



2U, Inc.

Locations: Maryland (HQ)
Industries: Educational Resources

RISK LEVEL:



Medium Risk

DESCRIPTION:

2U, Inc. often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. 2U occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. This approach fails to safeguard free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Medium Risk

2U integrates ESG into all of its business practices, its “commitment to social responsibility is central to everything we do” (1). However, 2U has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs.

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. Lower Risk

2U does not appear to discriminate against charitable organizations based on views or beliefs. Its charitable giving focuses on education and equity (1).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk

2U does not provide viewpoint protections for its employees (1). The company supports DEI within its business practices and hosts allyship training for its employees (2).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. High Risk

2U opposed various state and local legislation intended to protect parental rights, girls’ sports, bathroom facilities, and gendered

spaces (1)(2)(3). The company signed an open letter in support of the Equality Act, a controversial bill (4). 2U scored a 55 out of 100 on the 2023-2024 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group (5)(6).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. Medium Risk

2U's HRC 2023-2024 CEI rating indicates the company provides a benefits package for employees which covers transgender medical procedures for covered employees and dependents, including children. This includes paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging (1)(2). Otherwise, there are no publicly known cases of 2U using corporate funds to advance ideological causes, organizations, or policies (3).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes. N/A

2U does not operate a PAC at this time and has not reported on its lobbying (1)(2)(3).

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