



Application Summary Report

ERGs & Diversity Councils





Table of Contents

Introduction	3-5
Download Your Submitted Application	3
Press Release: The 2015 Top 25 U.S. Employee Resource Groups and Diversity Councils Recognized and Awarded	4-5
Application Results & Review	6-11
Application Profile Section Summary	6-8
Application Focus and Sub Measures Section Summary	9-11
Your Application Results & Review	12-16
Your Application Response Comparative Results Dashboard	12
Your Post Application Checklist Review for Increased Performance and Impact	13-16
In Closing	17-18
2016 Application Opening & Conference Dates	18
“Thank You!” Sponsors	18

Introduction

Congratulations on the submission of your 2015 ERG & Council Honors Award Application!

You are in good company. This seventh Honors Award process had a record participation of 538 ERGs, BRGs and Diversity Councils representing multiple U.S. profit and not for profit sectors. The application process required you to carefully review your group through 4 focus areas and 10 sub measures and then summarize those findings into short, concise responses complete with supporting metrics. Just the exercise of data gathering and crafting short responses should make you a better group. It is our hope that the time and effort you invested into this experience has already generated thoughts, conversations and new ideas to increase your impact.

The *2015 Application Summary Report (ASR)* is based upon your responses and provides a snapshot of your group's impact upon the organization it serves at a specific time which is compared and contrasted to other participating groups. The goal of the ASR is to enable you to better understand what you are doing well and what you can do to continue to improve your group's impact on organizational diversity and inclusion. Although based upon our assessment technology, the ASR should not be considered as a substitute for a more exhaustive assessment like our *ERG 10 Point Assessment™* or the *Diversity Council 10 Point Checkup™* which examines 70 indicators in 10 critical focus areas.

The ASR is divided into two sections:

1. Applications Results & Review provides a summary of the Application Profile and Application Focus and Sub Measures Sections.
2. Your Application Results & Review presents Your Application Response Comparative Results Dashboard that displays your group's score for all 4 focus and 10 sub measure areas along with a comparison to the median of the Top 10 and Top 25 recipients as well as all applicants. Your Post Application Checklist offers an opportunity to dive deeper into your application for the purpose of increasing performance and impact.

By the way, if you haven't already requested a copy of your completed application then you can download a PDF version by clicking:

[http://www.ErgCouncil.com/downloads/2015 Honors/xxxxxxxxxxxxx.pdf](http://www.ErgCouncil.com/downloads/2015%20Honors/xxxxxxxxxxxxx.pdf)

We trust this report will be the catalyst for many invaluable discussions that will assist you in transitioning to increased levels of effectiveness and performance. We welcome the opportunity to discuss any questions or comments you may have regarding your *2015 Application Summary Report*.

Best,



Linda Stokes
President & CEO, PRISM International, Inc. & the
Association of ERG & Councils (a practice group of
PRISM) Host of the ERG & Council Conference and
the ERG & Council Honors Award.

Linda@PrismDiversity.com 888.997.7476



Fernando Serpa

Fernando Serpa
Executive Director, the Association of ERG &
Councils (a practice group of PRISM). Host of the
ERG & Council Conference and the ERG &
Council Honors Award.

Fernando@ERGCouncil.com 888.997.7476



Nation's Top 25 Employee Resource Groups and Diversity Councils Honored at Washington D.C. Conference

Alexandria, VA (PRWEB) October 15, 2015

The Nation's Top 25 Employee Resource Groups (ERGs) and Diversity Councils were honored at the 7th Annual ERG & Council Honors Award™ dinner and ceremony last night at the [2015 ERG & Council Conference](#) in Alexandria, Virginia. Northern Trust's Advancing Professionals Resource Council took top honors followed by the National Guard Bureau's Joint Diversity Executive Council and the American Airlines Diversity Advisory Council.



The ERG & Council Honors Award™ is part of the annual [ERG & Council Conference](#) presented by diversity and inclusion training and consulting firm [PRISM International, Inc.](#), and its practice group the [Association of ERGs & Councils](#). "ERGs and Diversity Councils are vital links for improving organizational results," said Linda Stokes, President and CEO of PRISM and last night's co-master of ceremonies. "They need opportunities to improve and grow by learning and sharing best practices, gaining important insights, knowledge and skills to increase their impact and effectiveness. They also need to be recognized and awarded for the contribution and results. This is the purpose behind the annual Conference and Honors Award," concluded Stokes.

