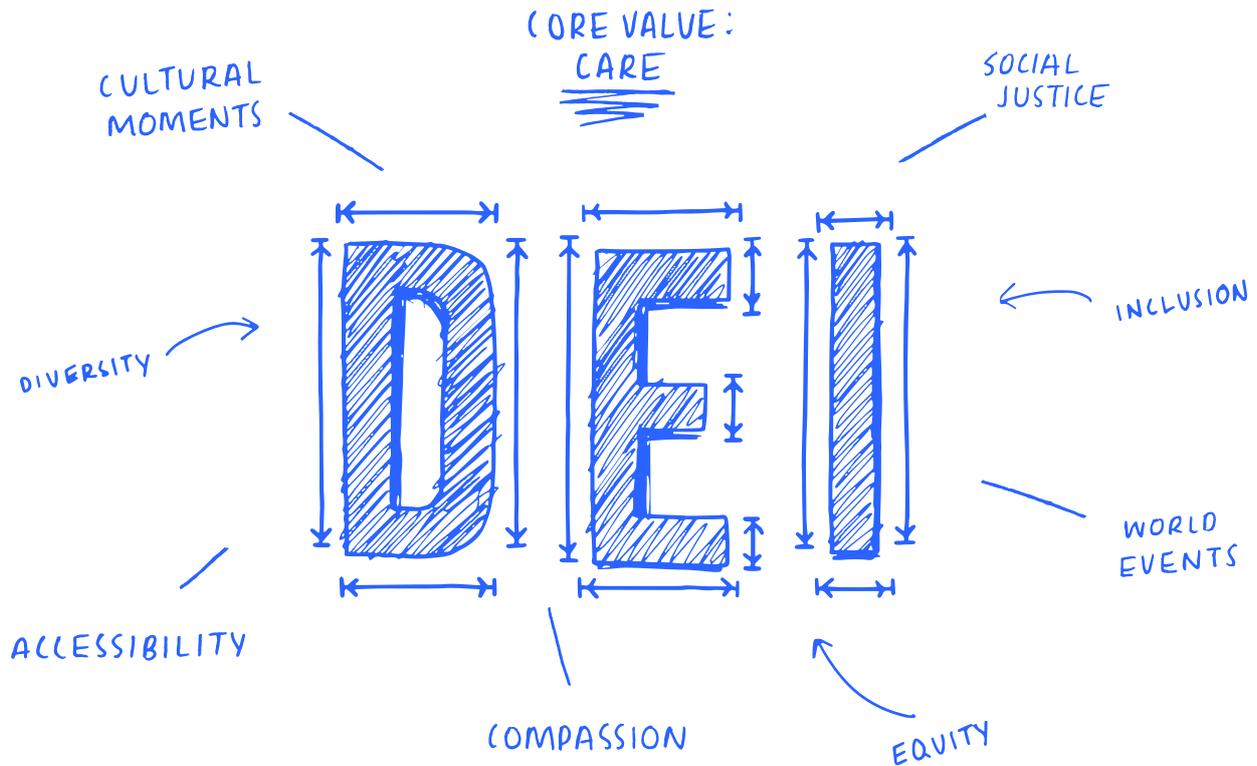


zoom



Through Diversity, Equity & Inclusion

INAUGURAL DEI REPORT | SPRING 2022



A LETTER FROM OUR CEO

Zoom was founded on the core value of Care. When we set out to formally establish a Diversity, Equity, and Inclusion (DEI) program at Zoom, the goal was simple: more intentionally apply care to deepen our commitment to our employees, customers, and communities.

A meaningful DEI program challenges structural processes and works to advance areas like recruiting practices,

pay equity, and cultural competency training. Our diversity, equity, and inclusion efforts start with understanding the systemic bias and exclusion that exist in everyday life and their ripple effects on individual organizations and the world. Only then can we make meaningful organizational change.

