



Employee Resource Group Survey Results

Survey conducted in partnership with



NOVEMBER 2021

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Executive Summary

Since the summer of 2020, both ACCP and Salesforce have witnessed an increased interest in Employee Resource Groups (ERGs) among corporate citizenship professionals as a means to promote DEI and support their CSR efforts.

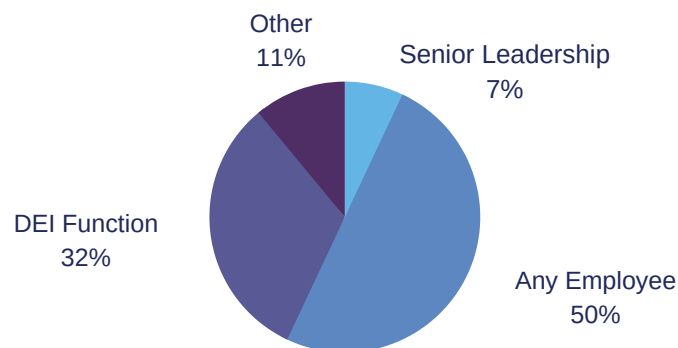
ACCP members were asking questions about structure, support, staffing, and funding of ERGs in member group meetings, in ACCP's online communities, and through its member support service, ACCP CONNECT. Accordingly, in the summer of 2021, ACCP and Salesforce.org teamed up to jointly survey corporate citizenship, human resources and diversity, equity, and inclusion professionals, to gather insights into how corporations managed ERGs and how this movement aligned with overall corporate citizenship goals.

Respondents from 138 companies participated in the survey.

Key findings from the survey include:

Employee Resource Groups are grassroots initiatives and are primarily organized by employees for employees. While ERGs are led and run by employees, both the employee and the business benefit – contributing to a company's willingness to support ERGs.

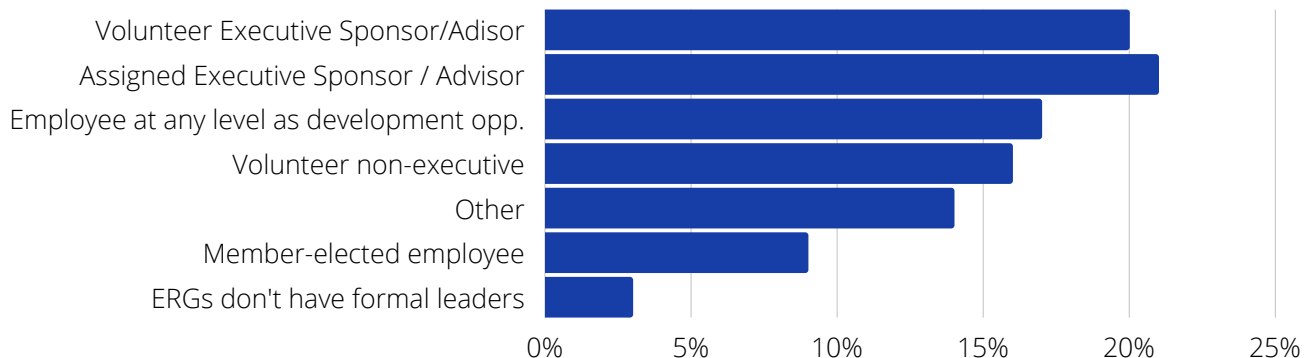
Who initiates the creation of an ERG?



Employees who are involved in a particular ERG tend to be passionate about the subject and highly invested. More than 50% of responses indicated that ERGs are generally created at the behest of employees, although other leaders or departments may be involved in the process.

The leadership of ERGs is a shared responsibility between volunteer leadership and designated company guidance. More than 40% of ERGs have some form of executive leadership, and 53% of respondents indicated that the Human Resources department manages their ERG program.

Who leads your ERG?