In its seventh year, the prestigious ERG & Council Honors Award™ recognizes and awards the outstanding contributions and achievements of U.S. ERGs and Diversity Councils that lead organizational diversity processes and demonstrate results in their workforce, workplace and marketplace. "There was a record participation of 538 ERGs, BRGs and Councils this year. This is certainly the most competitive and exciting field to date," stated Debbie Smith Rayford, Executive Director of the Association and last night's co-master of ceremonies.

Award recipients included a diverse combination of corporations, governmental agencies and not for profits representing various sectors, geographies and organization sizes. The 2015 ERG & Council Honors Award™ recipients (by rank):

1. Advancing Professionals Resource Council (APRC) - Northern Trust
2. Joint Diversity Executive Council (JDEC) - National Guard Bureau (NGB)
3. Diversity Advisory Council - American Airlines
4. Proud to Serve - U.S. Bank
5. Diversity Advisory Councils - TriHealth
6. Employee Resource Groups' Council - General Motors
7. Flexible Work Employee Network (FWEN) - State Street Corporation
8. Diversity Council - Johns Hopkins Bayview Medical Center (JHBMC)
9. Proud LGBTQA EBRG Louisville Chapter - PNC Bank
10. United Resource Group for Equality (URGE) - TriHealth
11. Customer Care Center Diversity and Inclusion Council - PNC Bank
12. Association of Latinos at MassMutual and Allies (ALMMA) - Massachusetts Mutual Life Insurance Company (MassMutual)
13. Diversity and Inclusion Team - Citizens Energy Group
14. Diversity & Inclusion Council - Carolinas HealthCare System
15. Diversity Councils - Comcast NBCUniversal
16. Big "I" Diversity Task Force - Independent Insurance Agents and Brokers of America, Inc.
17. ClinicPride Employee Resource Group - Cleveland Clinic
18. Women of AT&T - AT&T
19. Corporate Diversity Council - NextEra Energy, Inc.
20. Joint Corporate Social Responsibility Council - MGM Resorts International
21. Women in Leadership Business Resource Council (WIL) -Northern Trust
22. Network of Empowered Women (NEW) - Progressive Insurance

23. SALUD - Cleveland Clinic
24. Business Resource Groups - Johnson Controls
25. USA Diversity & Inclusion Council - Siemens

"We are excited about the twenty six percent increase in this year's applications, attendance and sponsorship. It shows that more organizations are appreciating how critical diversity and inclusion initiatives are to their future development and survival," said Smith Rayford.

To qualify for the ERG & Council Honors Award™, ERGs and Diversity Councils must be in operation for at least two years and have demonstrated significant contributions and achievements in four categories: Demonstrated Results; Demonstrated Management Commitment; Measurement and Accountability; and, Communication and Education. Every applicant receives their results in their complimentary Application Summary Report that provides feedback and information that will enhance their performance and increase their value to the organization they serve. This is an open application process with no cost or obligation. Membership with the Association of ERGs & Councils is not required.

The 2016 ERG & Council Honors Award application process opens in February, 2016. "Due to the tremendous interest and participation in the annual ERG & Council Conference, the 2016 conference will be held October 20th and 21st at the Mandalay Bay Resort in Las Vegas," said Stokes.

For more information about the ERG & Council Honors Award or the ERG & Council Conference, visit ERGCouncilConference.com.

About the ERG & Council Honors Award™

The ERG & Council Honors Award™ is the only annual national award that recognizes, honors and celebrates the outstanding contributions and achievements of ERGs and Diversity Councils that lead the diversity and inclusion process in their organizations and demonstrate results in their workforce, workplace and marketplace. Learn more by visiting [ERG & Council Honors Award™](#).

About the ERG & Council Conference™

ERGs and Diversity Councils are vital links for improving organizational results. However to remain impactful and effective, they need opportunities to increase their skills and knowledge and to learn and share best practices and to network, celebrate and grow. This is the purpose of the only annual conference designed specifically for ERGs and Diversity Councils. Learn more by visiting [ERG Council Conference](#).

About PRISM International, Inc

PRISM is a WBENC-certified, full-service provider of innovative and proven consulting, training and products for leveraging diversity and inclusion, increasing cross-cultural competencies and creating more effective ERGs and Diversity Councils. Learn more by visiting [PRISM](#).

