March 5th, 2019

Honorable Frank Pallone
Chairman, Committee on Energy & Commerce
U.S. House of Representatives
2125 Rayburn House Office Building
Washington, DC 20515

Honorable Greg Walden
Ranking Member, Committee on Energy & Commerce
U.S. House of Representatives
2322 Rayburn House Office Building
Washington, DC 20515

Honorable Jan Schakowsky
Chair, Subcommittee on Consumer Protection & Commerce
U.S. House of Representatives
2125 Rayburn House Office Building
Washington, DC 20515

Honorable Cathy McMorris Rodgers
Ranking Member, Subcommittee on Consumer Protection & Commerce
U.S. House of Representatives
2322 Rayburn House Office Building
Washington, DC 20515

Dear Chairman Frank Pallone, Ranking Member Greg Walden, Chairwoman Jan Schakowsky and Ranking Member Cathy McMorris Rodgers,

Diversity and Inclusion—both of our workforce and in the way our products bring value to different communities globally—are critical if Facebook is to achieve its mission of connecting the world and giving everyone the power of voice. We appreciate your holding a hearing on this important subject, and we could not agree more that diversity in the technology industry—and across all sectors of the economy—benefits all Americans.

I'd like to share with you the efforts we've undertaken and built upon since 2014, when we published our first diversity report. This investment to increase the number of people from traditionally underrepresented groups employed at Facebook and to build a truly inclusive environment is all aimed at making our products better serve the people who choose to use them across the globe. These efforts span the employment process, beginning with education and training for underrepresented groups at the pre-secondary, secondary, and post-secondary levels. For immediate impact, we focus on shaping our recruitment, retention and, promotion practices to find, grow and keep as many currently underrepresented people as possible in a respectful and inclusive environment.

Investing in Education

In order to ensure that the next generation of tech innovators better reflects who we all are, it is critical that children from underrepresented communities be exposed to technology and computer science at the pre-secondary education level and engaged in those fields through high school and beyond.

To that end, in 2012, we launched the **Facebook Academy** initiative, a six-week summer internship program for local teens near our headquarters in Menlo Park, California. Through that program, we have enrolled 100 high school students from our local communities.

In 2015, we launched **TechPrep**, a resource hub created specifically for learners from underrepresented groups and their parents and guardians. It not only exposes students to computer science, but also introduces them to hundreds of different resources that fit their needs based on age and skill level. TechPrep is available in both English and Spanish and enables students and their supporters to find local classes, workshops and learning programs just by entering a zip code.

We have created **CodeFWD by Facebook,** a free online education program that helps educators inspire underrepresented and female 4th to 8th grade students to pursue computer programming. Teachers who participate in the program are eligible to receive a free coding robot and a classroom kit to further the learning process. We have participants from 43 states, including the Harlem Children's Zone, the Chicago Youth Center, Boys & Girls Clubs, and Latinitas, a charter school in Texas.

In 2016, we announced a $15 million commitment to **Code.org** over the next five years. This commitment will help Code.org drive the development of curricula, public school teacher-training, and student skills-building, particularly among traditionally underrepresented populations in engineering and computer science.

Beyond the specific programming described above, we are continually investing in opportunities to bring computer science and STEM programming to middle- and high-school aged students.

At the college and university level, we know that if we're going to hire people from a broader range of backgrounds, it's not enough to simply show up for recruiting events. We need to create practical training opportunities for these students to build on their academic experiences.

Facebook University, our longest-running program in this area, is an eight-week paid internship program that enables students from underrepresented communities to get to know Facebook's people, products and services by working across engineering, analytics, product design, operations and global marketing solutions roles. Facebook University has graduated hundreds of students since its inception more than 5 years ago.

We are also investing in partnerships with organizations that contribute to developing the long-term pool of talent such as Girls Who Code, Year Up, Ron Brown Scholars, T Howard Foundation, Posse Foundation, MLT, The Consortium, and Jopwell.

We recently signed a **partnership with CodePath.org,** a non-profit whose goal is to "eliminate educational inequity in technical education starting with college computer science (CS) education". This partnership will help CodePath reach 2,000 more computer science students at over 20 universities to increase students' preparation for the rigor of tech interviews at companies across the U.S. These include community colleges, HSIs, HBCUs, and other institutions that have traditionally attracted students of color.

