuperHighway remains committed to building an organization that seeks and embraces diversity, actively pursues equity, and fosters an environment of inclusion. This commitment originated from an unwavering belief that historic injustices impact our work as we understand it today and that varied perspectives, experiences, and identities enrich our organization and bring us closer to executing our mission. We value diversity in identity and also acknowledge the impact intersectionality has on the lived experiences of our staff and in the communities we work with.

In our dedication to continued learning, we are actively seeking to become an anti-racist organization by discussing the systemic racism that manifests in society, including how decisions are made about policies and procedures, how power and information are shared, who is missing from the conversations, and how our actions impact individuals and communities.

DEI Council

The DEI Council's mission is to ignite and cultivate diversity, equity, and inclusion initiatives that educate, inspire, and foster an environment where everyone feels welcomed, respected, and valued. Made up of twelve team members representing all levels and areas in EducationSuperHighway, the DEI Council's responsibilities include:

- Identify DEI goals and focus areas
- Build DEI knowledge-base
- Execute DEI Initiatives
- Act as DEI Ambassadors

DEI Guiding Principles

The Guiding Principles provide a framework for our commitment to DEI and establish shared language across the organization for our commitment.

We recognize that in order to close the digital divide, we need the perspective of individuals who share the same racial and ethnic backgrounds as well as the socioeconomic status of those most deeply impacted. Our organization should be representative of the communities we work with, especially at the board, leadership, and manager levels.

We aim to be an organization that engages the full participation of every member of our team, lacks discrimination or bias in assigning positive or negative consequences, and codifies fair practices, including policies, procedures, processes, and compensation.

Everyone on the team has a shared responsibility in our work, operates in ways that value the unique identities and experiences of each individual, engages in inclusionary practices, and feels a sense of belonging to EducationSuperHighway. The perspectives of a diverse group are represented in power structures and lead to informed decision-making, program design, and strategy.

2022 In-Review

In 2022, we outlined four goals that would align us to our guiding principles. We completed the following:

We engaged employees in continuous DEI learning and development.

- We solicited feedback on DEI learning needs for our team to help inform our internal learning priorities for the year.
- We developed and implemented a DEI Core Curriculum for all new staff. Every member of the team participates in this shared experience to better understand our US history and context, our shared language and responsibility, and our role and impact in inclusion and equity.
- We established an internal DEI Library with supplemental resources (books, articles, videos, podcasts, etc.) to support continuous and independent learning.
- We incorporated DEI conversations into our in-person all-team gathering, giving us space to engage in conversations beyond our virtual and distributed norm.

We increased representation at all levels of EducationSuperHighway.

- We updated our job description templates to highlight our commitments to DEI and began including salary ranges in all postings.
- We improved our recruitment practices by establishing clear rubrics for each role and developing a question bank to reduce bias in the interview process.
- We established an internship program to help develop the talent pipeline at the organization.

We continued incorporating input from beneficiaries into program strategy and development.

- We identified partners, including community-based organizations and trusted institutions, that have become part of the programs and solutions we developed.

Case Study 1: Building A Comprehensive ACP Adoption Toolkit



In 2022, EducationSuperHighway continued its support of school districts across the country. **Through its partnership with the Worcester, Massachusetts Public School District, EducationSuperHighway was able to collaboratively test materials and language that informed the organization's new Promote ACP: Resource Hub, a comprehensive Affordable Connectivity Program (ACP) Adoption Toolkit for School Districts, and enrollment guides.** We learned that awareness was the most critical step to building a successful ACP campaign, and this included activating other community organizations to raise awareness. Over the course of the academic-year-long effort, 9,000 Worcester households signed up for the ACP benefit.

EducationSuperHighway applied these learnings to the launch of a collaborative campaign with the Charlotte-Mecklenburg School District and the Center for Digital Equity. From our previous work with Worcester, we knew that empowering the district to be the awareness champion and relying on the Center for Digital Equity to provide enrollment support was the perfect combination for success. From the initial soft launch in December of 2022, **thousands of households visited the CDE-hosted enrollment campaign page in just a few days, and over 200 tickets were submitted for enrollment assistance!**

Case Study 2: Collaborating With Local Partners

EducationSuperHighway worked with local digital literacy organization Tech Exchange and hosted informational ACP office hours in their space. In collaboration with other community organizations, we participated in city-wide events such as Día De Los Muertos, the Night Out for Safety and Liberation, and Holidays in the Fruitvale. We also piloted Tech Tuesdays at library branches and offered enrollment support and ACP resources to library staff. **Our collaborations and feedback received from community members will propel our awareness and enrollment work with local partners to conduct usability testing and focused feedback that improves and grows our ACP enrollment efforts.**

- We established channels for user testing in order to get feedback from real users of our tools and resources.
- We launched GetACP.org, available in four languages - English, Spanish, Simplified Chinese, and Traditional Chinese - to increase access and usability of the tool.
- We expanded the GetACP.org contact center, providing access to support for applicants through the ACP application process in multiple languages and access points, including live chat and phone support.
- We worked with hundreds of individuals through the contact center and in-person events at different points of the ACP application process, allowing us to receive real-time input on barriers to the application.

