



# TOP 25 SINGLE ERG

## ENTRY DETAILS

### Introduction

Please provide information about yourself.

Organization name:

Your name:

Title:

Address:

City/Town:

State:

Zip Code:

Phone number:

Email:

Name of your group as you would like to see it displayed on your award .

Who is the point of contact for the award?

What is the shipping address for the award?

Did this group apply in 2021?

Yes

No



## APPLICATION FAQs

Please read the Application FAQs prior to starting the Application.

### Award Purpose

The Diversity Impact Award™ is the premier, annual, national award that recognizes, honors and celebrates the outstanding contributions and achievements of organizations that have Employee Resource Groups, Diversity Councils and that focus on improving diversity work overall. These groups lead the diversity and inclusion process within their organizations and demonstrate results in their workforce, workplace and marketplace.

Recipients of the award set the standards of excellence for organizations working to improve their diversity and inclusion work. The awards have been expanded to honor three different areas of work: (1) The TOP 25 is for recognition of individual ERG accomplishments, (2) The TOP 10 enterprise-wide or strategic ERG awards recognizes the overall accomplishments of an organization's ERG program overall (all ERGs, not just one), and (3) the TOP 10 diversity award honors diversity initiatives that are not part of an ERG initiative.

The 2022 awards finalists will be announced in July with rankings revealed during the Diversity Impact Award Ceremony at the Global ERG Summit September 21-23rd in Orlando, FL.

### What's new with the 2022 Application?

The writeup of your Excellent Story in the application will receive a higher emphasis on the final scoring for awards. In addition, we will leverage that data for research and sharing of best practices.

#### 2022 Application Basics

1. The application process opens February 23, 2022, and closes June 1, 2022, at 8 p.m. EDT. The survey completion deadline is June 15, 2022, at 11:59 p.m. EDT.
2. There is no charge or obligation to apply. Membership with the Global ERG Network is not required.

# TERMS AND CONDITIONS

Applying for this award is deemed as acceptance of these terms and conditions. Terms and conditions may be amended at the discretion of the competition organizer. Any and all amendments of terms and conditions will be posted on the Application. Entrants should review terms and conditions periodically for amendments.

## Confidentiality

All entrants should be aware that finalists' presentations will be presented in a public forum. Confidentiality of the application is not guaranteed in any way. The survey is completely anonymous. Applicants should exclude sensitive or confidential information from their applications and videos.

The oral presentation and awards ceremony is open to the award participants. Any and all of the award sessions may be broadcast to interested persons through promotion and media which may include print, radio, television, social media and the internet. Any data or information discussed or divulged in the award sessions by entrants should be considered information that will likely enter the public realm, and entrants should not assume any right of confidentiality in any data or information discussed, divulged or presented in this session.

Organizers assume no responsibility to ensure the confidentiality of any information disclosed during the award process and are not responsible for any confidentiality issues that may occur during the course of the award process and will not be involved in any way with disputes arising therefrom.

## Privacy

By applying, each applicant agrees to the organizer disclosing the applicant's name, title, phone and email information to its sponsors, contractors and agents to assist in conducting the award process and communicating with entrants.

## Publicity and Promotional Activities

Each applicant acknowledges and agrees that the information submitted connected with the award process, including organization name and logo, can be used to promote the award process and the applicant.

The award winner(s) will, at the organizer's request, participate in all promotional activity (such as publicity and photography) surrounding the award. Winners consent to the organizer using their name and image in promotional materials.

## Indemnity

Each entrant agrees to indemnify and hold harmless the organizer from and against any liabilities, losses, claims, demands, costs (including legal costs) and expenses arising in connection with any breach or alleged breach by the applicant of any representation, terms or conditions of registration or participation in the award process.

## Disclaimer of Liability

Organizer accepts no responsibility for late, lost, incomplete, incorrectly submitted, delayed, illegible, corrupted or misdirected entries or correspondence whether due to error, omission, alteration, tampering, deletion, theft, destruction, transmission interruption, communications failure or otherwise.

## Other Conditions

Entrants may incur costs while participating in this Competition and are responsible for those costs, including but not limited to travel and accommodation expenses.