We recently announced a new pilot program to bring Oculus Go units and virtual reality training to a number of HBCUs across the country, starting with Florida A&M and launching at up to five additional HBCUs by the end of the year. This will put technology and storytelling capability into the hands of students who will work alongside a team of professionals to create virtual campus tours for prospective students, the cost of making a pre-enrollment visit for some of whom is prohibitively expensive. This will not only help recruiting efforts but will also expose students at HBCUs to emerging technology.

Over the next year, we will partner with the **UNCF** to design courses for their **HBCU CS Summer Academy**. We will also continue to co-host the HBCU CS Faculty Institute in partnership with UNCF's Career Pathways Initiative as we have done since 2016. This program offers faculty important professional development opportunities.

In our Boston, New York, and Washington, D.C., offices, we have created **Above and Beyond Computer Science,** a volunteer-led program of Facebook engineers that helps prepare local college students for the technical interview process by reviewing computer science concepts and applied problem solving. Seventy percent of the students who have participated identify as from a population underrepresented in tech. Our focus is now on expanding the size of this initiative, including creating a remote, web-based pilot program.

As part of our **Engineer in Residence Program,** Facebook software engineers teach in-demand computer science coursework at historically Black and Hispanic serving institutions such as Morgan State University and Cal State Monterey Bay and, as of last fall, at the New Jersey Institute of Technology whose student population is highly diverse. In addition to designing and teaching undergraduate computer science coursework customized for each university's unique context, Facebook Engineers in Residence also fulfill the responsibilities of an adjunct faculty member: hosting office hours, grading, managing teaching assistants, facilitating mock interviews, and providing networking and mentoring opportunities for students.

For two years running, Facebook has been the title sponsor of the **ASBC HBCU College Festival**, the nation's largest, organized by the Alfred Street Baptist Church and the ASBC Foundation. During the 2018 festival alone, 2,117 instant offers for admission to HBCUs were made and $4.8 million in scholarships were awarded.

Facebook also actively recruits at HBCUs including Spelman, Morehouse, Howard, North Carolina A&T, and Morgan State as well as HSIs such as Cal State Monterey Bay, University of Puerto Rico, Florida International University, and the University of Central Florida.

Internal Programs to Recruit, Hire, and Retain a Diverse Workforce

Our investments in education are helping put students from underrepresented groups on a path to

careers in computer science and engineering, but those programs alone won't change the diversity of our workforce - and cannot do so immediately. That's why we also have internal programs, initiatives, and processes that are geared toward making sure our workforce is a reflection of the Facebook community. That means recruiting, retaining and promoting people from diverse backgrounds.

On the recruiting side, we've expanded our recruiting team and partnerships with organizations that provide near-term diverse pools of talent, such as HBCUs and HSIs. We're also looking closer to home; we recently hired an economic opportunities manager at our headquarters to help connect local residents to job opportunities at Facebook and with our vendors.

In 2015, we began testing a **diverse slate approach** to hiring, and we have since implemented and expanded it throughout the company. This approach ensures that recruiters present qualified candidates from underrepresented groups to hiring managers looking to fill open roles. As a result, we are all accountable for identifying more diverse candidates during the interview process. We've seen steady increases in hiring rates for underrepresented people since introducing it in 2015.

However, our efforts in recruiting a diverse workforce are only helpful if we are also creating an inclusive and welcoming environment that helps us retain and promote employees with diverse backgrounds. To do so is critical to make sure that all employees have the tools they need to make this a level playing field where everyone can thrive. At Facebook, we believe that understanding and managing unconscious bias—whether it is toward a particular racial group, religion, gender, or political viewpoint—is the most basic ingredient in building stronger, more diverse and inclusive organizations. When our biases are applied unconsciously to the important decisions we make as leaders, managers and individual contributors, they will negatively impact the workplace we strive to create, and prevent us from achieving our company mission. **Managing Bias** is an interactive workshop that gives Facebook employees an opportunity to explore this important issue and develop strategies to surface and counteract bias in the workplace. Facebook feels so strongly about this course that our leaders expect all Facebook employees to complete the training, particularly people managers, team leaders and intern managers.

