

Executive Network

October 19, 2021

Budgeting for Changing Priorities

- **Guest Facilitator: Don Rettig**, Director, Community Affairs, Owens Corning; President, OC Foundation.
- **Portfolio:** Leadership and management of Owens Corning's global philanthropic and community affairs strategies.
- **Corporate Profile:** Owens Corning is a global building and industrial materials leader. Leveraging the talents of 19,000 employees in 33 countries, Owens Corning provides innovative products and sustainable solutions that address energy efficiency, product safety, renewable energy, durable infrastructure, and labor productivity. Based in Toledo, Ohio, USA, the company posted 2020 sales of \$7.1 billion.

Budgeting for Changing Priorities



Current focus now is different than two years ago

New dollars/programs
Existing dollars but used differently
Identifying programs to sunset in favor of what's new



Budget Influence and Process

Benchmarks to inform giving
New internal stakeholders and partnerships
Approval process



With new budget and focus comes additional changes

New/Additional Measures of Impact
New Data needed to make the case
New External Partnerships

Small Group Dialogue

For the next 35 minutes we will meet in small groups. You will have a choice of your breakout topic.

The facilitator and reporter for your group will be the person with the closest birthday to today.

New Internal Stakeholders

- Who are your new internal stakeholders and why?
- What data do you need/are you using to understand and influence them?
- How are your strategies or partnerships changing to accommodate their needs?

New Impact Measures

- What high level KPI's is the company tracking that are impacting your work – now or in the future?
- What data do you need/are you using to support new outcomes?
- How are you building these new measures into your measurement plans?

Key Discussion Themes

Stakeholders

- C-suite leaders continue to need to be educated and fluent in the company's social impact efforts. It is never enough – keep the topic front and center for those whose attention is so divided. With the volume of senior leadership turn-over, framing your education, orientation and pitch around KPIs and the most relevant current issues is important.
- Understand how your stakeholders have changed since 2020, such as HR, Talent Acquisition, DEI, Brand, etc. Take stock of whose outcomes could be improved through collaboration and actively include them, whether on the foundation board or in weekly or monthly conversations.
- Employee retention is an urgent priority as companies experience a talent drain. When planning initiatives, go beyond the usual “community stars” and tap into employees who have not previously been as engaged for committee and site leadership.
- Get data that is specific to your company to prove the impact of your work on employee engagement. Advocate for a question on your company's all-employee survey and cross-tab it with existing questions that are part of KPIs. The group discussed what the best question might be. If you have a question on your company's annual survey, consider sharing it [here](#).

Data and Impact Measures

- Understand the business rankings or measures that your company uses and align your initiatives with that specific data, e.g., Diversity, Inc., the Corporate Equality Index, and/or the SDGs for a global framework.
- Many are getting more specific about their program metrics, moving beyond ‘people or community served’ to understanding key demographics about people and communities. To do so, there was discussion about needing tools to accurately measure and report on data (e.g., technology platforms and access to corporate systems, etc.).
- The group talked about continuing the successful practice of linking grant dollars, employee hours, and in-kind donations (where applicable) to programs for greater impact.

Up Next

Creating Impactful University Partnerships

November 16th

1:00-2:15 pm ET

3rd Tuesday of the month