Entrants warrant and represent to the organizer that they own all rights (including intellectual property) in the material they submit throughout the award process.

Organizer has the sole discretion to disqualify and/or remove any individual or applicant for any reason that it deems appropriate before and/or during the award event. All decisions regarding an individual's or team's removal and/or disqualification from the award process are final. Judges decisions are final.

## AWARD ELIGIBILITY CRITERIA

To be eligible to apply for the 2022 Diversity Impact Awards™, your organization must agree to and comply with the following:

1. Your Group is applying based on having one of three different types of organizations: (1) a single ERG, (2) multiple ERGs, (3) a diversity function that can be managed by diversity councils or one run by HR or some other part of the organization. Your diversity function has been in operation for at least two (2) years.
2. You agree to provide proof to support any or all Application responses.
3. You agree that either the Executive Sponsor, the Chief Diversity Officer, the Chief Executive Officer (or equivalent) will review the responses of your Application, approve and certify that your application truthfully and accurately reflects the work of your Group.
4. The work being illustrated as an excellence story represents a new program (conducted in 2021), or it can be the culmination of multiple years of work with an outcome or impact being significant in 2021.
5. In examples provided, you must delineate your Group's specific role in achieving the results reported.
6. You agree to distribute the survey appropriate for the type of award. Top 25 applications distribute surveys to ERG members; Top 10 enterprise-level awards distribute surveys to ERG leaders (across various ERGs); and Top 10 diversity program awards distribute surveys to the organization's managers. An anonymous survey link with additional instructions is provided to all organizations. If an organization prefers to run the survey within their own platform, we will provide the questions for inclusion in the survey. The organization would in turn provide a data file (with any identifiers eliminated) to the awards committee.
7. If selected for a top 25 or top 10 award, you agree to have at least one representative present to receive your award at the 2022 Global ERG Summit.

I confirm we agree to the terms and conditions and that we meet the minimum requirements, and we are eligible to enter the 2022 Diversity Impact Awards application.

Please enter the number of members in the ERG applying for this application. (This number will be used to calculate the sample size for the required number of survey respondents, and you will receive an email from eePulse with sample survey notification text and the number of respondents required.)



## YOUR EXCELLENCE STORY

First, name your story; we need a short title for the action or initiative for which you are seeking recognition:

Please describe the action or initiative for which you are seeking recognition.

When thinking about the action or initiative to describe, consider one that has been described by others as a “game changer” or that has been talked about as a big success. This activity or action should be something that had a measurable impact on an identifiable target (e.g., your ERG, organization overall, individual employees, community, etc.).

When structuring your story, we suggest you use a format where you:

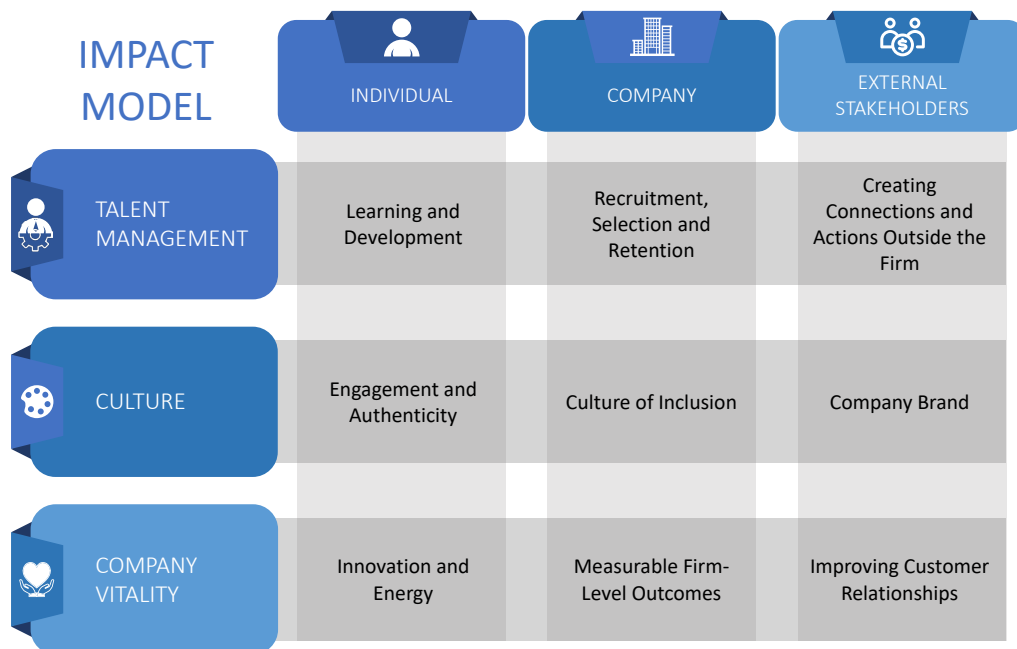
- State the situation
- Identify the action(s) taken
- Describe the results from the action(s)