We instituted policies and procedures that prioritize inclusion and equity.

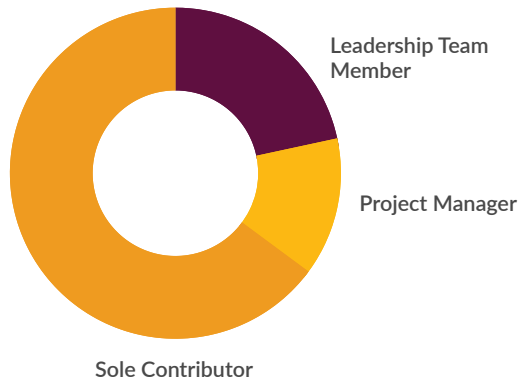
- We established a clear, public organizational DEI commitment.
- We created an annual climate survey around the employee experience for our team members. We executed this survey twice and will be continuing it in 2023.

- We updated our employee handbook for language, policies, and inclusion.
- We incorporated an inclusion competency into the performance review process.
- We launched a number of wellness initiatives, including four Annual Wellness Days, expanding our offering of mental health days, and a number of synchronous and asynchronous team wellness activities that positively impact the internal culture.

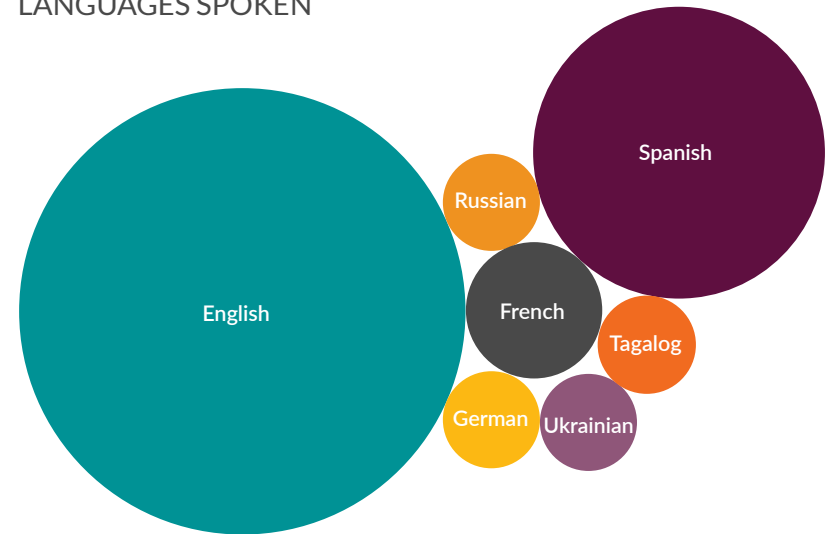


Identity Demographics

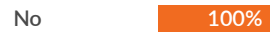
WHAT TYPE OF ROLE DO YOU HAVE AT EDUCATIONSUPERHIGHWAY



