Equity, Diversity, & Inclusion Strategy

A breakdown on Treehouse content framework, responsibilities, and culture.
Changing the Tech Industry

Background

Equity, Diversity, and Inclusion don’t just make Treehouse a great place to work, it’s at the center of our work. Treehouse was founded in 2010 with the purpose of making tech more accessible through affordable and engaging online tech education. In 2016, we signed the TechTown PDX diversity pledge and decided to change the way we look at diversity, equity, and inclusion. Many qualified people have been boxed out of tech due to historical inequality in the United States. When we signed the diversity pledge, we realized that, as a company filling the tech pipeline, we have a moral obligation to make EDI our priority, or else we’re contributing to the problem.

Now, we’ve taught over 650,000 people how to code and design, and our goal is to create lasting, systemic change in tech. In 2017 we launched the Treehouse Apprenticeship Program to help companies build diverse, local talent pipelines into their software engineering teams. We’ve partnered with the Boys & Girls Club, Salvation Army, and AnitaB.org to place over 90 apprentices at tech companies across the nation. In the Spring of 2020, we decided to open source how we worked to reduce barriers in employment through apprenticeship to invite other companies and organizations to join us on this journey.

We believe that achieving equity, diversity, and inclusion requires doing constant work to learn, grow, and change. We have a long way to go, but we are dedicated to building a more equitable, diverse, & inclusive environment at Treehouse and in the larger tech industry.

Rationale

In order to truly change the tech industry, Treehouse requires a well-executed EDI strategy that furthers our mission. An EDI strategy holds us accountable, reminds us to be intentional about our work, and fundamentally, the right thing to do. At its core, the strategy encourages all of us to use our passion, skills, and talents to create a space where employees can be their authentic selves and create a lasting impact for the student body. Every aspect of our work should consistently be mapped to the strategy to ensure we are infusing equity, diversity, and inclusion into the DNA of Treehouse. solve known business needs.
The Intention

Our goal is to diversify the tech industry through accessible education, unlocking the door to opportunity, and empowering people to achieve their dreams.

Stakeholder Engagement and Gap Analysis

The HR and EDI team conducted a series of stay interviews and company health score surveys around engagement, inclusion, and performance via Culture Amp in Q3 of 2020. This data helps us better understand team member perspectives of EDI at Treehouse and to identify areas where we are doing well and areas for improvement.
What We Found

Several themes were identified through this analysis, which we will outline below. These themes will inform our EDI strategy and work going forward.

Key Themes

- Diversity
- Transparency
- Decision-Making
- Stability
- Bias
- Accountability
EDI Framework

People
We aim to embed EDI into the employee journey as well as the student experience.

Culture
It is a priority to create a culture of inclusion and belonging for all identities. This includes our employees and student experience.

Content
Our content should be created with everyone in mind and be reflected in our topics, language, and presenters.

Communities
Engage with our community partners and external stakeholders to reach more people and build partnerships.
What Does This Look Like?

*Not limited to only what’s listed below.*

**People**
- Inclusive policies
- Educational offerings
- Diverse recruitments
- Apprenticeship
- Diverse “student body”
- Personal and professional development opportunities

**Culture**
- Inclusive language
- Celebrating and leveraging diversity
- Culture of belonging and inclusivity where folks can be authentic
- Performance & growth opportunities
- Seeking ways to create a “brave space”
- Positive company health score

**Content**
- Inclusive language
- Representation in video design, content, and projects
- Develop continuing education

**Communities**
- Hosting functions for free (non-TH users)
- Donating/volunteering to communities
- Collaborating on projects
- Engaging with diverse communities
Roles and Responsibilities

CEO
The CEO is responsible for embedding EDI strategy into the objectives of the organization, empowering the business to prioritize EDI, and serving as a leader and role model for inclusive leadership.

Directors
Directors sponsor this work at the highest level and across the organization by leading this work to ensure that efforts and initiatives are sustained in the long term.

Training Manager
The Training Program Manager, as part of HR, will act as a resource to all departments and other working groups to drive the implementation of the EDI strategy as well as develop programs, trainings, and initiatives.

People Managers
People Managers are responsible for promoting EDI throughout their team. They should work with their team to embody the EDI strategy onto their team.

EDI Squad
EDI Squad members are thought leaders who organize, promote, and support the EDI strategy through their mission as led by the HR and EDI team.

The Contributor
The individual contributor improves and builds upon their role and responsibilities with an EDI lens.

All Staff
All staff members are responsible to embody EDI into their respective areas as well as provide input to the HR & EDI team as well as the EDI Squad on how we can continue to improve. Additionally, all staff members are responsible to attend trainings and programming available internally and externally.
EDI Squad Mission Statement

The EDI (Equity, Diversity, and Inclusion) Squad at Treehouse believes in celebrating differences and reflecting the diversity of the world we live in. We strive to maintain a culture of continual learning and improvement, to recognize and redistribute power and increase the representation of all identities, and to create a welcoming environment for Treehouse employees, students, and community partners.