# Impact Model

## What is the impact model?

The impact model is a lens for studying how a diversity intervention works in an organization. It is based on years of research interviewing executives about the key outcomes they are seeking from diversity programs, learning from prior competitions and work from a long-term research study conducted by Dr. Theresa M. Welbourne. Her research has been done with employees in hundreds of organizations around the world.

The model focuses on the domain areas where executives are seeking improvement (talent management, culture and vitality, which focuses on forward movement, momentum, improvement and growth). These outcomes are then considered from three perspectives, having a positive impact on individuals (employees, sponsors, ERG members, etc.), the organization overall (or organizational unit) and external stakeholders (customers, vendors, community).



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## Nine Impact Areas:



### LEARNING AND DEVELOPMENT

Actions that have impact on employee personal/professional development, learning for managers and executive sponsors, new knowledge for ERG members, ERG leader development, learning about the business and strategy, learning related to diversity and inclusion overall.



### ENGAGEMENT AND AUTHENTICITY

Initiatives that make this a great place to work for individuals, each employee's ability to be 'myself' at work, my ability to express myself and be open about my ideas at work, opportunities for individuals to engage in new activities at work.



## INNOVATION AND ENERGY

Programs that energize and motivate employees, training on and opportunities to innovate and to be part of teams that are innovating, empowering me to do things that make me feel more positive and energized.



## RECRUITMENT, SELECTION AND RETENTION

Programs/process/strategy for the organization's overall recruitment and selection of new employees, the internal employee promotion process, retention of high-performing employees and attracting/retaining a diverse population of employees.



## CULTURE OF INCLUSION

Actions and processes that exhibit an environment that is inclusive, maintaining an environment where employees of all backgrounds feel they belong, and exhibiting an atmosphere for employees to be active allies of under-represented groups. Leadership at all levels support a culture of inclusion.



## MEASURABLE ORGANIZATION OUTCOMES

Actions and initiatives that support a high-performance organization, improving bottom-line outcomes such as sales, profit and growth, effectively using ERG budgets to deliver positive results for the organization, measuring and publishing the financial return on the activities our ERG conducted during the year.



## CREATING OUTSIDE CONNECTIONS & ACTIONS

Programs and actions for working with the community outside the organization, driving initiatives and participation in activities that drive positive community outcomes, identifying and involving employees in important community initiatives.



## ORGANIZATION BRAND

Setting positive examples for how outsiders view the culture of the organization, supporting a positive impression people have of our organization overall, promoting our organization's brand in the market.