DEI at Zoom, then, means having a fundamental appreciation for every

single employee. By designing an inclusive environment where each person can feel a sense of belonging, we are better positioned to attract the best talent, build products that everyone can use and love, and better serve our customers and communities.

Events outside of Zoom compel us to constantly listen, embrace new information, and adapt our strategy to support the needs of Zoom employees as well as our customers. What will always be consistent, however, is our commitment to our core value of Care.

We are at the beginning of our DEI journey, and we will continue to learn and improve our efforts. I am proud of the team's success so far in examining both structural and cultural improvements we can make to cultivate a more inclusive employee experience.



"Our core value at Zoom is Care. We care for our community, our customers, our company, our teammates, and ourselves."



That work includes developing cross-functional partnerships to improve how we hire, how we build our products, and how we support our employees every single day.

I'm excited about what's to come as we continue to create a diverse, equitable, and inclusive workforce, workplace, marketplace, and community for our employees and customers.

– Eric S. Yuan
Founder & CEO of Zoom

DEI AT ZOOM

PURPOSE

To embody Zoom's core value of Care by helping to create the most inclusive workforce, workplace, marketplace, and community possible for our employees and customers.

MISSION

To uphold our commitment to our customers, our community, our teammates, and ourselves by building an environment where all of our employees are empowered to bring their unique experiences to work and achieve their full potential.



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* EMPATHY



PEOPLE



EXECUTIVE SUMMARY

Our approach to establishing a Diversity, Equity, and Inclusion (DEI) program began with an honest look at our organization and the changes we could make to restructure systems, processes, and policies to be more inclusive and equitable.

Empathy and care helped to inform that assessment. We believe that if human beings can feel empathy for each other, that will drive understanding and a genuine desire to make the world a more equitable place.

After years of decentralized employee-led efforts, formalized DEI programs at Zoom began in June 2020 at the intersection of widespread racial and social injustice in the U.S. and a global pandemic. Empathy and understanding were critical as we embarked on our journey toward systemic change.

We asked: what should a DEI program at Zoom be at this critical point in time, and what can it contribute going forward? After asking some hard questions and doing even more listening, we designed our DEI efforts around four focus areas:

CARE

FOUR FOCUS AREAS



* WORKFORCE

Who and How We Hire

Focusing on intentionally seeking the best and the brightest from the broadest set of backgrounds for Zoom roles, and on making fairness and equity central to every candidate and employee evaluation process.



* WORKPLACE

How It Feels to Work at Zoom

Focusing on building programs that foster a feeling of inclusion and belonging for every Zoom employee.



* MARKETPLACE

How We Include our Customers and Products

Focusing on how we make our platform and solutions more inclusive for our customers.



* COMMUNITY

How We Can Make the World a More Equitable Place

Focusing on fostering equity, democratizing opportunity, and realizing systemic justice.

At the center of these four areas are people. It's important to us that every Zoom employee feels like they belong here, and can bring their best selves to work every day. Zoom has worked to deliver happiness to users since inception, and our DEI program seeks to extend that work by helping our employees show up every day.

DEI at Zoom is most certainly in its early stages, and there's no shortage of work to be done. In this first DEI report, we'll highlight some of the things we've done to create a more diverse, equitable, and inclusive Zoom, the work we are proud of, and the work that's still to be done.

KEY INITIATIVES

* NOT A
"ONE SIZE"
FITS ALL"
SITUATION.

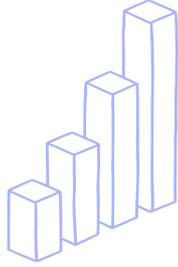


To have meaningful, root-cause change over time at Zoom, we looked at DEI from structural and cultural perspectives:

* Taking a structural look means we examine how we implement systems, processes, and policies to be more inclusive and equitable.

* The cultural side examines how we can provide people with access to education and immersive experiences that impact and challenge our world views, behaviors, and attitudes through meaningful partnerships.





