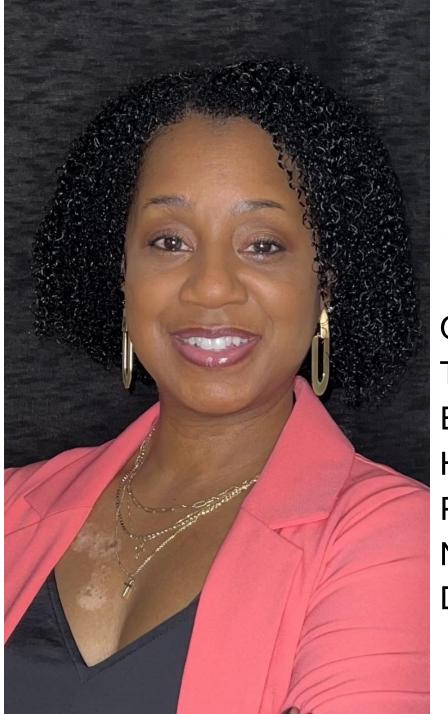
CPS HR CONSULTING

The Evolution of DEI: Sustaining Progress and Leveraging ERGs

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February 19, 2025



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Organizational Development and
Transformational Leadership
Employee Engagement
HR Management
Public Education/Higher Education
Nonprofit Sector
Diversity & Inclusion

Agenda

- 1. Welcome and Introductions
- 2. Key Topics Covered:

DEI Evolution

The Value and impact of ERGs

Amplifying the success of ERGs

3. Q&A

Learning Objectives

- 1. Understand the evolution of DEI
- 2. Understand the purpose of ERGs
- 3. Recognize the value of ERGs
- 4. Develop strategies for sustainable ERGs
- 5. Leverage ERGS for impact

Historical Context and Foundations

- George Floyd's Death sparked global protests
- The pandemic uncovered gaps in accessibility and highlighted various inequalities.
- Resulted in Social justice movements



Organizational Responses

- Corporate statements and DEI Pledges
- ➤ Rise of Employee Resource
 Groups (ERGs) to amplify diverse
 voices
- ➤ ERGs as critical platforms for engagement, belonging and cultural awareness.



The Purpose of ERGs













Groups formed by employees to foster community, and inclusion.

- Creating a sense community and belonging
- Enhancing employee engagement
- Driving innovation and organizational impact

Types of ERGs

Different focus areas include:

- ☐ Identity (race, gender, LGBTQ+)
- ☐ Shared Interests
- ☐ Professional Development





Employee Engagement: Enhance employee satisfaction and retention.

Benefits of ERGs:



Strategic Impact: ERGs contribute to organizational goals such as recruitment, retention and policy development and leadership pipeline creation



Innovation and Problem solving: Leveraging diverse perspectives to tackle organizational challenges.



1. Leadership Support & Sponsorship

- ✓ Assign executive sponsors to each ERG to provide guidance, advocacy, and visibility.
- ✓ Integrate ERG leaders into **business strategy discussions** to align their efforts with organizational goals.
- ✓ Recognize ERG leadership as valuable leadership development, ensuring participation is seen as career-enhancing.

2. Aligning ERGs with Business and DEI Goals

- ✓ Establish **clear ERG goals** that tie to recruitment, retention, engagement, and policy development.
- ✓ Use ERGs to inform business decisions (e.g., product development, marketing strategies, and employee engagement).
- ✓ Provide ERGs with access to key business metrics so they can track their impact and advocate for change.

3. Providing ERGs with Resources & Funding

- ✓ Allocate an annual ERG budget to fund programming, workshops, networking events, and community outreach.
- ✓ Offer **dedicated work hours** for ERG participation (e.g., allowing employees to dedicate 2-4 hours per month to ERG activities).
- ✓ Provide training and development resources, such as leadership coaching for ERG leaders.

4. Measuring Success & Demonstrating Impact

- ✓ Conduct annual ERG surveys to assess member engagement, satisfaction, and impact.
- ✓ Share **impact reports** with executives to highlight ERG contributions and secure continued funding.
- Use key performance indicators (KPIs) such as: ERG member engagement rates, ERG participation in leadership roles

- Strengthening ERG Leadership & Governance
- Increasing Visibility & Recognition
- Expanding ERG Influence Beyond the Workplace

Final Thoughts on ERGs



By implementing these tools and strategies, organizations can transform ERGs from informal groups into powerful business assets that drive inclusion, innovation, and employee engagement.

Questions and Feedback



Thank you!

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Affinity Group vs. Employee Resource Group

