Diversity, Equity & Opportunity
MHTC Virtual Roundtable Series

Amplifying Employer Practices

- Melanie Goins, General Counsel, Care.com
- Vanessa Spatafora, Sr. Program Manager, Inclusion, Equity + Belonging, DraftKings
- KeyAnna Schmiedl, Global Head, Culture & Inclusion, Wayfair
Diversity, Equity & Opportunity
Our intention is to touch upon all aspects of the employee lifecycle and align everything we do with our mission to be a diverse and inclusive company.
HR Focus

Employer Branding
- Revamp Careers site to highlight commitment to D&I
- Updating Careers site to be ADA compliant

Talent Acquisition
- Review job descriptions for gender and age biases & unnecessary requirements
- Expanding sourcing pipelines
- Requiring diverse candidate pools & interview panels
- More robust candidate feedback

Employee Resource Groups
- Black@Care
- Latinx@Care
- LGBTQ+@Care
- Diversity@Care [allies]
HR Focus

Career Development and Progression
• Paid internship program
• Promotion panel
• “We Care” mentoring program
• Managing@Care

Individual Accountability
• D&I goals for managers as part of their performance appraisal
• Engagement in D&I activities included as performance goals
Product and Community Focus

Dialogue

FREE WEBINAR:
Talking to Kids About Race and Racism

Featuring Dr. Beverly Daniel Tatum
Author of “Why Are All the Black Kids Sitting Together in the Cafeteria?” And Other Conversations About Race

Wednesday, June 24th
12:00 – 12:45 p.m. ET

REGISTER NOW!

Content and Imagery

When and how Black caregivers should discuss race and racism with a white family

Product Equality Task Force

Companies must do more to ensure their pursuit of short-term profit is not at the expense of human rights, democracy, scientific fact, or public safety. Platforms and products must be designed with privacy, diversity, and security in mind. -- Sir Tim Berners-Lee
Thank you
DRAFTKINGS’ SUCCESS BEGINS AND ENDS WITH EVERYONE

We are committed to taking action at DraftKings.

Increased internal investments with an additional $1M to accelerate our efforts to advance Inclusion, Equity, & Belonging.

**DOING THE RIGHT THING IS A CORE LEADERSHIP BEHAVIOR AT DRAFTKINGS**

- **HIRE** Expand Relationships
- **WIRE** Use Our platform
- **EMPOWER** Invest in Systems & Processes
- **SUSTAIN** Enhance Infrastructure
THANK YOU.
Creating Sense of Belonging for Everyone to Thrive
The characteristics that describe differences among people; they include demographic characteristics including but not limited to gender, race, ethnicity, age, national origin, religion, disability status, sexual orientation, thinking styles, socioeconomic status and educational background.

Creating a level playing field by assessing and delivering resources based on individual need to access successful outcomes.

Everyone should feel seen, heard, and considered when they work with us. We welcome new ideas, different perspectives, and we love when people express their personal styles. We are eclectic. Designed for all.
An Internal and External Focus

Internal: Career and Culture

Career: Leveraging qualitative and quantitative data around people and patterns, highlighting intervention points throughout the Employee Lifecycle.

Culture: Highlighting opportunities within physical and virtual spaces to enhance sense of belonging.

External: Community and Customer

Community: Enhancing reputation by partnering to ensure access to homes in many forms through a commitment to the communities in which we work and serve.

Customer: Striving to delight the customer by leveraging a workforce that reflects them.
DEI Maturity Matrix

**Reactive**
- **Org**
  - Limited biz case recognition
  - Barriers to equal career progression
  - Exclusive behavior tolerated
- **Leaders**
  - 100% buy-in inconsistent
  - DEI not biz imperative

**Proactive**
- **Org**
  - DEI relevance to biz agenda
  - Targeted interventions
  - Programs implemented to address root cause issues
- **Leaders**
  - Stated focus on DEI when prompted about intervention in their area
  - Demonstrated support

**Transformational**
- **Org**
  - Biz case est., understood, supported
  - DEI best practices embedded into all core people processes
  - commitment unaffected by biz challenges
- **Leaders**
  - Stated belief in/promotion of DEI biz case
  - Take action to increase workforce diversity and workplace inclusion

**Sustainable**
- **Org**
  - DEI innate in org. and cultural norm
  - DEI efforts firmly rooted in biz. strategy
  - Wayfair is an industry leader
- **Leaders**
  - Evangelists of DEI integral to biz
  - Believe they are openly accountable for DEI progress and outcomes
  - Espouse inclusive leadership principles and demonstrate behaviors
Key Areas of Focus

- Leadership Commitment & Collaboration
- Awareness & Education
- Organizing Initiatives
- ERG Structure