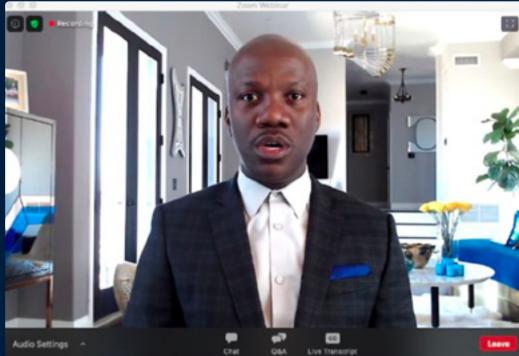
In the program's first two years, the DEI team has made substantial structural as well as cultural and partnership advances at Zoom.

STRUCTURAL HIGHLIGHTS

- * Formally launched our **global Employee Resource Group (ERG) program**, which now includes six employee-led organizations.
- * Developed **cross-functional internal partnerships** designed to improve hiring equity, enhance employee onboarding, and provide ongoing manager education.
- * Launched Zoom's first **University Recruiting & Programs** practice and hired our first **Head of Global Emerging Talent** to build diversity, equity, and inclusion practices into Zoom's hiring processes.
- * Launched **Zoom Talks**, a live discussion series providing an opportunity to learn more about our respective backgrounds, experiences, and perspectives.
- * Established an internal **DEI team**.
- * Hired our **first Head of Social Impact**.
- * Hosted a two-part **Global DEI Town Hall** to set the foundation for what DEI is, what it means at Zoom, and share the overall DEI strategy with Zoom employees.

zoom talks

CULTURAL HIGHLIGHTS



RACE IN THE WORKPLACE

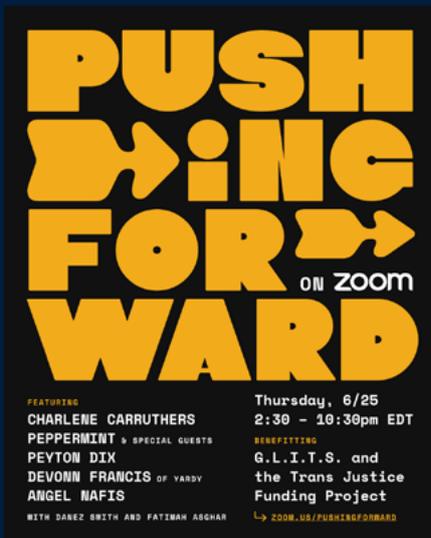
Partnered with Dr. Shaun Harper and TIME magazine to present “Race in the Workplace,” a nine-part series to help educate Zoom employees and the general public on workplace issues today.

Launched “Zoom Where It Happens,” a six-part live table read series led by world-acclaimed director Ava DuVernay and presented by Black women artists to raise awareness, intention, and activation around voting rights. This initiative reached nearly 100,000 people in two months, in the name of creating a more equitable and inclusive voting reality for all.

ZOOM WHERE IT HAPPENS



Signed a five-year **strategic partnership with Claflin University**, a Historically Black College and University (HBCU), based in Orangeburg, South Carolina. We held virtual engagements with our CEO and Claflin’s president, awarded academic scholarships to eight inaugural Claflin Zoom Scholars, and welcomed summer interns from Claflin to Zoom. Our COO, Aparna Bawa, also joined Claflin’s board of trustees.



Hosted “**Pushing Forward on Zoom,**” a fundraising event that highlighted five Black creative leaders from the LGBTQ+ community. All money raised was donated to the Trans Justice Funding Project and Gays & Lesbians Living in a Transgender Society.

Partnered with **The Steve Fund**, an organization focused on supporting the mental health and emotional well-being of young people of color, to host a series of bespoke sessions that discussed how racial trauma can affect individuals of color in the workplace, the effects of discrimination and racism on mental health, and more.



Began a partnership with **Next Chapter**, an eight-month apprenticeship program that provides education and an onsite software engineering apprenticeship to individuals who were formerly incarcerated.



