### Priorities

<table>
<thead>
<tr>
<th>Workplace/Culture</th>
<th>Workforce/Career</th>
<th>Community</th>
<th>Marketplace/Commerce</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participate in opportunities to promote the ERG’s people &amp; culture through educational events and partnership events with other ERGs.</td>
<td>Drive a diverse competitive pipeline of talent in support of HR/Talent Acquisition needs by providing referrals from ERG member professional associations.</td>
<td>Leverage Diversity &amp; Inclusion initiatives in the community by providing support for the following Charitable organizations.</td>
<td>Provide strategic support for the business.</td>
</tr>
<tr>
<td>- 2 Educational Events</td>
<td>- Asian MBA Association</td>
<td>- Girls Who Code</td>
<td>- Whereas our ERG's cultural diversity is incorporated into branding and marketing strategies</td>
</tr>
<tr>
<td>- 1 Partnership Event with another ERG</td>
<td>- Prospanica</td>
<td>- Boys and Girls Club</td>
<td>- Focus group opportunities for expanding into emerging markets or presenting new products, goods or services.</td>
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<tr>
<td>- 1 Signature Event for our Diversity Celebration Month Activity</td>
<td>- National Association of Black MBAs</td>
<td>- United Way</td>
<td>- Position the company as a thought leader in D&amp;I and the ERG's culture/special interest.</td>
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<tr>
<td>- Corporate Communications – Diversity Awareness month</td>
<td>- PFLAG</td>
<td>- Community Food Bank</td>
<td>- Support of sales team to expand customers and the business footprint</td>
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<tr>
<td>- National Veterans Association</td>
<td>- National Association of Black MBAs</td>
<td>- Local School District</td>
<td></td>
</tr>
</tbody>
</table>

### Key Business Performance Measures

- # of attendees of the Annual Signature Event
- # of attendees to receive Professional Development
- # of participants to engage in Celebration Month Activities
- Event rating/survey score
- # of professional associations represented across ERG membership
- # of candidate referrals
- Cost savings & productivity gains identified by HR
- # of referral candidates hired
- # of agency partnerships established
- # of individuals supported
- Total number of volunteer hours
- Charity dollars raised
- # of important company informational items shared with the community
- # of Focus group requests
- # of participants in Focus groups
- Internal and external marketing/branding elements supported (print, video, articles, etc.)
- ERG members and Senior Leadership participating in Webinars, Global/National Conferences presenting company Best Practices
- Identified wins from Sales support activities (increased revenue)

Approved by:

ERG Leader ________________________  Sponsor: ________________________  Office of D&I : ________________________  Date: __________ Date: __________ Date: __________
## ERG Business Plan Template & Examples (continued)

### LEGEND
- Met or exceeded goal
- Partial progress made to date
- Little/no progress made to date

If a category is coded as red a detailed plan of how to rectify will be provided.

<table>
<thead>
<tr>
<th>Category</th>
<th>Key performance outcomes</th>
<th>Status</th>
</tr>
</thead>
</table>
| Workplace/Culture  | • 150 attendees at the Annual Signature Event  
• 200 employees received Professional Development  
• 500 participants engaged in Celebration Month Activities  
• Event rating/survey score or 4 out of 5 possible points | Met or exceeded goal             |
| Workforce/Career   | • 10 professional associations are represented across ERG membership  
• 25 candidate referrals  
• 10 referrals hired to date  
• $5,000 in cost savings identified by HR  
• Reviewed 1 HR recruitment document for language translation and appropriate image representation to be used at an upcoming conference. | Met or exceeded goal             |
| Community          | • 5 new agency partnerships established (Total: 14)  
• 10,000 individuals supported across 14 agencies  
• Total number of volunteer hours: 756  
• Charity dollars raised: $6,000.00  
• # of important company informational items shared with the community  
  • Mayor’s Office City-wide Community Day – Distributed 3,000 product brochures and 5,000 product samples. | Met or exceeded goal             |
| Marketplace/Commerce | • Supported 1 focus group with 5 participants  
• Created new sales tools leveraging Diversity & Inclusion to increase annual sales in the Northeast territory by 60M | Partial progress made to date |

Quarterly Updates:
1st Qtr: March 25, 2018  
2nd Qtr: June 30, 2018  
3rd Qtr: September 26, 2018  
4th Qtr: December 22, 2018