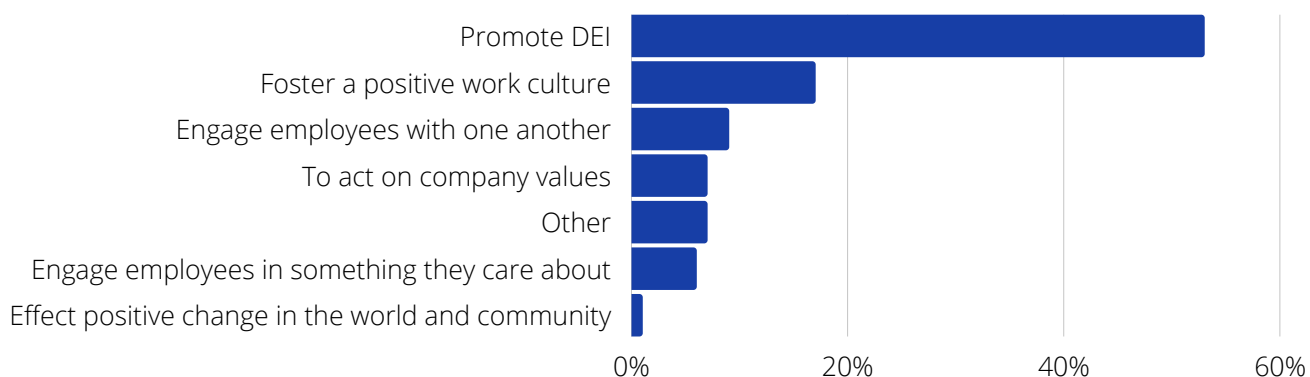
The primary objectives of ERGs are to promote diversity, equity, and inclusion, and employee engagement.

The majority (53%) of respondents indicated the primary objective of ERGs was to promote diversity, equity, and inclusion. But another critical purpose of ERGs is also some form of employee engagement (32%).

Interestingly, while most indicated the primary purpose for their ERGs was to advance DEI, it appears that a critical byproduct of ERGs is supporting the company's volunteer efforts. ERGs are heavily involved in volunteer activities and support their local community through ERG funds, fundraising efforts, and support of the CSR team. Most respondents indicated that ERGs participate in volunteer activities [both self-coordinated (84%) and company-organized (77%)].

Several of the respondents who indicated "other" expressed "several of the above" or "all of the above" as a response. This demonstrates the importance of having a multi-pronged approach to the impact of ERGs, including promoting diversity, equity, and inclusion, fostering a positive work culture, and effecting positive change in the community.

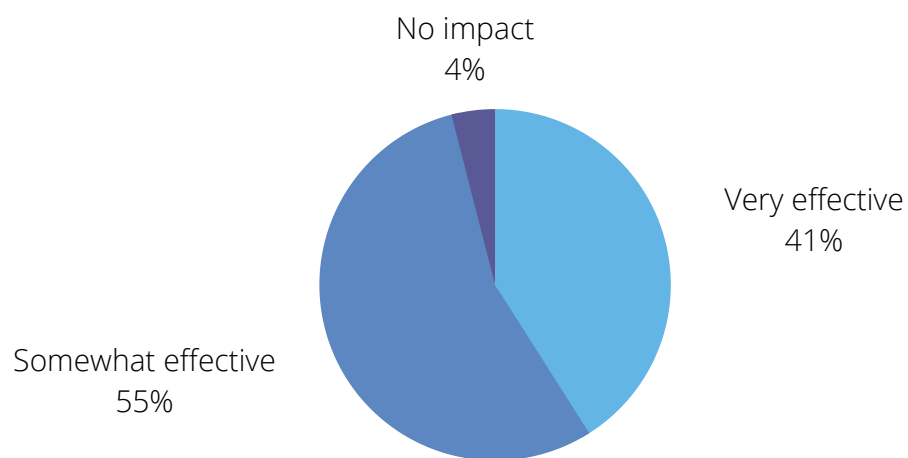
What is the company's primary objective for having ERGs?



Most found ERGs effective in meeting objectives, but there is room for improvement.

96% of respondents feel that their ERGs are “very effective” or “somewhat effective” in achieving the company’s primary objective, although the majority (55%) only indicated “somewhat effective,” which indicates room for improvement.

How effective would you say your ERGs are at achieving your company’s primary objective?



Areas of Opportunity

1. Often an ERG has an executive sponsor who is responsible for the budget. This situation may not be a sustainable model as funding is dependent on a specific person rather than a department or business line.
2. The burden to organize ERGs falls mainly to employee volunteers who are taking on this work in addition to their full-time position. Monetary compensation is not a predominant form of recognition for ERG leadership. Perks or other awards are popular recognition for ERG leadership but are still low at only 31%.



Click [here](#) to see more key survey findings.

*For the full report, please visit
[Salesforce.org](https://salesforce.org).*



*ACCP thanks Salesforce.org for their
partnership and financial support of this
research.*

