

NOW & NEXT

PRESENTED BY RIPPLEMATCH

How Zillow's Early Career Team Builds Sustainable DE&I Strategies in an Ever-Changing Landscape

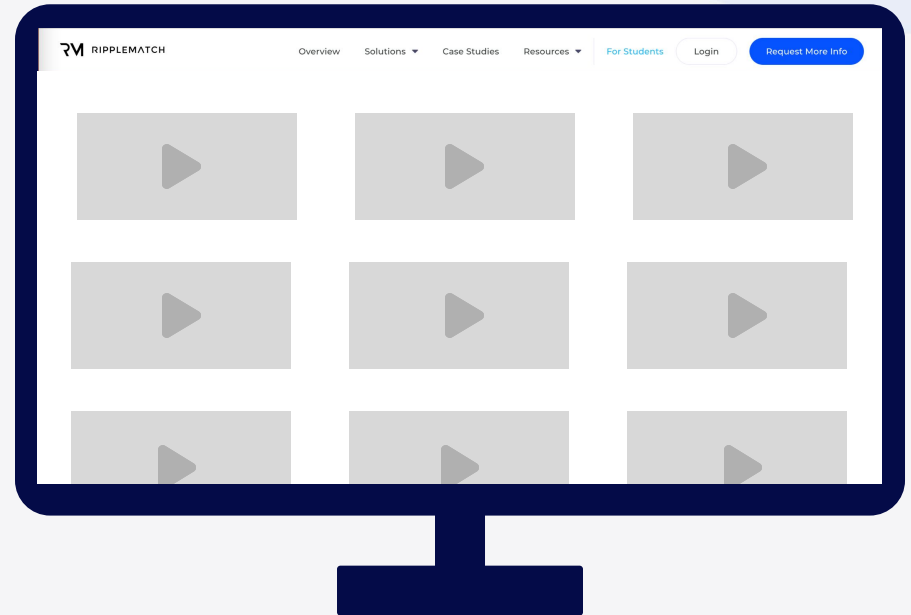


NOW & NEXT

Our weeklong customer event is exploring how you:

- Can take on today's most pressing challenges
- Can balance demands and complexities of an unpredictable future
- Attract Gen Z talent
- Prepare for tomorrow's hiring landscape

For all session recaps, recordings, and materials visit,
resources.ripplematch.com/now-next-recap



NOW&NEXT Pulse Survey

What percent of teams are returning to in-person recruitment this fall? What strategies and methods will be leveraged most for the season ahead?

After completing the survey, we will send you a \$5 gift card, you'll be entered in a raffle to win a RM audio speaker, and we will share the final results after the conference!



Speakers



Kate Beckman

Executive Manager,
Community & Insights



Makeda Hope-Crichlow

Manager, Programs - Early &
Emerging Talent Recruiting



Agenda

Zillow's DE&I Pillars

15 min

Evolving with change

15 min

Maintaining buy-in

10 min

Q&A

15 min

Why discuss sustainable DE&I strategies?



Uncertain Economy

There's a lot of economic uncertainty and some sectors are being hit hard right now.



Changing Bus. Needs

As the economy shifts, businesses are going to think harder about every hire they make.



Future Workforce

Gen Z is most diverse generation and will comprise of 30% of the workforce by 2025.

QUESTION

Share a bit of your background, your current role, and provide an overview of Zillow's early career program.

Early career program overview

- 120 interns including undergrad, MBA, PHD - hire 85%-95% into full time roles
- Primarily hire tech roles like software engineers, data analysts
- Support non-traditional paths into Zillow (Ada Developers Academy)
- Allows us to build a more diverse workforce from the bottom up



QUESTION

Last year you presented and we discussed your DE&I strategy pillars. Take us through the main pillars of your DE&I strategy?

Zillow DE&I Pillars

1 Look at the data

2 Craft inclusive programming

3 Partnerships

4 Build relationships on campus

5 Technology

1 Look at the data

NOW

Current State

We look at representation at a high-level and then break it down by role.

NEXT

Future State

Set goals for what we would like representation to be as an org and by role.

?

Opportunities

We measure the data YOY so we can continuously see opportunities to improve.

2

Craft inclusive programming



Pre-Internship

Workshop to help close the soft skills gap to help interns navigate a hybrid environment.



Mentorship

Structured program connecting interns to full-time employees.



Making Connections

Connect interns to Affinity Networks and specific people they can directly reach out to.

3 Invest in Partnerships

Code 2040

Activating, connecting, and mobilizing the largest racial equity community in tech to dismantle the structural barriers that prevent the full participation and leadership of Black and Latinx technologists.

SMASH Rising

Places teams of SMASH alumni at workplaces (including Zillow!) to provide internship preparation and workplace exposure early in their college careers.

Ada Developers Academy

Prepare women and gender expansive adults to be software developers while advocating for inclusive and equitable work environments.

YearUp

To close the Opportunity Divide by ensuring that young adults gain the skills, experiences, and support that will empower them to reach their potential through careers and higher education.

4 Build relationships on key campuses



Strategic HBCUs & HSIs

We understand that breaking into certain schools requires more than just getting to know career services, underscoring the need for multi-faceted relationships



Clubs/Student Orgs

Getting to know on-campus organizations is a great way to form authentic connections. Sponsoring events can go a long way.



Professors & Academics

Clubs aren't the only way to get to students. Forming relationships with professors or other advisors in strategic academic areas can help integrate you on campus

5 Technology - RippleMatch



Diversity Hiring

94% of RippleMatch sourced hires identified with one or more underrepresented groups.



Brand Reach

Without lifting a finger, 16,000 students from over 850 campuses have been educated about our company and open roles.



Time Savings

RippleMatch provides us pipelines of diverse candidates that are both qualified and interested in our open roles.

QUESTION

How have all the market shifts since 2020 changed your thinking around your DE&I strategy?

Shifts in thinking amidst change



Back to Basics

How do we craft a standout intern experience that supports our long-term goals of representation and retention?



Lean into Data

As things change, what can new data tell us about behaviors and the market. Seek out data that can inform in real time.



Know What We Want

Don't try to be all things to all people and know what we are looking for: Collaboration, equity perspective, growth mindset.

QUESTION

How have the shifts impacted the programs that support your DE&I initiatives?

Ways the program has evolved



Find New Homes

As some business units wound down we had to move quickly and find new homes for candidates.



Supporting Shift to FT

Providing additional support and anchoring as candidates make the transition from intern to FT.



Teach “Office” Skills

Launched Early Talent Learning Series to teach interns the unspoken rules of the workplace and improve retention.

QUESTION

How are you keeping leadership bought in and focused on the long term DE&I strategy?

Maintaining leadership buy-in



Baseline

Leadership has baked in a headcount percentage for the intern program regardless of fluctuating business needs.



Small Scale

Leaders at all levels are in the weeds and involved in determining where interns go. They are invested in their success.



Large Scale

Build trust with leadership, operate at a high level, show the data, and always looking for ways to help.

QUESTION

**What advice would you give others
in your position listening today?**

Advice to others



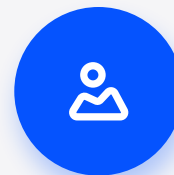
Standardize Metrics

Set success metrics for programs and partnership and evaluate YOY. Strong guide rails determines what's working and isn't.



Benchmark Self

Pull data each year to benchmark against self and understand what's going up or down. Use this to narrow down your focus.



Future Vision

Use data to show how you can build representation across the organization over the long term "If we continue with this we can..."

Q&A

