

NLU Question:

You might recall one of the questions that came up during your presentation to faculty was regarding Simple Syllabus' status as an M/WBE business. I know the answer is no, but as part of our diversity, equity, and inclusion (DEI) efforts we are prioritizing how we engage with vendors for business. I was wondering if it would be possible to share a few demographic details about the company:

- Demographic makeup of the company (i.e., employee breakdown by race/ethnicity, gender, and other diversity attributes the company might be tracking)
- Demographic make-up of the board

We believe understanding these trends might demonstrate some level of commitment and alignment to how we are thinking about DEI at the institution. Happy to talk about this more, if needed.

Simple Syllabus Response:

Great question—we are very committed to equity at Simple Syllabus, and even as a small business, have been able implement a couple of strategies to stimulate diversity and leverage the power of different voices.

This begins with hiring, while we all arrived at Simple Syllabus differently, our employees journeys in several instances started in completely different countries including central/south America, Canada, and the US. Approximately 1/3 of our staff belong to a minority ethnicity that includes both Latino's and Asian Americans. We continue to recruit and try to attract candidates with diverse backgrounds in hopes of expanding our perspective which allows us to build better products that meet the needs of all users on a college campus. As part of this mission, we attend local career meetup events and publish job openings on a number of different college job boards to try and expand our reach to different demographics for applicants. For the actual process of applying, we regularly review the regulations and requirements of the Equal Employment Opportunity Commission (EEOC) and have updated our hiring process to ensure compliance and provide equal opportunity for all. Early in 2022 we have also brought on a new Director of Operations and Administration to oversee and expand our processes in this area.

In addition to racial equity, as a technology company we have been very focused on having a higher representation of women within our company. We have women in positions of both executive leadership and as key members of our product development. For our organization one of the most challenging issues to overcome has been the ratio of male applicants to female for developer roles. To combat this bias we have begun providing educational and career advancement opportunities to help employees that have an interest in this area. For example in 2019, a female employee had an interest in programming but never had the opportunity to explore that avenue as a career path. Simple Syllabus ended up covering her tuition for formal education, and she is currently receiving on the job training and mentoring at Simple Syllabus and became a full time developer in 2021.

Lastly, beyond recruitment and advancement opportunities we are committed to hearing and

getting feedback from all employees. A company town hall meeting is held once a quarter, and is designed to generate an organic conversation amongst employees instead of the traditional top down approach. This conversation is critical for identifying the needs of our employees and helping drive a more equitable environment, everyone has an opportunity to talk and time is allotted to make sure everyone is included.

Currently, the demographic makeup of the company is the following:

- White - 68%
- Latino - 19%
- Black - 0%
- Asian - 6%
- Other - 6%

In terms of a board, Simple Syllabus is an owner operated company that did not raise external funding and thus does not have a board. This has allowed our organization to think more long term and focus on the value we provide to clients instead of quarterly profits.

We are proud of what we have been able to achieve so far in equity and have even bigger plans for the future as we grow beyond a small business! Please let me know if your team has any additional questions that I may be able to help with.