



THREE LEADING ORGANIZATIONS IN THE ATLANTA HISPANIC COMMUNITY ARE HOSTING THE SECOND ANNUAL SOUTHEAST HISPANIC B/ERG COMPETITION AT THE 2019 GEORGIA HISPANIC BUSINESS CONFERENCE AND EXPO

The Hispanic Business Center (HBC) is a leading enabler of economic growth for Hispanic businesses in the Southeast, providing education and access to resources. The HBC is a subsidiary of the Georgia Hispanic Chamber of Commerce. www.ghcc.org

The Hispanic Corporate Council of Atlanta (HCCA) is the premier organization representing the Hispanic corporate B/ERGs of greater Atlanta, and their leaders, members, and companies. www.hispaniccorporate.com

ALPFA is a leading organization of Hispanic professionals and leaders in the greater Atlanta area. <https://www.alpfa.org/page/atlanta>

The HCCA was formed to elevate B/ERGs in the Atlanta community through professional development and sharing of best practices for B/ERG leaders and increasing the visibility and value of corporate B/ERGs to their companies. The HBC, ALPFA, and their leaders and members also recognize the critical and ever-growing importance and value of B/ERGs and are often their most dynamic participants.

Daily, B/ERGs demonstrate their vital role in employee engagement, community outreach, insight into our community's businesses, and most importantly, contributions to the achievement of all types of business goals – from the bottom line to a diverse corporate culture. Due to these truths, the HBC, HCCA, and ALPFA, and our shared and individual memberships, are partnering to recognize excellence in the community's B/ERGs through this competition.

There is a \$99 entry fee and it will include 2 tickets for the GHCC Business Conference and Expo on November 22, 2019.

<http://events.constantcontact.com/register/event?llr=jhmvzabab&oeidk=a07egnl2od241ad905>

If chosen as one of the Top 3 B/ERGs they will compete during the 2019 Georgia Hispanic Business Conference and Expo on November 22, 2019, at The Delta Flight Museum and be awarded as the most impactful B/ERG in the Southeast.

Please share information about the second annual Southeast Hispanic B/ERG competition with your corporate executives, diversity practitioners and B/ERG leaders and supporters.

For more information about the B/ERG Competition, please contact Gabriel Vaca, Executive Director of the Hispanic Business Center at GVaca@ghcc.org.



B/ERG COMPETITION SUBMISSION GUIDELINES

B/ERG Corporate Competition Submission Period: **Submit by October 31, 2019**. Only one (1) submission per B/ERG is allowed (video submissions can be supplements).

Notification: All organizations that provide an entry submission will be notified if they have been selected as a finalist by **November 7, 2019**. Finalists selected will be required to send a company representative(s) that will give a presentation on their ERG at the competition during the GHCC Business Conference and Expo on **November 22, 2019** at the Delta Flight Museum, Atlanta, GA

Submission Parameters: Groups that wish to participate in the B/ERG Corporate Competition can submit a document to GVaca@ghcc.org no more than 12-pages (either PowerPoint, PDF or Word) describing their B/ERG and make payment of the entry fee of \$99

<http://events.constantcontact.com/register/event?llr=jhmvzabab&oeidk=a07egnl2od241ad905>

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

Organization Name, History & Mission/Goals: This section provides a general overview of how the B/ERG came to exist, the name of the organization, how long the B/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 B/ERG and the scope of its activities. Groups should describe if the B/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 an B/ERG has a leadership council or governance committee that oversees and guides the entire B/ERG system, that should be described in this section as well. Besides overall organization structure and governance, B/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 B/ERG.

B/ERG Impact: This section allows the B/ERG to highlight the impact they have on their corporation and emphasis should be placed on the impact of the B/ERG using the 4C B/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 B/ERG makes an impact can be highlighted, but special attention should be placed on the 4C areas listed here. B/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 B/ERG



that is selected as the winner of the Corporate Competition will receive an award recognizing them as the top Hispanic B/ERG in the Southeast for 2018.

ERG CORPORATE COMPETITION SUBMISSION GUIDELINES

Confidentiality: B/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.

B/ERGs that enter the corporate competition should use their best judgment as 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 B/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” B/ERG may be subjective. However an evaluation criterion has been established to differentiate the performance of B/ERGs. Upon receipt of the Corporate Competition submissions, the selection committee will evaluate the entries based on the impact the B/ERG has on the **4C B/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 B/ERG helps groom 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 the allow B/ERG members to gain visibility, exposure and access to top corporate executives.

Community:

- Note: Community Outreach efforts do not need to target a community specifically, but special consideration will be given to those efforts that do specifically address their respective community.
- B/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 organizations 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.