



# LGBTQ+

## BUSINESS SUMMIT 2020

### & COMMUNITY HONORS

#### **OUT Georgia to Host First Annual LGBTQ+ ERG Competition at the 2020 LGBTQ+ Business Summit & Community Honors**

Each day, LGBTQ+ Business/Employee Resource Groups across Georgia play a critical role in advancing workplace equity and inclusion, employee engagement and representation, community outreach and impact, and key business priorities and goals.

OUT Georgia Business Alliance, serving as Georgia's only LGBTQ+ and Allied Chamber of Commerce, is committed to supporting these ERGs and recognizing excellence across our growing LGBTQ+ corporate community.

The Top 3 ERGs will be invited to compete live during the 2020 LGBTQ+ Business Summit & Community Honors on **November 18, 2020**.

Please share information about OUT Georgia's first annual LGBTQ+ ERG Competition with your corporate executives, diversity practitioners and ERG leaders and supporters.

For more information about the ERG Competition, please contact Chris Lugo, Executive Director of the OUT Georgia Business Alliance at [Chris.Lugo@outgeorgia.org](mailto:Chris.Lugo@outgeorgia.org).

#### **ENTRY FEE**

\$99 entry fee (including 2 tickets to the Summit/Honors event)

Included with Event Sponsorship of the 2020 LGBTQ+ Business Summit & Community Honors

## ERG COMPETITION SUBMISSION GUIDELINES

ERG Corporate Competition Submission Period: **Submit by Friday, October 23, 2020**. Only one (1) submission per ERG is allowed.

**Notification:** All organizations that provide an entry submission will be notified if they have been selected as a finalist by **October 30, 2020**. Finalists selected will be required to have a company representative(s) that will give a live presentation on their ERG at the competition during the 2020 LGBTQ+ Business Summit & Community Honors on **November 18, 2020**.

**Submission Parameters:** Groups that wish to participate in the ERG Corporate Competition can submit a document to [Chris.Lugo@outgeorgia.org](mailto:Chris.Lugo@outgeorgia.org) no more than 12-pages (either Slide Deck, PDF, or Word doc) describing their ERG and make payment of the entry fee of \$99 (included with event sponsorship).

The ERG submission must contain information related to the following areas:

**Organization Name, History & Mission/Goals:** This section provides a general overview of how the ERG came to exist, the name of the organization, how long the ERG has existed and the group's mission and general goals or objectives.

**Group Structure and Scope:** This section allows groups to describe the structure of the ERG and the scope of its activities. Groups should describe if the ERG is a stand-alone group or if it is part of a larger structure that includes chapters across the country or in various locations. If a ERG has a leadership council or governance committee that oversees and guides the entire ERG system, that should be described in this section as well. Besides overall organization structure and governance, ERGs should describe any key committees that exist within the organizations such as a Community Relations Committee, Programs Committee, etc. The information provided in this section will allow the evaluation committee to determine the level of sophistication and scope of the ERG.

**ERG Impact:** This section allows the ERG to highlight the impact they have on their corporation and emphasis should be placed on the impact of the ERG using the 4C ERG Model which includes - 1) **Culture** – Employee engagement, 2) **Community** – Outreach and collaborations, 3) **Commerce** – Consumer insights and market penetration, and 4) **Careers** – talent engine and professional development. Information about other areas where the ERG makes an impact can be highlighted, but special attention should be placed on the 4C areas listed here. ERGs can highlight unique programs, initiatives and efforts that demonstrate the impact to their organization.

**Judges:** Submissions will be reviewed by an independent committee of business leaders and D&I experts but who do not work for an organization that submits an entry for the Corporate Competition. The ERG that is selected as the winner of the Competition will receive an award recognizing them as **OUT Georgia's 2020 ERG of the Year**.

**Confidentiality:** ERG Corporate Challenge submission entries are confidential and will only be used in the context of the competition. The submission entries will not be shared with outside third parties.

ERGs that enter the corporate competition should use their best judgment to provide as much information as possible to demonstrate their value and impact without feeling that they are sharing anything their organization considers confidential or proprietary. The selection committee understands that certain ERG submissions will only include qualitative descriptions of the success of certain initiatives without disclosing any specific actual results or metrics.

**Judging Criteria:** It is understood that the definition of who is the “best” ERG may be subjective. However an evaluation criterion has been established to differentiate the performance of ERGs.

Upon receipt of the ERG Competition submissions, the selection committee will evaluate the entries based on the impact the ERG has on the **4C ERG Model** including Careers, Community, Culture and Commerce. Judging will be focused mainly on these areas, but consideration will also be given to contributions made outside of these designations.

### **Careers**

- Initiatives that highlight how the ERG helps advance the next generation of leaders.
- Contributions to programs that look to accelerate the development and career advancement of employees such as mentoring initiatives and sponsorship programs.
- A description of internal and external professional development workshops and initiatives.
- Methods used to attract senior executive involvement with their company’s network.
- Ways that allow ERG members to gain visibility, exposure, and access to top corporate executives.

### **Community**

- ERG involvement in activities that support community involvement by their corporation such as volunteering at events, hosting community meetings, etc.
- Involvement or input into academic scholarships, financial contributions to community fundraising efforts or awards that may be given by the corporation.
- Efforts to benchmark with external employee resource groups.

## **Culture**

- Efforts and initiatives that improve the organization's employment brand such as employee testimonials.
- Support and input provided to enhance the effectiveness of employee recruiting initiatives.
- Any efforts that create a sense of inclusion and look to promote a sense of community within the employee population of an organization.
- Efforts that educate others about their group's culture and efforts at raising the sense of pride felt by their community.

## **Commerce**

- Participation in community marketing and branding efforts
- Insight provided into product and service development to company offerings applicable to consumers.
- Efforts that help drive penetration into the consumer market.
- Efforts that are aligned with business goals that demonstrate an impact on business results.