About the Association of ERGs & Councils

The Association of ERGs & Councils is a practice group of PRISM and the premier resource for diversity and inclusion professionals dedicated to increasing the impact, effectiveness and recognition of ERGs and Diversity Councils as an essential partner in their organization's diversity and inclusion process. Learn more by visiting the [Association](#).

Applications Results & Review

Application Profile Section Summary

The Application Profile Section solicited information that was not scored but helped to create a contrast/comparison of all groups participating and those ERGs and Diversity Councils who were Top 25 recipients.



Question 8 - Organizational Primary Industry

Organizational Primary Industry	All Apps	Top 25
Agriculture, Meat Processing and Forestry	1	0
Associations	1	1
Automotive and Transport Equipment	27	1
Banking and Financial Services	119	6
Conglomerate	89	2
Education	5	0
Energy and Utilities	13	2
Government	60	1
Healthcare	44	6
Hospitality	16	1
Insurance	29	2
Media	22	1
Not for Profit	8	0
Pharmaceuticals	10	0
Retail	5	0
Technology	54	0
Telecommunications	2	1
Transportation	33	1
	<hr/> 538	<hr/> 25

Question 16 - Your Group is best described as:

Group Description	All Apps	Top 25
Diversity Council	260	13
Employee Resource Group	278	12
	<hr/> 538	<hr/> 25



Question 18 - How long has your Group existed in our Organization?

Group Age	All Apps	Top 25
2-4 yrs	113	5
4-6yrs	104	3
6-10yrs	134	9
10 or more yrs	187	8
	<hr/> 538	<hr/> 25



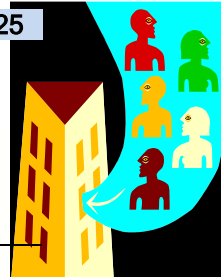
Question 19 - How many members serve in your Group?

Group Member Size	All Apps	Top 25
25 or Less	142	11
26-49	15	2
50-74	72	2
75-99	3	0
100 or more	306	10
	<u>538</u>	<u>25</u>



Question 20 - How many employees are in the organization, division or department served by your Group?

Organization Employees served by Group	All Apps	Top 25
Less than 1,000	2	0
1,001- 2,999	18	4
3,000-10,000	57	2
10,001-30,000	148	7
30,001-50,000	63	3
Over 50,000	250	9
	<u>538</u>	<u>25</u>



Question 21 - Your Group primarily reports to:

Group Primarily Reports	All Apps	Top 25
Business or Business Unit Council	1	1
CDO/VP Diversity	159	9
CEO/President/Commander/Superintendent/Mayor	67	2
Corporate Diversity Council	50	6
Exec. Diversity Council	4	0
Exec. Leadership Team	53	2
Exec. Sponsor	11	0
Exec. Vice President	23	1
Human Resources	100	2
Office of D&I	2	0
Regional Pres & Retail Market Managers	34	0
SEVP & CDO	14	1
VP People, Managers & Exec. Sponsors	20	1
	<u>538</u>	<u>25</u>



Question 22 - Your Group membership is primarily composed of:

Group Primary Membership	All Apps	Top 25
Both Senior Leaders and Executives & Directors and Managers	112	6
Directors and Managers	17	2
Employees and Managers from all levels	216	10
Employees and Managers from all levels and Union	53	4
Employees from all levels	95	3
Employees, Managers and Executives from all levels	8	0
Senior Leaders, Executives, Directors, Managers & Employees from all levels	34	0
Senior leaders, managers & employees representing sales/business teams across the market	3	0
	538	25



Question 23 - Over the past 12 months, your Group's operating budget was:

Groups Operating Budget	All Apps	Top 25
Over \$1 Million	72	3
\$500K-\$1 Million	63	2
\$100K-\$499.9K	141	6
\$50K-\$99.9K	69	2
\$25K-\$49.9K	53	1
\$10K-\$24.9K	68	5
Under \$10K	72	6
	538	25



Question 24 - Over the past 12 months, your Group's main source of funding was:

Groups Main Source of Funding	All Apps	Top 25
Diversity Budget	314	15
Each Market level with market budget	34	0
Funded through submitted and approved Group budget	59	2
HR & Diversity Budgets	54	0
HR Budget	19	2
Mixed Sources	23	3
Not Funded	9	0
Upon Request	26	3
	538	25



Application Focus and Sub Measures Section Summary

The Application Focus and Sub Measures Section presents the 4 focus and 10 sub measure area median scores broken out by all applicants, Top 25 and Top 10 recipients along with the total scores possible for each of the sub measures.