APPROACHING DEI AT ZOOM

The Four Focus Areas that drive DEI efforts at Zoom:



WORKFORCE

Who & How
We Hire



WORKPLACE

How It Feels to
Work at Zoom



MARKETPLACE

How We Include Our
Customers & Products



COMMUNITY

How We Can Make the World
a More Equitable Place

These people-centric pillars collectively serve as our strategic North Star — every effort we've designed as part of our DEI program since its formal inception aligns with one or more of these focus areas.

We continually seek new ideas and pursue varied opportunities for employees to learn the basics of DEI and understand what their DEI team is working on, communicating to Zoomies with updates through regular all-hands meetings, our internal DEI site, Zoom Chat communications, and more.

We've made strides in each of these four areas.



WORKFORCE

Who & How We Hire



FOCUS

Be intentional about attracting a diverse pool of candidates to join Zoom and make fairness and equity central to the processes for evaluating those candidates.

BACKGROUND

People are core to every aspect of our business. Zoomies work collaboratively across teams and locations to deliver happiness to our customers. It's essential to bring in talent that also reflects our diverse customer base. The DEI team works closely with Talent Acquisition, external experts, and our Employer Brand team, among other cross-functional groups at Zoom, to develop and launch programs centered on who and how we hire.

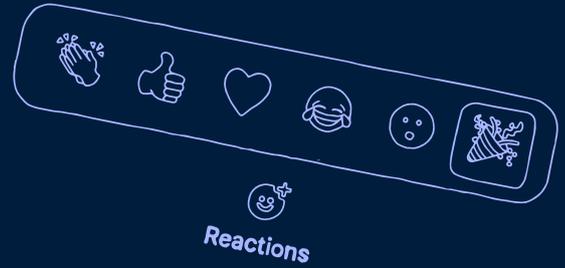
KEY INITIATIVES

Design and pilot a five-part educational offering called the **Inclusive Hiring Summit**, which employs role play, research, and engagement to deliver multi-layered learnings on talent sourcing, evaluation, and socialization related to inclusive hiring best practices.

Create more inclusive job descriptions to mitigate potential biases and attract a diverse pool of candidates.

Show authentic representation of the Zoomie population through **candidate-centered content**, to help potential employees see themselves at Zoom.





WORKPLACE

How It Feels to Work at Zoom

FOCUS

Assess and enhance how it feels to work at Zoom for all employees by prioritizing learning and building infrastructure.

BACKGROUND

Zoom experienced massive growth over the past two years, growing from just over 2,000 employees to almost 7,000 today. Our company identity evolved as our hiring accelerated. As more diverse remote and hybrid employees joined Zoom, this presented an important opportunity to build a more inclusive, equitable, and caring workplace.

KEY INITIATIVES

Formally launched six **Employee Resource Groups (ERGs)**, which are voluntary, employee-led groups that foster a diverse, inclusive workplace and bring employees together and which align to Zoom's organizational mission, values, goals, and business practices.

Built Zoom's **first DEI intranet site** to give our employees access to our DEI strategy, mission, key initiatives, ERG contacts, and other ways to drive DEI at Zoom.

Introduced and hosted 20 **Zoom Talks sessions**, inclusive of the **"Race in the Workplace"** program, to make a habit out of listening and sharing and set a path for broader cultural change.



FORMALLY
LAUNCHED
SIX ERGS
↑
EMPLOYEE
RESOURCE
GROUPS

Designed and launched our first **Global DEI Survey** on “belonging,” sharing results with all Zoomies and doing deeper dives on the results with senior leaders, in partnership with our Talent & Organizational Development Team.

Capture, organize, and analyze the **demographic data** of our global employee population with the support of our People Analytics team.

Crafted a **global, wellness-based benefits plan** that supports our diverse population wherever they live. This includes generous paid time off for new parents (birthing and non-birthing), financial support for family forming, and return-to-work coaching for new parents. Our self-funded U.S. health plans have allowed us to expand transgender benefits to meet World Professional Association for Transgender Health (WPATH) standards of care, add services for the hearing impaired, and make many care services available from home.