The second program I want to mention is our **Facebook Resource Groups (FBRGs)**. These groups—which include Latin@, Black@, Women@, Native@ and Pride@, to name a few—provide all Facebook workers, whether on contract or employed full time, with a platform to celebrate culture, connect and engage with colleagues, and support professional development; the groups also often take the lead on Facebook's community engagement efforts with the constituencies they represent. In addition to the FBRG program, there are myriad groups that allow people at Facebook to surface ideas, share their experiences, and find encouragement and support.

Facebook In the World

As a large company that serves a large portion of the world with our products and services, we feel a strong responsibility to focus our energies and invest in ways that help address issues of diversity and inclusion. We do this through business decisions we make about vendors and suppliers, through partnerships we engage in, and through choices we make about how our

services work and impact the people who use them.

On the business side, Facebook launched a **supplier diversity program** in 2016 to help more U.S. firms owned by minorities, women, veterans, LGBTQ people and differently-abled entrepreneurs do business with Facebook and with the people and communities that Facebook connects. In 2017, Facebook spent $233.6 million with certified diverse suppliers, large and small, and across industries. Of that total, more than $145 million, or 62 percent, was spent with minority-owned businesses.

As part of our mission to accelerate the economic impact and success of underrepresented businesses and creators, a group of Black and Latinx employees launched **Level Up,** a program designed specifically for minority-owned businesses, providing training and mentorship from Facebook employees. In its first year, we've hosted training workshops across the U.S. in cities such as Menlo Park, New York, Austin, Miami, and Chicago, training over 350 Black and Latinx-owned businesses.

Facebook is committed to **training 1 million people and small business owners in digital skills** across the US by 2020, building on the partnership we pioneered with Detroit's Grand Circus tech training institute in 2017 and expanding to partnerships with many organization across the U.S., including the Peralta Community Colleges District in Oakland, Miami Dade College, Austin Community College, and Baltimore City Community College. To meet this ambitious goal, we're creating more in-person training programs, offering online classes, and partnering with local and national organizations—including the National Urban League—that will help teach digital skills in their communities.

In addition to a need for digital skills, we know small businesses—especially female-owned and minority-owned small businesses—struggle with gaining **access to capital** to kick-start the early stages of their development. That's why in 2018, as part of the Ignite Buffalo program, we partnered with startup accelerator 43North, to give 27 promising New York area small businesses access to a combined capital infusion of $1 million and 12 months of mentorship. This program will help give local businesses support in reaching the next stage of their development.

We also recognize our broader responsibility to understand the impact the products we develop and the policies we implement have on the multitude of communities we serve.

For example, the opportunity for people and communities around the world to benefit from artificial intelligence is tremendous. But as AI technology increasingly impacts people and society, the academics, industry stakeholders and developers driving these advances need to do so responsibly and ensure AI treats people fairly, protects their safety, respects their privacy, and works for them. In fact, Facebook recently declared its support for Rep. Brenda Lawrence's resolution calling for the ethical development of artificial intelligence, which was also cosponsored by subcommittee members Representatives Darren Soto and Robin Kelly.

Whether it is the impact of AI, the enforcement of our content policies, or the way content is surfaced through News Feed, we want to be sure that our services are free from unconscious bias and are not having a disparate impact on underrepresented groups. In 2017, we asked Laura Murphy, a highly respected civil rights and civil liberties leader, to guide an audit of our platform

and policies. In just the first six months, Laura, working with a number of leading U.S. civil rights organizations, helped us identify the need to expand our policy prohibiting voter suppression, including banning misrepresentations about how to vote and false statements about whether a vote will be counted. As a direct response to feedback from civil rights advocates, we are focusing on voter suppression as a distinct civil rights challenge and will continue this work to be better prepared for future elections. A number of other important concerns have been identified through this process and through additional feedback from the Facebook community.

We know that we need to do more to create a workforce as diverse as the people we serve: to listen, look deeper, and take action. I am personally deeply invested in ensuring that happens.

Sincerely,

/s/ Maxine Williams

Maxine Williams
Chief Diversity Officer
Facebook, Inc.