

CATALYST

ERG Guide

Measuring ERG success

Executive summary

To keep your ERG's momentum and continued support from the organization, you must be able to demonstrate impact. ERG leaders and members, as well as HR and senior leaders, need to understand what is and is not working within the ERG; what the ERG's strengths and weaknesses are; who is and is not benefiting from the ERG; and whether the ERG is meeting its goals. ERGs should monitor and report performance measures that demonstrate the ERG's impact on members and the business.

Tracking effectiveness

Treating the ERG as a business initiative means tracking activities and results. Such measures are a valuable tool to gauge and share successes and best practices. They also set the stage for future improvements.

After the ERG's strategy is determined, evaluation measures should be discussed early in the planning phase. At that point, an ERG needs to identify what metrics will help it assess its impact on ERG members and the organization. The ERG should also be clear to whom and how often it will report on its activities and progress. Report recipients often include senior leaders, other ERG leaders, ERG program managers, and ERG members. This accountability helps ERG leaders focus on creating the most impact around their programming and goals.

However, while they may contribute to them, ERGs should not be the sole or primary responsible party for organizational goals such as recruiting, retention, and career development, as those are affected by multiple factors and are the responsibility of specific business functions (e.g., HR). ERG leaders should not promise — or hold themselves accountable for — more than they can deliver, and organizations should not expect that ERGs alone will enable the organization to become an employer of choice.

Sample metrics

An ERG needs to identify evaluation measures that are aligned with its mission and goals. But ERGs should be aware of the difference between items that can be counted and those that should be counted — all data do not necessarily measure effectiveness. Some measures may be collected by the ERG itself (e.g., membership, event participation, leadership/ project management opportunities); others will need to come from HR (e.g., organizational demographics).

Many ERGs find that developing a customized scorecard that provides up-to-date, at-a-glance data about where they stand relative to their goals (focus areas, accountability measures, overall goal status, etc.) provides an extremely helpful tool to quickly assess alignment.

Metrics to consider tracking

Membership and engagement

- Event attendance by demographic group, level, and function.
- Membership and growth in membership by demographic group, level, and function.
- The number of highly visible speaking opportunities in front of senior leaders and others that members receive.
- Member satisfaction scores from surveys.
- Communication measures, such as views of the ERG's intranet page or engagement on Teams and Slack discussion boards.

Event and program effectiveness

- Post-event survey satisfaction rates and feedback.
- Professional development outcomes, such as skills acquired, or mentoring connections made.
- Experiences contributing to growth within current role or promotions.
- Collaborations with other ERGs.
- External recognition or rewards.

Involvement with business activities

- Business leads and revenue secured by or through the ERG.
- ERG-sponsored professional development activities.
- Contributions to work environment and employer-of-choice initiatives.
- ERG participation in recruiting activities.
- Influence on company policy or practices.
- Involvement in outside community (e.g., partnering with a community organization whose mission is closely aligned with the ERG's).

Explore the guide

- Key ERG concepts
- Building and growing ERG membership
- Developing an ERG
- Cultivating ERG support and collaboration
- ERG programming and initiatives
- Common ERG challenges and solutions
- ERG communications
- Measuring ERG success

How to cite this product: *Catalyst guide to Employee Resource Groups (ERGs)*. (2025). Catalyst.

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