“ZOOM SOUL HAS BEEN AN INCREDIBLE SPACE FOR BLACK ZOOMIES TO FEEL SAFE, CELEBRATED, AND HEARD. IN A TIME WHERE SO MANY OF US HAVE NEVER MET IN PERSON, TO FEEL CONNECTED TO ZOOM SOUL MEMBERS THROUGH SHARED EXPERIENCES AND VALUES IS SOMETHING REALLY SPECIAL THAT I CAN'T SAY I'VE HAD ANYWHERE ELSE.”



— Hailee B.
Recruiter, Zoom Soul Co-Lead


Participants


Share Screen

"WHEN THE 'RIGHT' ERG COMES ALONG AND YOU FIND THAT CONNECTION, RELATABILITY, AND 'CALLING,' YOU FIND A NEWFOUND ENERGY AND MAKE TIME TO BE PART OF IT. LEADING THE ZOOM PACT ERG HAS ALLOWED ME TO CHALLENGE MYSELF TO NEW UNKNOWN AREAS BUT ALSO BOOSTS SELF-CONFIDENCE TO MY CURRENT WORKING ROLE AS I'M LEVERAGING MANY OF MY DAY-TO-DAY SKILLS TO HELP BUILD THE BEST STRUCTURE AND FOUNDATION FOR OUR ORGANIZATION."



— Tina K.
Manager, Customer Success Programs,
Global Leader of Zoom PACT





MARKETPLACE

How We Include Our Customers & Products

FOCUS

Make our products and platform more inclusive by examining our go-to-market strategies and identifying ways to grow market share through intentional DEI efforts.

BACKGROUND

Zoom’s products bring people together. We seek to enable collaboration in every aspect of each product and service we provide, and this connectivity is core to who we are and drives our innovation. Making our products more inclusive and using them to help create moments and messages of inclusion is a primary focus of our DEI program. We identified ways to further enhance the inclusivity features and functionality that were already built into the Zoom experience. In addition to providing inclusive emojis and accessibility features, we encourage leveraging Zoom’s platform as a channel for promoting equity, both internally and externally.



KEY INITIATIVES

Enhanced our platform’s accessibility capabilities, including Stop Incoming Video, Focus Mode, expanded live translation options, and auto-generated captions.

Unveiled Zoom’s Pronouns feature, which was developed through internal partnerships as well as external advocacy groups like GLAAD.

Created and embedded more **diverse individual beta testing** experiences, in partnership with the Zoom Product team and our ERG groups.

Invite



COMMUNITY

How We Can Make the World a More Equitable Place

FOCUS

Use our financial resources, product, brand equity, and voice to help make the world more equitable.

BACKGROUND

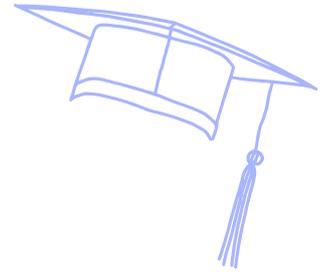
Zoom is committed to positively impacting our employees, customers, and community through focused sustainability and environmental, social, and governance (ESG) efforts. Our dedicated social impact arm, [Zoom Cares](#), leverages the full strength of our business to foster equity, democratize opportunity, and realize systemic justice. We've focused on making an impact in four key areas: social equity, youth mental health, climate solutions, and innovative learning.

KEY INITIATIVES

Hired our first Head of Social Impact.

Donated more than **\$16.5 million** in funding and in-kind product donations in 2021. We directed **\$5.5 million to grassroots organizations** empowering young people and communities of color across the globe, including PODER in Action, which invests, trains, and supports POC, youth, queer folks, and mixed-status communities in Arizona, and The YP Foundation, which increases access to information, services, and leadership opportunities in policy initiatives for young people in India.





During Giving Tuesday 2021, we donated more than **\$46,000 in employee donations and corporate matching funds** for six nonprofits selected by our ERGs, including the Asian American Legal Defense and Education Fund, The Hunger Project, and Hispanic Scholarship Fund.