Questions 26-29 - Focus Area 1 - Demonstrated Results Sub Measure 1 - Organizational Impact

Over the past 12 months, what new initiatives did your Group implement that impacted the operational goals of your organization?	Median Points
All Applications	66
Top 25 Recipients	97
Top 10 Recipients	124
Total Points Possible	150



Questions 30-33 - Focus Area 1 - Demonstrated Results Sub Measure 2 - Talent Management Impact

Over the past 12 months, what new initiatives did your Group implement that impacted talent management?	Median Points
All Applications	66
Top 25 Recipients	78
Top 10 Recipients	87
Total Points Possible	100



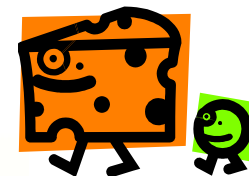
Questions 34-37 - Focus Area 1 - Demonstrated Results Sub Measure 3 - Culture of Inclusion Impact

Over the past 12 months, what new initiatives did your Group implement that impacted a culture of inclusion?	Median Points
All Applications	81
Top 25 Recipients	89
Top 10 Recipients	87
Total Points Possible	100



Questions 38-40 - Focus Area 2 - Demonstrated Management Commitment Sub Measure 1 - Senior Leadership

Over the past 12 months, how did Senior Leadership demonstrate commitment to your Group?	Median Points
All Applications	153
Top 25 Recipients	169
Top 10 Recipients	169
Total Points Possible	170



Questions 41-43 - Focus Area 2 - Demonstrated Management Commitment Sub Measure 2 - Middle Managers

Over the past 12 months, how did Middle Managers demonstrate commitment to your Group?	Median Points
All Applications	104
Top 25 Recipients	113
Top 10 Recipients	112
Total Points Possible	130



Questions 44-45 - Focus Area 3 - Measurement & Accountability Sub Measure 1 - Measurement

Over the past 12 months, describe how your Group tracked an measured your Impact.	Median Points
All Applications	60
Top 25 Recipients	120
Top 10 Recipients	120
Total Points Possible	120



Questions 46-49 - Focus Area 3 - Measurement & Accountability Sub Measure 2 - Accountability

Over the past 12 months, how was your Group held accountable for reaching identified goals?	Median Points
All Applications	34
Top 25 Recipients	40
Top 10 Recipients	65
Total Points Possible	80



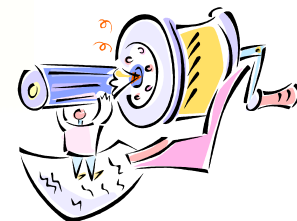
Questions 50-54 - Focus Area 4 - Communication and Education Sub Measure 1 - Communication

Over the past 12 months, how was your Group held accountable for reaching identified goals?	Median Points
All Applications	29
Top 25 Recipients	35
Top 10 Recipients	37
Total Points Possible	50



Questions 55-57 - Focus Area 4 - Communication and Education Sub Measure 2A - Education (Workforce)

Over the past 12 months, what gaps in your Group's organization's educational plan and process did your Group identify, what NEW tactics did you employ to close those gaps and what were the results?	Median Points
All Applications	48
Top 25 Recipients	57
Top 10 Recipients	59
Total Points Possible	70



Over the past 12 months, what gaps in your Group's members knowledge and skills did your Group identify, what NEW tactics did you employ to close those gaps and what were the results?	Median Points
All Applications	21
Top 25 Recipients	21
Top 10 Recipients	23
Total Points Possible	30



"The application process adds significant value. It afforded us the opportunity to inspect those strategies and tactics we have in place that guide our BRG work. The process allowed us to formally reflect on the significant progress (we have) made over the last 13 years. While we were already intuitively aware of the vast progress made since our first BRG organically started, current plans call for increased rigor as we seek to understand where our true strengths lie, and where our gaps are. The comprehensive summary we will receive from your assessment will aid us in positioning (our) BRG's for even more success in the future. Thank you for taking a leadership role in providing this award application process and we look forward to receiving our results."