## IMPROVING CUSTOMER RELATIONSHIPS

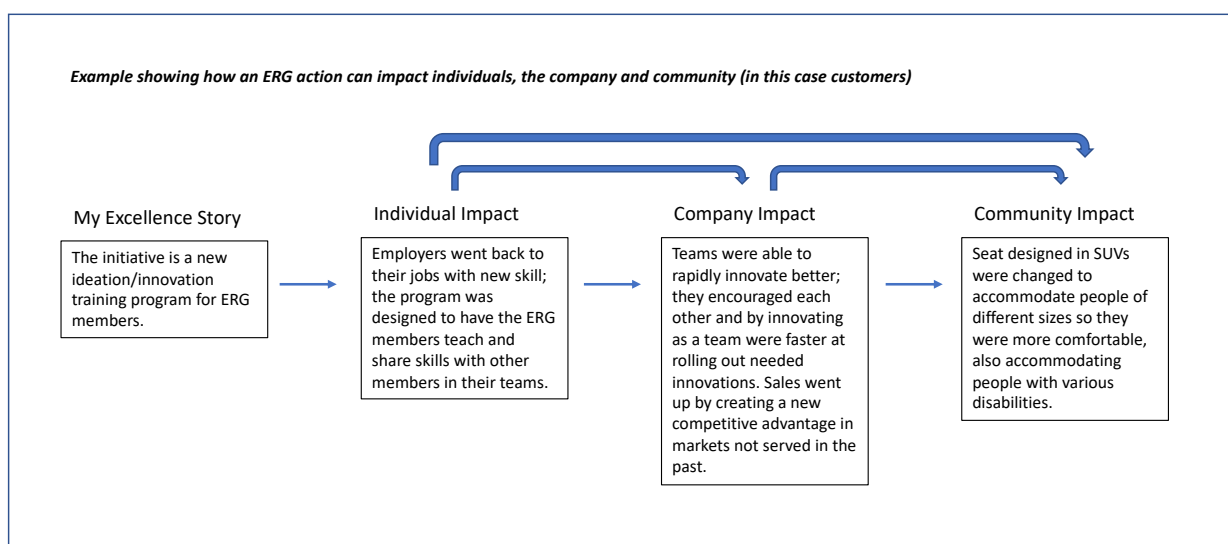
Initiating improvement and suggestions to maintain and enhance the way the customer thinks about our organization, initiate and drive positive customer relationships, and support stronger positive connections to the customer.



# Impact Map

## Now have fun completing your impact map!

Impact Mapping: The impact map shows how the initiative impacted the nine impact areas at three different levels. The first is the individual level; the second is the organization level (this can be business unit or organization); and the third is external stakeholder (e.g., customers, vendors, community). Note that having impacts at all three levels is not required; please write your responses for whatever is applicable to your excellence story.



Describe the impact on the individual:

Based on your description above, rate the impact on these individual impact areas:

Learning and Development

Engagement and Authenticity

Innovation and Energy

Now describe the impact on the organization:

Based on your description above, rate the impact on these organization level impact areas:

Recruitment, Selection and Retention

Culture of Inclusion

Measurable Firm-Level Outcomes

Finally, describe the impact on external stakeholders:

Based on your description above, rate the impact on these external impact areas:

Creating connection and actions outside the firm

Company Brand

Improving customer relationships

## FINANCIAL IMPACT



Overall Financial Impact (optional but may receive additional points if completed).

### Additional details on financial impact.

If you can add more detail on how your initiative financially impacted the organization, use this space to talk about your results. You can either specifically show the math or tell a story about the linkages.

Please provide your return on investment (ROI) story. In other words, explain how your initiative used resources (expenses in most cases) to create new value (may be revenue or other sources of value) for your organization.

1. If you have calculated dollar values, please list the total financial benefit from the action or initiative in dollars.
2. If you have dollar values on the costs of your initiatives, please list those dollar values in this section.
3. Next, calculate the overall net gain (loss) from the action or initiative in dollars. Financial benefit (#1) minus financial cost (#2)
4. Use the numbers you have calculated to add the ROI percent gain or loss from the action or initiative. Net gain/loss (#3) divided by Financial cost (#2)

Please share any additional lessons learned from your initiatives and actions:



## COMMITMENT & MEASUREMENT

Leadership Commitment (optional but may receive up to an additional 25 points if completed).

How did Senior Leadership demonstrate its ongoing commitment to your initiative?

How did Middle Managers demonstrate its ongoing commitment to your initiative?

### Accountability

How was your Group held accountable for reaching identified goals?

During the past year, your Group(s) tracked and measured its impact or results on the organization using:

Please provide more information on how your Group(s) tracks and measures its impact or results on the organization.



## YOUR ORGANIZATION

Now some details about your organization.

Organization information – note that you will also fill out information for your business unit if you are from a business unit within a larger organization.

Organization name:

Name of the CEO of the organization:

Organization's address:

City/Town:

State:

Zip Code:

Organization's Primary Industry:

Organization type:      Public or      Private

Ticker symbol:

Revenue for your organization's last fiscal year:

Number of employees for your organization's last fiscal year:

Contact Information for the Chief Diversity Officer or person in equivalent role in your organization.