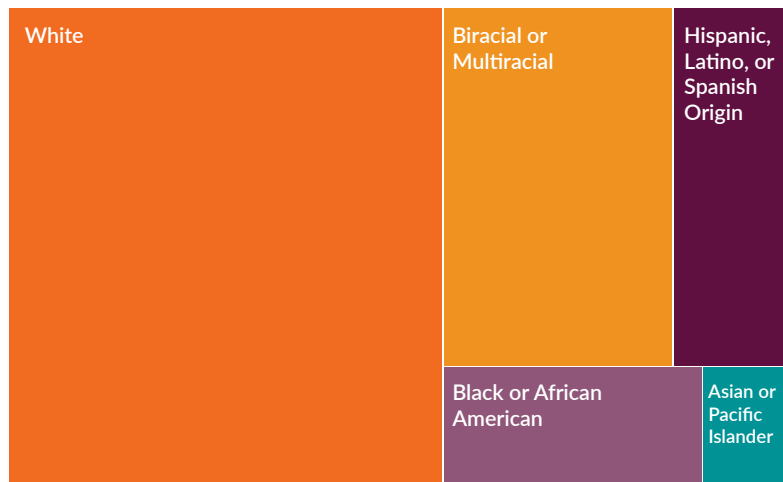
LANGUAGES SPOKEN



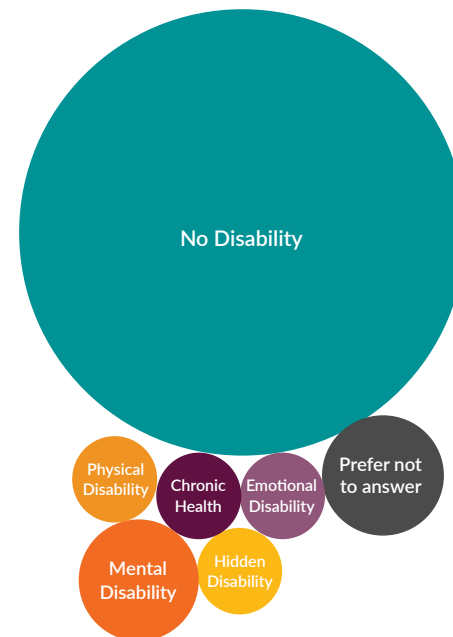
MILITARY



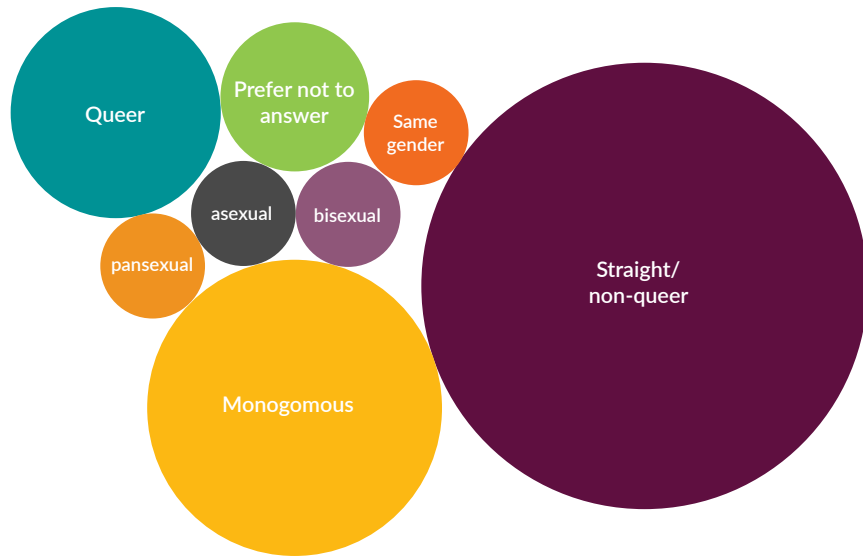
RACE/ETHNICITY



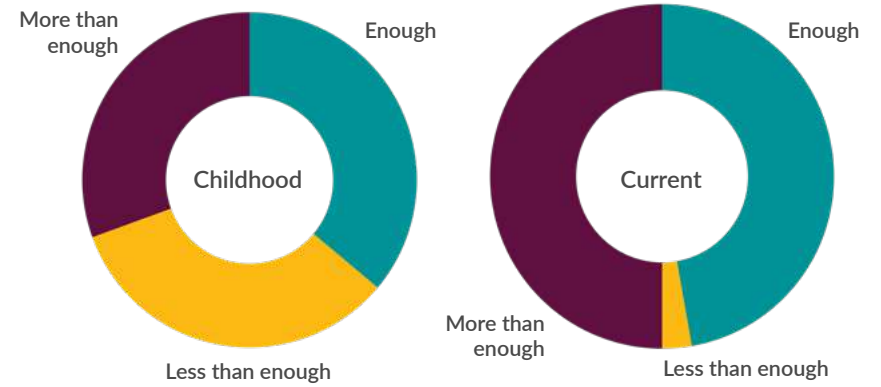
DISABILITY



SEXUAL ORIENTATION



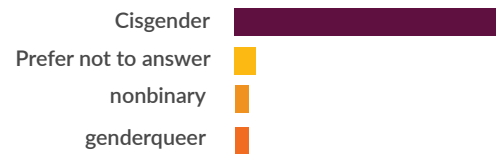
SOCIOECONOMIC STATUS | CHILDHOOD VS. CURRENT