"Questions are helpful for capturing all of the actions our council and ERGs are taking to drive diversity and inclusion throughout the organization."

"The application is comprehensive and elicits thoughtful responses."

"This application provides a good benchmark comparison for organizations to enhance their diversity initiatives and process improvements. (We) will adopt a lot of these items in our strategic planning sessions and challenge other teams to follow suit whether they apply to win the award or not".

"It's always helpful to participate in an activity that forces you to evaluate the work that you do in this area and identify areas needing improvement. This was great!"

Your Application Results & Review



Your Application Response Comparative Results Dashboard

This dashboard indicates your points scored for each of the 4 focus and 10 sub measures areas and areas of strengths, caution and opportunities:

- Your areas of strengths (85% or above total points scored) are indicated by **green**.
- Your areas of caution (between 61% and 84% of total points scored) are indicated by **yellow**.
- Your areas of opportunities for growth (60% or lower of total points scored) are indicated by **red**.

The dashboard displays your score in comparison to the median of the Top 10, the Top 25 and all applications. There are 1,000 total possible points. It is possible to have negative points in certain sub measures as points are subtracted if the basic ERG/Council fundamentals are not present.

Focus Area	Sub Measure	Your Score	All Applications Median	Top 25 Median	Top 10 Median	Total Points Possible
Demonstrated Results	Organization Impact		66	97	124	150
	Talent Management		66	78	87	100
	Culture of Inclusion		81	89	87	100
Demonstrated Management Commitment	Senior Leadership		153	169	169	170
	Middle Managers		104	113	112	130
Measurement & Accountability	Measurement		60	120	120	120
	Accountability		34	40	65	80
Communication & Education	Communication		29	35	37	50
	Education - (Workforce)		48	57	59	70
	Education - (Member)		21	21	23	30
Total			669	784	824	1000

Your Post Application Checklist Review for Increased Performance and Impact

The Application Response Comparative Results Dashboard is a snapshot of your group at a specific time based upon your responses to the application. How well you scored and ranked will depend on how well you understood and responded to the application's questions and demonstrated your impact with metrics. A post application review should provide some observations that will lead to increased performance and impact. Reference and review your results in each of the focus areas and sub-measures of the Application Response Comparative Results Dashboard and your application responses with the following:



If your **Demonstrated Results** columns/rows (Organization Impact, Talent Management and Culture of Inclusion) are **green** then congratulations! Your Group has a process in place that is supporting and impacting the goals and objectives of your organization. In the words of the old idiom, continue to "Lather, Rinse, Repeat" by maintaining the following:

Action	Y	N
Ensure that your Group's tactics continue to support and contribute to the operational goals of your organization.		
Continue to impact talent management by reaching out to all talent and creating allies, alliances and partnerships to attract, develop and retain key groups.		
Continue to impact a culture of inclusion by reaching out to departments, ERGs and Councils and creating allies, alliances and partnerships.		
Keep innovating! Existing successful Group processes should be reviewed for improvements.		
Provide application responses that reflect the outcomes of the strategies and tactics that your Group implemented that demonstrated Group results. Substantiate claims made in your Likert scale responses with quantified examples complete with appropriate facts and metrics.		

If your **Demonstrated Results** columns/rows (Organization Impact, Talent Management and Culture of Inclusion) are **red or yellow** then your Group has room for improvement. Review your application for the following:

Action	Y	N
Did you first review the application FAQs, attend the live tips and traps webinar or watch the recorded application tips and traps webinar prior to starting the application?		
Did you copy and paste information into your responses that did not specifically address the questions or provide sufficient support?		
Does your Group's tactics support and contribute to the operational goals of your organization's strategies and objectives? Do you have a written mission statement and Group plan? Is it clearly defined or is it too broad, too narrow or too ambiguous? Is your Group's mission statement and plan linked and aligned with tactics that support and contribute to the organizational goals, strategies and objectives? If not why not?		
Does your application responses reflect the specific outcomes of the strategies and tactics that your Group implemented that demonstrates results or does it read like a list of random activities that had little or no impact upon the organizational goals, strategies and objectives?		
To what extent is your Group impacting talent management? Are you assisting with attracting, retaining and developing talent? Are you quantifying your results?		
To what extent is your Group impacting a culture of inclusion? Are you reaching out to other departments, ERGs and Councils and creating allies, alliances and partnerships? If so, who? Did you quantify your impact?		
Were the claims made in your Likert scale responses corroborated by your essay examples using actual facts and metrics?		

