

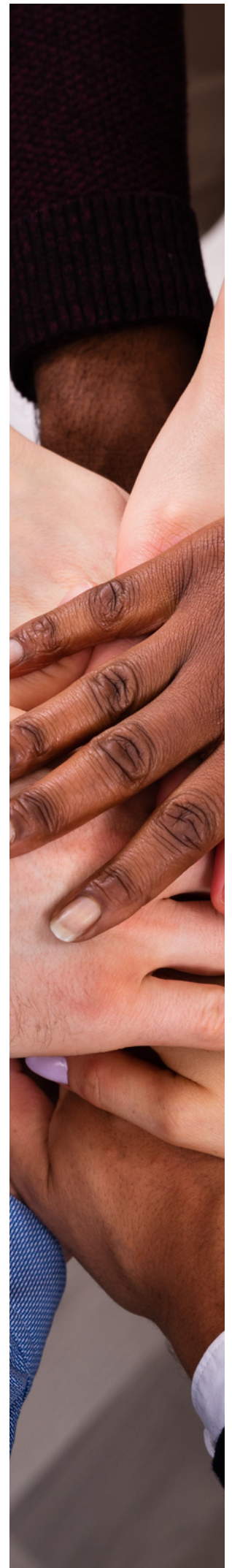
ATD Talent
Development Leader

Elevating Inclusivity and Belonging: The Employee Resource Group (ERG) Advantage Handouts

Nycci Jones, Director of Talent, Learning, and DEI
Audrey Erker, Corporate Trainer

Employee Resource Group (ERG) Charter Guidelines

- 1 PURPOSE:** Establish the purpose for your ERGs. Why are you creating these groups? How does this align with organizational goals?
- 2 ROLES AND RESPONSIBILITIES:** Establish clear roles for success. What do ERG participants need to do? What do ERG leaders (chairs, admins, communications, event leaders, advisors, etc.) do in their roles?
- 3 OBJECTIVES:** Establish objectives for all ERGs and allow customization for individual groups. Time to get specific. What are ERGs trying to accomplish in your company? What benefits will these groups bring to the employees and the org overall? What sets this ERG apart from others?
- 4 KEY PERFORMANCE INDICATORS:** Establish measurements to determine effectiveness. How will you know the impact of your ERGs? Are there target metrics you're looking to impact?
- 5 ADDITIONAL EXPECTATIONS:** Mention any other guidelines. Are the company policies to keep in mind? How will groups handle potential controversial issues that arise?
- 6 APPROVAL:** Have chairs of ERGs sign and date their charter upon launch and with changes.





Calls to Action



Here are some examples of calls to action we used at various stages of creating Nelnet's Employee Resource Groups.

Included communications:

- Initial ERG Launch
 - Goal: learn more about the interests of our employees and create excitement around the ERGs to come.
- Board Members
 - Goal: search for board members for a new ERG.
- ERG Members
 - Goal: announce the official launch of an ERG with information about the group and a link to sign up.



Communication Example: Initial Launch of ERGs

Associate Resource Groups (ARG) are voluntary, associate-led groups that serve as a resource for their members and Nelnet by fostering a diverse, inclusive workplace aligned with Nelnet's mission, values, goals, business practices, and purpose.

Celebrating our differences gives us the opportunity to grow and innovate in an ever-changing world and we believe that ARGs are a vital component of Nelnet's commitment to drive success and live up to many of our core values by making the most of the combined experiences of all Nelnet associates.

Better Together will be expanding ARGs and we want to know what you think. What are you interested in? What is important to you? By letting us know what you are interested in, we can help connect you with other like-minded individuals here at Nelnet. Examples of ARGs would be the LGBTQIA+ (PRISM), Disability Group (DANCE), and Nelnet Young Associate Community (YAC).

Our goal is to celebrate uniqueness and fostering an inclusive climate where everyone feels valued, connected, and safe. Please [click here](#) to take a quick survey. The deadline has been extended to Friday, April 23 at 11:59 p.m. (Central).

If you have any other questions, please reach out to ARG@nelnet.net.

Communication Example: Board Members

Nelnet is seeking new board members for its new Associate Resource Group, Prime Time. This group is aimed at building a community that advocates for the benefits of a multigenerational workforce and is specifically geared toward Nelnet's 40+ associates and their allies.

We are looking for individuals to fill the following board positions and responsibilities:

- Communication Specialist: Responsible for writing and sending out communication pieces for members and promotion materials.
- Administration (Secretary): Responsible for taking meeting notes and tracking attendance at events, among other duties.
- Events Leader: Responsible for leading event planning and hosting events.

NOTE: The above positions are non-paid, voluntary committee roles that would be held in addition to your current job role at Nelnet.

If you are interested in becoming a board member, please fill out this form and we will be in touch soon!



Communication Example: ERG Members

Prime Time is excited to announce its official launch on Sept. 20!

Prime Time is an Associate Resource Group (ARG) created to provide a community for Nelnet's 40+ associates and their allies and to advocate for the benefits of a multigenerational workforce. They intend to share resources, learn from each other, and have some fun—all while ensuring Nelnet is a place that works for everyone!



The group's goal is to hold quarterly speaker events and host monthly chats. Although the community is geared toward the needs of those 40 years old and older, all Nelnet associates are welcome!

Please join Prime Time for their launch event Wednesday, Sept. 20, at 1 p.m. Central time to learn more.

Use this link to access the virtual event: [Prime Time Launch](#)