Name:

Title:

Email address:

Phone (include area code):



## BUSINESS UNIT INFORMATION

(Complete only if you are applying for a group within a specific business unit that is part of a larger organization.)

Name of business unit:

CEO or Senior Executive in charge of this unit:

Total revenue for your organization's last fiscal year:

Number of employees for your organization as of last fiscal year :

Business unit's primary industry:

Contact Information for the Chief Diversity Officer or person in equivalent role in your business unit.

Name Title:

Email address:

Phone (include area code):



## DIVERSITY FUNCTION

This section asks questions about the primary diversity and inclusion group in your business. It may be a diversity council, human resource department, diversity and inclusion (or other name) function or voluntary group that goes by another name.

To whom does your diversity function report?

How many employees or members in your diversity function?

How many chapters within the diversity function (if applicable)?

How long has your diversity function existed?





## ENTERPRISE LEVEL ERGS

If your organization has ERGs (whether applying for this award or not), please complete this section to help our research.

What is the term you use to describe your ERGs (e.g., affinity groups, business resource groups, etc.)?

How long has your overall ERG program existed?

To whom does the ERG program report?

If your ERG program utilizes Executive Sponsors, please tell us how they are chosen.

Do you have an Ally program?      Yes      No

Please provide details about your Ally program:

Please tell us about the structure of your ERG program overall:

Please tell us about the reporting structure of your ERGs:

How is a new ERG started?

How are leaders chosen?

How long do your leaders serve?

Please list the names and information about the ERGs.

ERG name and description:	Number of employees:	Number of chapters:	Years in existence:
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## TOP 25 (SINGLE ERG AWARD)

Your organization's name for the ERG:

Type of ERG:

Current president (leader) of this ERG:

Name:

Title:

What is the ERG's mission?

Number of chapters within the ERG (if any):

If global, which countries are represented?

Do you have an Executive Sponsor?      Yes      No

Name of the Executive Sponsor:

Job title of current Executive Sponsor:

Do you have an Ally program?            Yes            No

Please provide some brief details about your Ally program:

How is a new ERG started?

How are ERG leaders chosen?

How long do your leaders serve?

List any other details relevant for understanding how your ERG works:

How many employees in the ERG overall (all chapters)?

How long has your ERG existed?

Main source of funding:

Your ERG's annual budget:

Your ERG primarily reports to:



## EXECUTIVE SPONSOR OF THE YEAR

**OPTIONAL: The following section is optional and should only be completed if you wish to nominate an Executive Sponsor from your organization for the Executive Sponsor of the Year Recognition.**

Executive Sponsors play critical roles in the success of their ERGs. In order to recognize and honor the hard work, support and dedication that so many Executive Sponsors exhibit, the Global ERG Network (previously The Association of ERGs & Councils) also sponsors the Executive Sponsor of the Year award. Truly great Executive Sponsors are not honorary or figurehead positions; Executive Sponsors should play an active role with their ERGs. They serve as strategists, mentors, advocates, problem solvers and door openers. The Executive Sponsor of the Year will be selected based on how well the nominated sponsor has shown leadership, support and innovation in these areas.

A candidate for the Executive Sponsor of the Year must have served at least one year in the role and be shown to have contributed to the success of one or more ERGs during the past year by providing support, outstanding guidance and exposure.

Criteria:

1. Leverages their position within the organization to influence senior leadership and build engagement for the work of the Employee Resource Groups.
2. Shows a commitment to diversity and inclusion beyond involvement in an ERG.
3. Seeks opportunities to expand knowledge base to better support the ERG and the organization.
4. Committed to playing an active role in developing/supporting the ERG.
5. Committed to a two-way developmental process: the professional development of ERG leads/ members and their own development in the sponsor/advocate role.
6. Active, visible and consistent participation and advocacy from an Executive Sponsor is essential for ERG success. Active and visible executive sponsorship includes being available for discussions, meetings and one-on-ones with group leadership as well as mobilizing other key organization leaders and stakeholders to support ERG activities.
7. Sponsors cannot disappear once they have attended the kick-off meeting for a project. Their sustained presence and advocacy are necessary to build and maintain momentum for high impact, change, increased visibility and recognition.