If you are a Diversity Council applicant submitting for multiple ERGs/Councils did you present broad sweeping information rather than specific data that quantified and qualified your responses?		
Did your Group take credit for results that did not originate with your Group but were rather the accomplishment(s) of other parts of their organization?		
Did you copy or rehash responses from previous year's application(s)?		
Did you provide responses that detailed <u>future</u> Group plans rather than focus upon actual Group accomplishments?		
How many responses did you answer with "No"? Why "No"?		
How many responses did you answer with "Don't know" ? Why don't you know?		
How many responses did you skip and not answer? Why?		
How many responses do you claim do not apply to your Group? Are you sure? Why not?		
Some not for profit or governmental applicants say they don't impact revenue and expenses. Are you sure? How about obtaining grants, fund raising, finding ways to cut or eliminate wasteful organization practices or spending? What about finding ways to increase productivity, safety or quality?		
Did you demonstrate innovation and improvement in tracking your impact?		
Receiving a very low or negative score could be due to missing basic ERG/Council fundamentals or having too narrow a focus. Is your Group impacting its workforce, workplace, marketplace and community?		

If your **Demonstrated Management Commitment** columns/rows (Senior Leadership and Middle Managers) are **green** then congratulations! Your Group has the support of your organization's leadership. In the words of the old idiom, continue to "Lather, Rinse, Repeat" by continuing the following:

Action	Y	N
Involve your leadership by giving them an active role in the Group.		
Update your leadership by providing regular Group progress reports.		
Recognize and reward your leadership's commitment and contribution.		
Celebrate your Group's accomplishments and thank your leadership		
Reach out to new leaders or expanding within existing leadership to find and build champions		
Connect Group accomplishments to leaders' personal and professional development		
Provide application responses that reflect the outcomes of the strategies and tactics that your Group implemented that demonstrated Group results. Substantiate claims made in your Likert scale responses with quantified examples complete with appropriate facts and metrics.		

If your **Demonstrated Management Commitment** columns/rows (Senior Leadership and Middle Managers) are **red or yellow** then review your application for the following:

Action	Y	N
Did you first review the application FAQs, attend the live tips and traps webinar or watch the recorded application tips and traps webinar prior to starting the application?		
Do your Group's tactics support and contribute to the organizational goals, strategies and objectives with a component that seeks to strengthen and expand management commitment?		
Were the claims made in your Likert scale responses corroborated by your essay examples using actual facts and metrics or did you provide responses that were too general and failed to provide any specificity that demonstrated management commitment?		
Would you say that your senior leadership has a more active or passive role in your Group? If passive - what can be done to make it active? If active - what can be done to make it more impactful?		
Would you say that your middle managers have a more active or passive role in your Group? If passive - what can be done to make it active? If active - what can be done to		

make it more impactful?		
Can you give one example with specifics in which your senior leaders took a leadership role in helping your Group accomplish one of its major objectives?		
Are you training your Senior Leaders (beyond your Executive Sponsor) to take an active role and be an Articulate Advocate?		
What are Senior Leaders holding Managers accountable for?		
Can you give one example with specifics in which your middle managers took a leader's role in helping your Group accomplish one of its major objectives?		
If you are a Diversity Council applicant submitting for multiple ERGs/Councils did you present broad sweeping information rather than specific data that quantified and qualified your responses?		
How many responses did you answer with "No"? Why "No"?		
How many responses did you answer with "Don't know" ? Why don't you know?		
How many responses did you skip and not answer? Why?		
How many responses do you claim do not apply to your Group? Are you sure? Why not?		
Receiving a very low or negative score could be due to missing basic ERG/Council fundamentals. What is your Group missing and why?		

If your **Measurement & Accountability** columns/rows (Measurement and Accountability) are **green** then congratulations! In the words of the old idiom, continue to "Lather, Rinse, Repeat" by continuing the following:

Action	Y	N
Ensure that your Group's tactics continue to support and contribute to the organizational goals, strategies and objectives with a component for tracking, measuring, documenting, reviewing and reporting the progress of each tactic.		
Ensure that your Group's tactics continue to support and contribute to the operational goals, strategies and objectives with a component that holds stakeholders accountable.		
Continue having positive and negative consequences for stakeholder accountability		
Provide application responses that reflect Group measurement and accountability and substantiate your claims made in your Likert scale responses with significantly quantified and qualified essay responses complete with appropriate facts and metrics.		

