



The Evolution of DEI: Sustaining Progress and Leveraging ERGs

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Organizational Culture

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



Benefits of ERGs:



Employee Engagement: Enhance employee satisfaction and retention.



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.

Amplifying ERG Success

1. Leadership Support & Sponsorship

Actionable Steps:

- ✓ 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.

Amplifying ERG Success

2. Aligning ERGs with Business and DEI Goals

Actionable Steps:

- ✓ 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.

Amplifying ERG Success

3. Providing ERGs with Resources & Funding

Actionable Steps:

- ✓ 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.

Amplifying ERG Success

4. Measuring Success & Demonstrating Impact

Actionable Steps:

- ✓ 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

Amplifying ERG Success

- ✓ **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