Name of the Executive Sponsor:

Title of the Executive Sponsor:

Please describe how your Executive Sponsor has participated actively, visibly and consistently in your ERG's activities and the resulting impact made on the ERG and the organization.

What specific actions has the nominated Executive Sponsor taken to further the progress, recognition, growth, relevance and acceptance of the ERG and helped leaders and members succeed in meeting the ERG's goals and objectives?

Please describe how the nominated Executive Sponsor has built and maintained coalitions of support for your ERG. How has the Executive Sponsor mobilized other key leaders and stakeholders to advocate for your ERG?

Executive Sponsor's Biography: Please submit a short biography of your Executive Sponsor. The biography should include a summary of the nominee's accomplishments within their ERG.

# ACCEPTANCE

## Permission Affidavit Acceptance

By selecting the “I ACCEPT” button and clicking on the “NEXT” button below, you acknowledge the following:

1. The names of my diversity function and organization, as given in this application, is the correct name to appear on the award, in the media and to the press.
2. The names of my diversity function and organization may be used by Talent Dimensions, PRISM International, Inc., the Global ERG Network or by any media or press covering the Diversity Impact Awards in the event that we are named an award winner.
3. That photos and/or video taken of my diversity function and organization at the Diversity Impact Award event may be used by Talent Dimensions, PRISM International, Inc., the Global ERG Network or by any media or press covering the Awards in the event that we are named an award winner.
4. That some or portions of my application responses may be used as best case examples to honor my organization from the podium at the Diversity Impact Awards Ceremony and/or in print in the 2022 Best Practices Book or any other best practice examples.
5. If selected as an award winner, we agree to have at least one representative present to receive our award at the Diversity Impact Award Ceremony during the 2022 Global ERG Summit at the Gaylord Palms Resort September 21-23, 2022, in Orlando, Florida

Who is the authorized Contact?

Authorized Contact Person's Contact Information:

This constitutes your signature, acceptance and agreement as if actually signed by you in writing. If you fail to select the “I ACCEPT” button, your application will be voided, and you will need to exit the application process now. By selecting the “I ACCEPT” button you agree with the above provisions as described.

I ACCEPT

## Application Submission Acceptance

By selecting the “I ACCEPT” button below, you acknowledge the following:

1. I have reviewed the “Award Eligibility Criteria and Entry Submission Procedures” and attest that this Group meets all eligibility criteria.
2. All responses provided within this application truthfully and accurately reflect the work of this Group during 2021.
3. I agree to provide proof to support any or all application responses if requested.
4. That either the Group Executive Sponsor, the Chief Diversity Officer or the Chief Executive Officer (or equivalent) has reviewed the responses of this application, approved and certified that this application truthfully and accurately reflects the work of this Group during 2021.

This constitutes your signature, acceptance and agreement as if actually signed by you in writing. If you fail to select the “I ACCEPT” button, your application will be voided, and you will need to exit the application process now. By selecting the “I ACCEPT” button, you agree with the above provisions as described. Once you press the “I Accept” button, you will immediately receive “Your Application was Received” message page. If you do not receive immediate notification, email Application Questions, and request a notification.

I ACCEPT



## DIVERSITY INITIATIVES VS. NON-DIVERSITY

### Diversity vs non-diversity initiatives (Optional)

As ERGs evolve into business resource groups, the work ERGs do is changing. In this question we are asking about the percent of your ERGS work and activities in the last year (2021) that was specifically related to diversity objectives and what percent of your ERG activity was focused on what would be considered non-diversity activities. Non-diversity focused work may be related to COVID relief, innovation projects, interfacing with customers and/or community outreach.

What percentage of your ERG's initiatives were related to diversity?

What percentage of your ERG's initiatives were NOT related to diversity?

The above should add to 100. Please provide any examples of any initiatives NOT related to diversity.

## TOP 25 SUPPORT DOCUMENTS

Survey questions

[Click here](#) to view the survey

Log in to [diversityimpactawards.awardsplatform.com](https://diversityimpactawards.awardsplatform.com) to see complete entry dropdowns and attachments.