If your **Measurement & Accountability** columns/rows (Measurement and Accountability) are **red or yellow** then review your application for the following:

Action	Y	N
Did you first review the application FAQs, attend the live tips and traps webinar or watch the recorded application tips and traps webinar prior to starting the application?		
Did your Group create a success measure for each activity? How was the data collected?		
Do your Group's tactics support and contribute to the operational goals, strategies and objectives with a component for tracking, measuring, documenting, reviewing and reporting the progress of each tactic?		
Do your Group's tactics support and contribute to the organizational goals, strategies and objectives with a component that holds stakeholders accountable?		
Were the claims made in your Likert scale responses corroborated by your essay examples using actual facts and metrics?		
Did you support your essay examples with metrics that demonstrated your Group's impact on the organization?		
Does your Group hold its Group leaders accountable with positive and negative consequences? If not why not? Are these consequences detailed in your charter?		
Does your Group hold its Group members accountable with positive and negative consequences? If not why not? Are these consequences detailed in your charter?		
Does your Group hold its executive sponsor stakeholders accountable with positive and negative consequences? If not why not? Are these consequences detailed in your charter?		

If you are a Diversity Council applicant submitting for multiple ERGs/Councils did you present broad sweeping information rather than specific data that quantified and qualified your responses?		
How many responses did you answer with "No"? Why "No"?		
How many responses did you answer with "Don't know" ? Why don't you know?		
How many responses did you skip and not answer? Why?		
How many responses do you claim do not apply to your Group? Are you sure? Why not?		
Receiving a very low or negative score could be due to missing basic ERG/Council fundamentals. What is your Group missing and why?		

If your **Communication & Education** columns/rows (Communication, Education-Workforce, Education-Member) are **green** then congratulations! Your Group has the support of your organization's leadership. In the words of the old idiom, continue to "Lather, Rinse, Repeat" by continuing the following:

Action	Y	N
Ensure that your Group's tactics continue to support and contribute to the operational goals, strategies and objectives with a component for increasing and expanding Group communication.		
Ensure that your Group's tactics continue to support and contribute to the organizational goals, strategies and objectives with a component for increasing and expanding workforce education.		
Ensure that your Group's tactics continue to support and contribute to the organizational goals, strategies and objectives with a component for increasing and expanding Group member education.		
Continue developing members, educating employees and communicating with your organization and community.		
Continue collaborating with other ERGs/BRGs/Diversity Councils across the enterprise.		
Provide application responses that reflect Group communication and education and accountability. Substantiate claims made in your Likert scale responses with quantified examples complete with appropriate facts and metrics.		
Continue to vary your communication strategy to reach remote members and attract new members.		

If your **Communication & Education** columns/rows (Communication, Education-Workforce, Education-Member) are **red or yellow** then review your application for the following:

Action	Y	N
Did you first review the application FAQs, attend the live tips and traps webinar or watch the recorded application tips and traps webinar prior to starting the application?		
Do your Group's tactics support and contribute to the organizational goals, strategies and objectives with a component for increasing and expanding Group communication? If not why not? If so, what was the result?		
Do your Group's tactics support and contribute to the organizational goals, strategies and objectives with a component for increasing and expanding workforce education? If not why not? If so, what was the result?		
Do your Group's tactics support and contribute to the organizational goals, strategies and objectives with a component for increasing and expanding Group member education? If not why not? If so, what was the result?		
Are you collaborating with other ERGs/BRGs/Diversity Councils across the enterprise? If not why not? If so, what was the result?		
If you are a Diversity Council applicant submitting for multiple ERGs/Councils did you present broad sweeping information rather than specific data that quantified and qualified your responses?		
Is your communication structured to reach remote employees and attract new members?		
Are you involved in weaving educational messages into other training and educational		

opportunities?		
What process does your Group have in place to train new Chairs, Co-Chairs and new members?		
Does your communication enlist the support of Allies and Leaders?		
How many responses did you answer with "No"? Why "No"?		
How many responses did you answer with "Don't know" ? Why don't you know?		
How many responses did you skip and not answer? Why?		
How many responses do you claim do not apply to your Group? Are you sure? Why not?		
Receiving a very low or negative score could be due to missing basic ERG/Council fundamentals. What is your Group missing and why?		



