

Objectives



Owlet Diversity, Equity, & Inclusion

Objective 1: Encourage Owlet employees to embrace diversity, equity, and inclusion (DEI)

If we facilitate DEI programs designed to increase awareness, understanding, commitment, and action in our internal Owlet community, we can reduce the cultural distance between individuals from different backgrounds.

Some supporting activities/metrics:

- 1) Send DEI committee to off-site trainings
- 2) Plan regular trainings with full staff that focus on cultural competency and acknowledging biases
- 3) Provide anonymous surveys after trainings to subjectively gauge how discussions are received
- 4) Cater 1–2 times each month from multicultural restaurants near Owlet HQ
- 5) Announce nearby cultural events and plan Owlet outings (unofficial or otherwise) to attend events
- 6) Create special-topic educational decks for employee DEI resources webpage

Objective 2: Strengthen connections with diverse groups through collaborative relationships with external partners

We will work strategically with community partners to develop a pipeline of appropriate applicants from diverse backgrounds to join the Owlet community as staff, vendors, and/or collaborators.

Some supporting activities/metrics:

- 1) Sponsor and/or send Owlet representatives to local cross-cultural gatherings (SheTech, Black Lives Matter events, LGBTQ+ events, etc.)
- 2) Research new job listing platforms to increase diversity in application pools

- 3) Ensure that we work with ethical vendors abroad and that we are respectful toward those cultures
- 4) Emphasize casting and/or sponsoring diverse models/influencers in all marketing content
- 5) Find groups with whom we can partner to arrange a shadowing program with Owlet employees

Objective 3: Facilitate recruitment, retention, and promotion of individuals to ensure a talented, diverse workforce at Owlet

Hiring managers/committees need appropriate training, data, and information that will encourage hiring decisions aligned with Owlet's commitment to DEI. Current employees also need support as they develop skills and grow career interests for advancement.

Some supporting activities/metrics:

- 1) On-site training with Owlet leadership, which might include unconscious bias tests, role-play, hypothetical exercises, understanding contemporary social/cultural movements, etc.
- 2) We can't set explicit hiring goals for raising our current diversity percentages, however we can at least safely say we are determined to hire, retain, and promote more people in underrepresented demographics through greater awareness and some intentional recruitment to reach diversity targets (not quotas) for more diversity moving into 2022.

Diversity is vital. It enhances our sense of community & positively impacts knowledge creation, problem solving, & productivity.

Chancellor Mark S. Wrighton