Zoom publishes an annual **Social Impact Report** to share updates on the global impact of our product donations and discounts, employee-driven efforts, and grant funding. View our **2021 report**.

"AS ZOOM CONTINUES TO GROW ITS PLATFORM, THE ACCESSIBILITY TEAM SEEKS TO BUILD A CULTURE OF CARE BY WORKING WITH CUSTOMERS AND EXPERTS TO UNDERSTAND WHERE CURRENT GAPS EXIST, AND IMPLEMENT THE NECESSARY CHANGES TO MAKE ZOOM MORE ACCESSIBLE FOR EVERYONE."



– Alex M.
Client Engineering
Head of Accessibility



GENDER ^{AT} ZOOM

Global Zoom Employees

ALL ZOOM EMPLOYEES



TECHNICAL



NON-TECHNICAL



LEADERSHIP



MANAGERS



OUR METHODOLOGY

1. Data is noted for fiscal year 2022 as of 1/31/2022 based on Zoom employees who have self-identified. The balance of data points that do not total 100% indicates the percentage of those who have Declined to Identify and/or due to rounding. 2. Gender is tracked and reported globally. 3. Race/ethnicity is tracked and reported in the US only. 4. "All Employees" is defined as Zoom's regular (non-contract, non-intern) employee population. 5. "Leadership" is defined as Zoom employees within the

management level categories of Director or Executive. 6. "Technical" is defined as Zoom employees whose primary duties include the application of systems analysis techniques and procedures, or the design, development, documentation, analysis, creation, testing or modification of applications, programs, and software. 7. "Non-Technical" is defined as Zoom employees whose primary duties include the performance of work directly related to the management or general business operations of the company.