In Closing...

Employee Resource Groups and Diversity Councils can make continuous significant organizational impact by challenging themselves to better understand what they are doing well and what they can do better to improve their performance. Our hope with the *2015 Application Summary Report* is that the exercise of data gathering and crafting short responses has already made you a better group and that the careful review of this document will generate stimulating conversations and new ideas to increase your effectiveness and performance. If you would like a deeper dive, we invite you to consider a more exhaustive assessment like our *ERG 10 Point Assessment™* or *Diversity Council 10 Point Checkup™* which examines 70 indicators in 10 critical focus areas.

Other learning and sharing options for your Group would be to participate in the annual ERG & Council Conference. The fourth annual 2015 ERG & Council Conference just concluded October 14-15 in Washington D.C. Please check the Conference website at ERGCouncilConferece.com for 2016 information.

Regardless of how your Group performed in this year's Honors Award application process or where they may be in the maturity life cycle, there is room for growth and improvement. As you continue to consider your scores and examine tactics for improvement, challenge your thinking and planning by asking the following thought provoking questions:

- How can leveraging diversity and inclusion specifically drive organizational and mission accomplishment? Have we documented and communicated this answer?
- What specific ways can our Group impact the workforce as it relates to attracting, engaging, developing and retaining top talented employees? What changes in the culture and in policies, procedures and process will we need to consider?
- Can our culture and the working environment support the various kinds of work and a workforce that is and will be needed to meet market needs?
- We are a diverse workforce, but do you have an inclusive workplace? How would we know?
- Is there something about the culture that discourages people of various dimensions from engaging and staying?
- Are we open to gaining new perspectives about diversity and inclusion and ways to operationalize it?
- In what ways can we link and align D&I strategies with specific business/organizational strategies and outcomes?
- In what ways can we ensure that the scores we provided represent our efforts across the entire footprint of the organization?
- If our diversity and inclusion process and subsequent successes were more externally visible, how could that help us in the workforce, workplace and with our various customer groups?
- Do all parts of the organization truly view diversity and inclusion as an asset and do we know how to leverage it? What is our role as an ERG/ council group?
- How can our leaders be better prepared to successfully lead multigenerational, multiracial, and multilingual, cross functional teams?
- Will our current plans, processes, framework, activities and measurement systems help us close the gaps and/or move the needle? How do we prioritize the opportunities?

Your answers to these significant questions will determine your ERG/Council's level of effectiveness and impact and sustainability over time. Again, we hope that your report has provided insight and has challenged you and your ERG/Council to reach for higher levels of impact and effectiveness.

2016 Application Opening & Conference Dates

The 2016 ERG & Council Honors Award™ application process is set to open in February, 2016. For the exact opening date and online application, visit the website at ErgCouncilConference.com.

The 2016 ERG & Council Conference™ and the 2016 ERG & Council Honors Award™ Dinner and Ceremony is set for October, 2016. For the exact opening date and online application, visit the website at ErgCouncilConference.com.

One more “Thank You!” to our Sponsors

The purpose of the ERG & Council Honor’s Award™ and the entire application process is to acknowledge, celebrate, recognize and appreciate the important work of all ERGs, BRGs and Diversity Councils and individual members as they inform, involve, inspire and help to sustain the diversity and inclusion process in their organizations.

This application process and the entire 2015 ERG & Council Conference and Honors Award™ Dinner and Ceremony would not have been possible without the support and assistance of our many committed and generous sponsors as well as those ERGs and Diversity Councils who cared enough to measure and benchmark their progress. Our thanks to you all!



STATE STREET

NOVANT HEALTH



OhioHealth

usbank

SIEMENS

GENERAL MOTORS

MCKESSON



PNC

COMCAST NBCUNIVERSAL



KAISER PERMANENTE

American Airlines

TRUEBLUE

Johnson Controls

Cleveland Clinic

JOHNS HOPKINS MEDICINE
JOHNS HOPKINS HEALTHCARE

MGM RESORTS INTERNATIONAL

DiversityComm

MassMutual FINANCIAL GROUP

TripBuilderMedia