

## THE ANNUAL EMPLOYEE RESOURCE GROUP (ERG) RESEARCH SURVEY BENCHMARK YOUR ERG PROGRESS AND LEARN FROM VALIDATED METRICS

The annual Employee Resource Group Survey originated in 2012 as part of the ERG Leadership Summit, a learning and data-driven conference run by the [Center for Effective Organizations](#) at the [University of Southern California](#). In 2012, the survey was only open to the ERG Leadership Summit sponsor companies. In 2013, it was expanded to all participant companies and then it was opened to additional companies in 2014, with company reports provided to firms (and ERGs) with 30 or more respondents. Since its inception, [eePulse, Inc.](#) has been the survey partner, managing the actual survey and securely handling the data. eePulse's privacy policy can be found at <https://eepulse.com/privacy/>.

Advantages of participating include:

- Access to validated metrics that have been trended since 2012.
  - *The survey consists of the annually trended items in addition to new questions focused on the current year's theme.*
- Webinars on the learning
- Technical report focused on the overall findings
- Articles published on the overall body of research
- Access to experts who can help you understand your findings and how these data can help you drive positive changes in your ERG work
- Help communicating the findings to your team and senior leadership

### WAYS YOU CAN PARTICIPATE:

- Anonymous survey link (this is the fastest and easiest way to get started) is provided by your key company contact to each ERG leader; each ERG leader sends the link to all members, and when the member participates, he/she needs to list the company name so that we can collect data for the company and provide your firm with results. We suggest you contact Justin Glenn at [justin@eepulse.com](mailto:justin@eepulse.com) to let him know that you are using the anonymous link, and please share the main company contact so Justin can be in touch and inform you about number of responses. Via this method, we cannot send survey reminders; it is up to the company to send out another note and remind people to access the link.
- Survey process managed by eePulse – if you prefer to participate in a more traditional manner, where eePulse acts as a survey vendor (send out survey from eePulse, send reminders, close survey, work with representative at your company), contact Justin and learn how to move forward via that route: [justin@eepulse.com](mailto:justin@eepulse.com)
- In some cases, companies have chosen to use their own technology to run the survey. If you think employees are comfortable with this process (don't need third party vendor to assure privacy and confidentiality), then we can work with you to provide the questions. When the survey is completed, we ask you to strip out identifiers and send us the results so we can

add to the benchmarking data base. We then will provide your firm with a report based on the total benchmarking data.

- Lastly, we also have done more in-depth studies in organizations, conducting the survey for ERG members as well as for a random sample of non-ERG employees. This type of research has provided valuable data for participating organizations. If you are interested in this type of project, contact Justin to discuss: [justin@eepulse.com](mailto:justin@eepulse.com)

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### **THE 2019 ERG SURVEY IS NOW LIVE**

If you are participating via the anonymous survey route, send ERG members at your company to <https://survey.eepulse.com/survey/ERG-Impact/> to participate. Also, if you want to preview the survey, use this link.

#### **ADDITIONAL INSTRUCTIONS FOR PARTICIPATION IN THE ANONYMOUS SURVEY:**

- We suggest you send the survey link to ERG members and then remember to resend so that people who missed it can participate. There are no automatic reminders as this survey is administered via the link, so it's up to you to remind people (to assure you have enough responses to get your data and benchmarking).
- The ERG Leadership Summit is hosted by Gilead in Foster City, CA on August 27-28, 2019, and early findings, if available, will be discussed there.
- After the survey has closed, in exchange for their participation, organizations with at least 30 respondents will receive direct access to scores for their specific company. Each individual ERG within your company with at least 30 respondents in the ERG Summit Survey will receive direct access to their own ERG's scores. On-line reports and benchmarking are provided at no cost.
- The ERG Leadership Summit survey will remain open through the mid-fall to engage as many organizations and ERGs as possible.
- Also, following the close of the survey, aggregated findings across all participant organizations will be presented by the Center for Effective Organizations through a webinar. You can access past reports and webinars at <https://ceo.usc.edu/active-research/erg-summit/>
- The survey partner remains eePulse, Inc., a company that invented the Pulse survey and has over 20 years of experience conducting online surveys and survey reporting, including learning reports for individual participants
- The survey is anonymous, and your organization's results will remain confidential. Results are aggregated for all respondents across collected demographics such as ERG type, ERG Leadership vs non-Leader, etc. See eePulse's privacy policy at: <http://eepulse.com/privacy/> for more information on how data are handled. This work is part of an overall research project on ERGs, and as such we use the aggregated data (with

no company information or personal identifiers used) to write articles and technical reports.

- Additional presentations or consulting calls /visits can be provided.
  - Contact Justin Glenn at [justin@eepulse.com](mailto:justin@eepulse.com) for more information.
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**FOR ERG LEADERS:**  
**SAMPLE COMMUNICATION YOU CAN SEND TO YOUR ERG MEMBERS  
USING THE ANONYMOUS SURVEY LINK**

(to include in the email with the survey link)

Dear ERG members,

This year we are participating in a major research and benchmarking project conducted by Dr. Theresa M. Welbourne and her team at the Center for Effective Organizations (CEO), Marshall School of Business, University of Southern California and eePulse, Inc. Given the relative lack of research and learning on ERGs, we want to be part of moving this important topic forward, and we very much appreciate your taking about 10 minutes of your time to complete this survey.

The survey is anonymous and confidential (your name is not connected to the survey); however, for us to get results for our company, you will have to provide the company name on the first page of the survey. We also ask that you list your ERG so that we can obtain data on each ERG participating.

Click here to access the survey:

<http://survey.eepulse.com/survey/ERG-Impact/>

Lastly, we want to emphasize how important this project is and the high impact your taking some time to complete it can have. Even though ERGs have been in existence since the 1960s, there is very little academic research on this topic. We are working hard to change that fact. We are doing so because we want students in college, business executives and potential ERG members to learn about ERGs and the important positive impact they are having in organizations.

Thank you for your help,

*Signature of person managing the project*