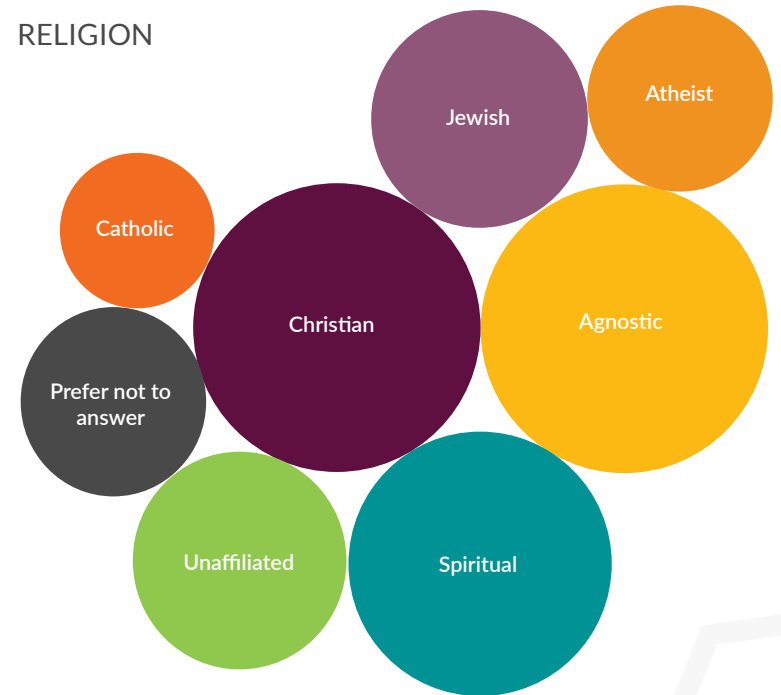
SEX AT BIRTH



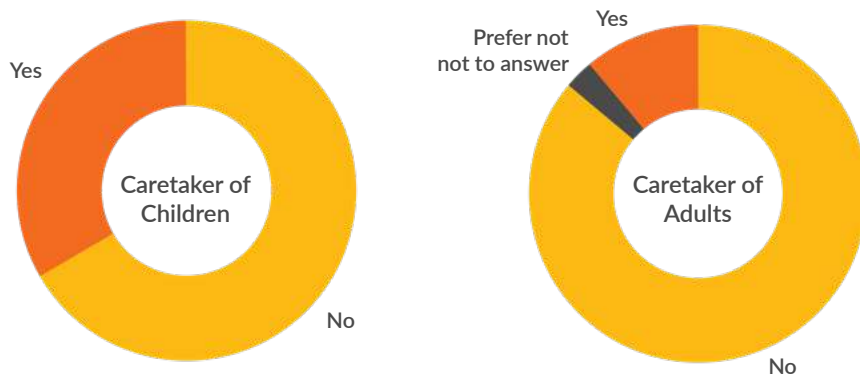
GENDER IDENTITY



RELIGION

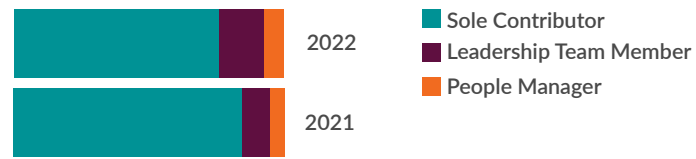


CARETAKER OF CHILDREN AND ADULTS



2022 vs 2021 Comparison Results

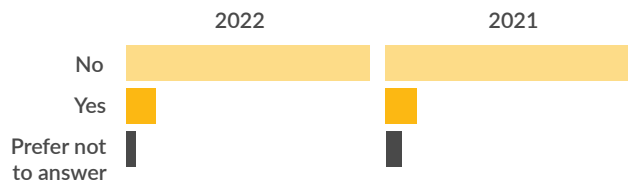
ROLES AT EDUCATIONSUPERHIGHWAY



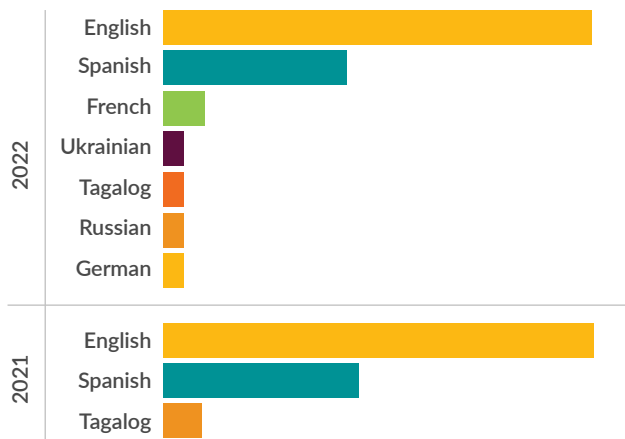
CARETAKER OF CHILDREN



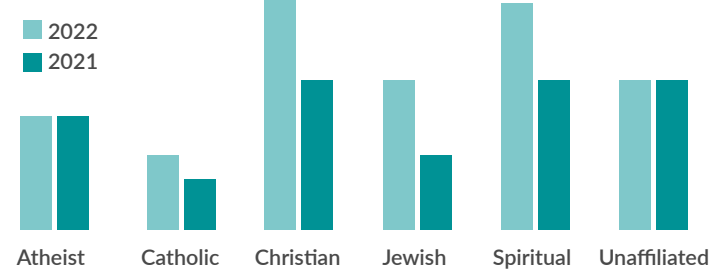
CARETAKER OF ADULTS



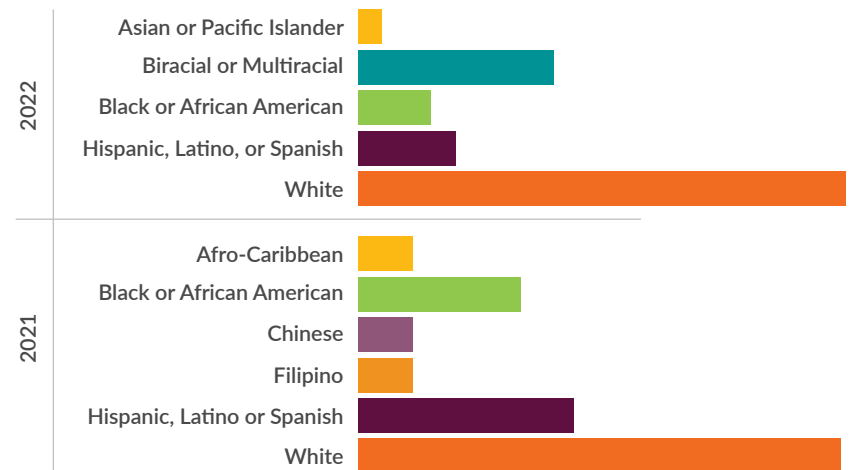
LANGUAGES SPOKEN



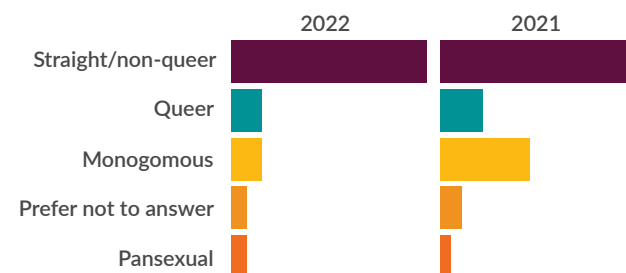
RELIGION



RACE AND ETHNICITY



SEXUAL ORIENTATION



Looking Forward

Our work and commitment continues in 2023. Our goals:

Continue to engage employees in DEI learning and development.

Now that we have established a baseline for all EducationSuperHighway employees that provides an understanding of racial equity concepts connected to our work, we want to expand opportunities for engagement across all teams and provide opportunities for independent and joint learning.

Further increase representation at all levels of EducationSuperHighway.

As we continue to expand the team, we are committing to sustained attention on our recruitment and hiring practices, paying attention to salary and title equity, and intentionally diversifying our board.

Expand channels to incorporate input from beneficiaries into program design and development.

We still believe it is essential that our programs and solutions are jointly developed with those most impacted by the digital divide. So we are committed to expanding partnerships, mitigating power differentials in our work, and increasing our user testing to get feedback from real users of our tools and resources.

Refine policies and procedures that prioritize inclusion and equity.

We aim to further establish an organization where our team members feel welcome, valued, and celebrated. To do so, we must continue to catalyze an environment that fosters inclusion and promotes an equitable and engaging experience for members of the team.



About EducationSuperHighway

EducationSuperHighway is a national non-profit with the mission to close the digital divide for the 18 million households that have access to the Internet but can't afford to connect. We focus on America's most unconnected communities, where more than 25% of people don't have Internet.

From 2012-2020 we led the effort that closed the classroom connectivity gap. In 2013, only 10% of students had access to digital learning in their classrooms. Today, thanks to an unprecedented bi-partisan effort by federal, state, and school district leaders, supported by K-12 advocacy organizations, the classroom connectivity gap is closed - 47 million students are connected, and 99.3% of America's schools have a high-speed broadband connection.