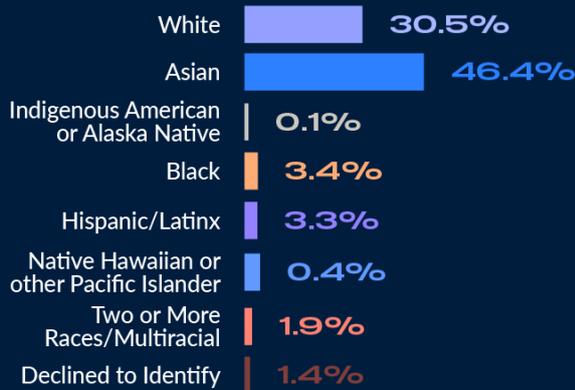
RACE & ETHNICITY AT ZOOM

US Based Employees

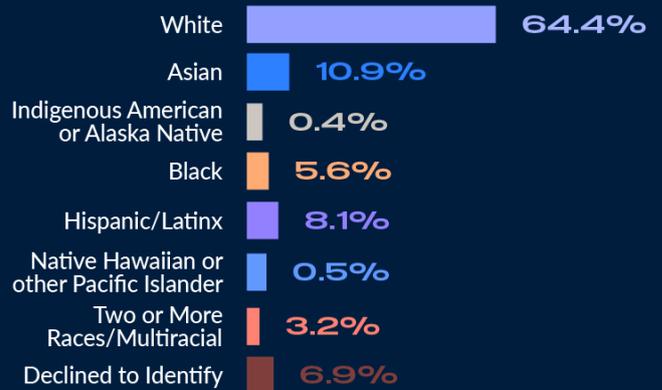
ALL ZOOM EMPLOYEES



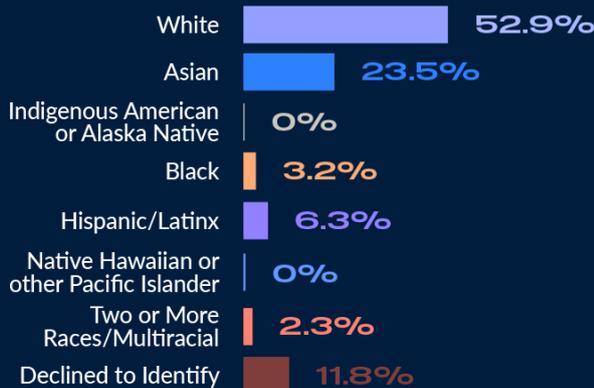
TECHNICAL



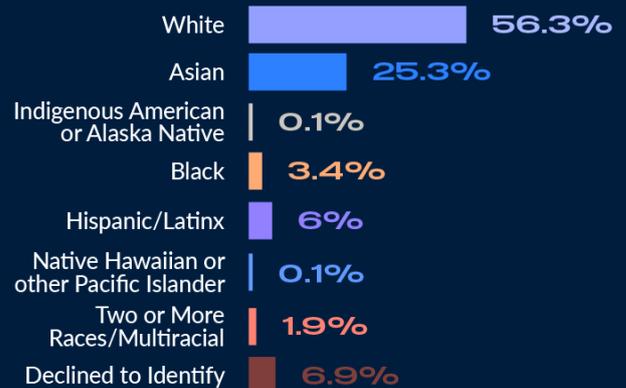
NON-TECHNICAL



LEADERSHIP



MANAGERS



In accordance with federal law, Zoom files an annual EEO-1 report with the EEOC. The summary for Zoom's 2021 EEO-1 can be found [here](#).

Reflections & Moving Forward

We are proud to have formally launched a DEI program at Zoom. A dedicated team and many employee volunteers, supported by leadership, made a commitment to lay this important foundation.

Success will be measured by our continued evolution, culture, and level of change, all of which happen over time, not overnight.

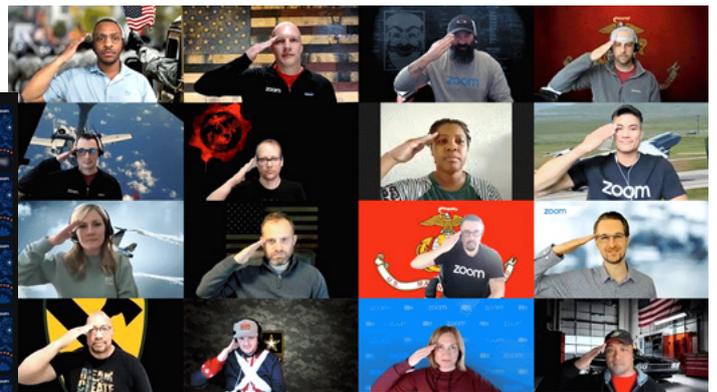
How do we make sure that the conversations around gender, race, and ethnicity don't dissipate with every news cycle? How might we get ahead of external events' potential impact

on our employees? And as more people join the company, how can we engage them regularly in the onboarding process?

Moving forward, we'll continue to demonstrate commitment to our employees by enhancing and adding to our existing initiatives.



* EQUALITY



* CARE

For example, newly structured interview processes and return-to-work training for managers foster inclusivity and maintain our focus on the larger purpose of creating a more equitable world.

We'll also keep a pulse on what's going on inside of Zoom and what's happening outside in the world and with our customers.

We'll continue to undergird every aspect of our work with Zoom's core value of Care to help people understand each other, create safe spaces for listening and sharing experiences, and tug on the systematic and structural levers that help achieve access and equity.

We believe that if we are living our passion and commitment to advocacy, healing, strategy, diplomacy, activism, listening, perspective brokering, and disrupting, we'll always be somewhere within the perpetual process of empathy and equality.

We will continue to invest in these areas as we partner to make Zoom a more diverse and inclusive organization, and as we seek to have a broader impact on our communities and the world. We don't pretend to think that we will always get it right. But, we will continue to work and listen until we do.

* EMPATHY

CARE
FOR
ALL

This report was made with care
in partnership with Kale & Flax,
illustrator Kendall Regan, & cover
artist Rafa Miguel of Fyeras.