



UNDERSTANDING EMPLOYEE RESOURCE GROUP KEY PERFORMANCE INDICATORS

GUIDE OVERVIEW

This guide serves as a resource to provide construction professionals with best practices to understand what ERG KPIs are, why they are important, and how they drive workplace inclusion, team member engagement, and measurable impact.

WHAT TO KNOW

Employee Resource Groups (ERGs) are employee-led groups that advance inclusion and activate belonging in the workplace by fostering spaces for connection, education, growth, and valuable shared experiences.

ERGs Promote:

- Inclusion and belonging
- Personal and professional development
- Community involvement
- Organizational change and innovation

Examples of ERGs:

- Women in construction
- Veteran and military families
- Cultural inclusion/multicultural networks
- Early career professionals
- Mental health & wellness

WHY IT MATTERS

ERGs help foster a more inclusive workplace culture, provide support for a variety of different communities, and help team members establish a sense of belonging.

ERG LEADER KPI GUIDE

The scorecard below outlines the key performance indicators (KPIs) that guide the lifecycle of an Employee Resource Group (ERG) from launch to long-term sustainability. By breaking down goals across the first 6 months, 6–12 months, and beyond the first year, the framework highlights how ERGs evolve from establishing structure and visibility, to driving engagement and alignment with business priorities, and ultimately to demonstrating measurable cultural and financial impact.

I-6 MONTHS: FOUNDATION & AWARENESS

Focus is on building visibility, establishing leadership, and sparking initial engagement.

- Formal leadership team, roles documented, and executive sponsor secured.
- An ERG charter is created to define the group's purpose, goals, and operating structure.
- A baseline survey is conducted to collect initial data on awareness and interest, serving as a benchmark for measuring growth.
- Membership grows as at least 10–15% of eligible employees express interest or officially join the ERG.
- One kickoff or cultural/educational event that delivers >80% positive feedback.
- At least one ERG-hosted event is delivered in the first six months, and the event achieves a Net Promoter Score (NPS) of 80% or higher based on participant feedback. *ERG Event Impact Survey Template provided below*
- The ERG builds visibility by introducing itself on the company intranet, newsletter, or Slack, maintaining at least one communication per month.
- An executive sponsor is identified and participates in the first one or two leadership meetings to ensure organizational alignment.

ERG Event Impact Survey Template:

1. How valuable was this event to you personally or professionally?
 - a. Scale 1 (not valuable) - 5 (Extremely Valuable)
2. This event helped me feel more connected to... (Select all that apply)
 - a. My ERG Community
 - b. My Broader workplace community
 - c. My personal identity
 - d. I didn't feel more connected
3. This event supported my professional development.
 - a. Scale 1 (strongly disagree) - 5 (strongly agree)
4. I felt a sense of belonging during this event.
 - a. Scale 1 (strongly disagree) - 5 (strongly agree)
5. What was your biggest takeaway or highlight from the event?
6. What could we improve for next time?

6-12 MONTHS: ENGAGEMENT & IMPACT

Now the ERG moves from awareness to meaningful participation and contribution.

- The ERG hosts at least one event per quarter designed for the internal community such as educational sessions, cultural celebrations, or community-building activities. Even better if you can connect event to measurable outcomes, such as:
 - Improved retention of craft workers.
 - Increased participation in safety or wellbeing programs.
 - Partnerships with recruiting to diversify candidate pipelines.
- Active membership grows 20–30% growth; track participation trends across roles, locations, and demographics.
- At least 1 collaboration with another ERG and or 1 partnership with a business unit (e.g., Safety, Talent, Operations).
- Identify and deliver at least one initiative within the first year that aligns with the company's financial goals, like reducing turnover costs by improving employee retention, strengthening recruitment pipelines to lower hiring expenses, or supporting customer-facing initiatives that enhance client satisfaction and brand value.
- Consistent communication is maintained by publishing content such as newsletters, spotlights, or posts at least once per quarter.
- At least two ERG leaders take part in external or internal leadership training opportunities to strengthen skills and build leadership capacity.
- A mid-year survey is conducted to measure member satisfaction and perceived value, with a target of at least 80% positive responses. (ERG Engagement Survey Template provided below)
- Apply for AGC Culture of CARE Award

ERG Engagement Survey Template:

1. How often have you actively participated in ERG activities so far this year (e.g., events, discussions, planning)?
 - a. Scale 1 (not involved) - 5 (highly involved)
2. This ERG helps me feel more... (select all that apply)
 - a. Seen, heard, connected, supported, inspired, I don't feel this yet.
3. What's helped you feel connected or supported by the ERG?
4. What would make your experience with this ERG more valuable or meaningful?
5. So far, have our ERG activities or events supported your professional or personal growth?
 - a. Scale 1 (strongly disagree) - 5 (strongly agree)
6. Do you feel like your voice is heard or represented in this ERG?
 - a. Yes, no, not sure
7. Would you like to get more involved in any of the following? (select all that apply)
 - a. Planning or hosting events, sharing my story or experience, giving feedback or ideas, supporting new members, I am good for now

12 MONTHS AND BEYOND: GROWTH & SUSTAINABILITY

At this stage, the ERG should be fully embedded, demonstrating measurable business and cultural impact.

- Publish 1–2-year plan aligned with DEI, business growth goals, and workforce strategy.
- Sustain 70% of founding members, while maintaining 10–15% annual growth.
- A signature annual flagship event is hosted that becomes a recognized and celebrated part of company culture:
 - Heritage & Awareness Months - Black History Month Gala
 - Company-Wide Celebrations - National Women's Day Leadership Summit
 - Signature Development Experiences - Future Leaders Awards
 - Community Impact Days - Day of Service / Give Back Day
- The ERG demonstrates measurable business impact by contributing to recruitment, retention, brand reputation, or employee engagement scores.
- At least one external community partnership, conference, or outreach activity is pursued to extend the ERG's presence beyond the organization.
- A succession plan for ERG leadership is put in place, creating rotating opportunities for new leaders to step in and grow.
- Members and leaders are formally recognized through company awards, spotlights, or performance review acknowledgments.
- ERG impact is tracked and reported annually, with data integrated into company DEI or People reports to show contributions such as engagement score improvements or retention gains.