

# Using Employee Resource Groups to Reach New Employees

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# Introducing new employees to ERGs at live onboarding events

## Challenge

- **240,000** employees
- **30,000** new hires every year
- How do they **get connected** ... not lost

## Solution

- Every new employee invited to a quarterly **on-boarding event**
- Learn about company **values, priorities, and resources**



***ERGs – showcased as a way to get connected and involved***



# 12 ERGs: 76,000 memberships, 250% growth last 3 years

## Value to new employees

- Build a **network** of employees across every part of the business
- Personal & professional **development**
- **Understand the business** on a broader and deeper level
- **Community** engagement
- **Exposure** to senior **leaders** = meetings, mentoring, business projects
- Opportunity to take on **leadership roles** and be noticed



# oxyGEN: AT&T's youngest ERG



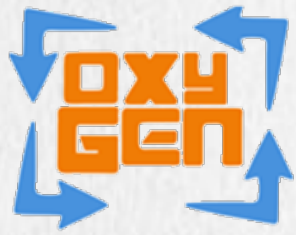
- Launched in 2011 by a team of highly engaged **Gen X'ers** – most new to AT&T
- Now second-largest ERG: **13,000** members – whose mission is to:
  - Help AT&T **attract, develop, and retain** talent – with an emphasis on STEM
  - Design and deliver **unique and innovative programs** attractive to new employees
  - Foster **cross-generational** learning, communication
  - Help emerging professionals “find their way”
  - Help **experienced professionals and advisors** lead the new generation and develop leaders



*More than 25% of oxyGEN members have fewer than three years with the company*







## 2014 National Programs



Bridging generations through technology



Showcasing career paths to employees of all generations



Collaborating across diverse teams to solve business challenges



# Women of AT&T: AT&T's first and largest ERG



- Launched in 1972, **19,000 members**, including women, men, people of all ages, backgrounds
- Significant percent of members also members of **oxyGEN**
- Facilitates new-employee exposure to leaders through robust **mentoring** circle program
- Heavy emphasis attracting, retaining, developing **STEM** women
- Designs and develops **health and wellness** programs attractive to new female employees
- Currently focused on helping employees **transform skills** as the company evolves





# 2014 National Programs



Signature  
Mentoring Circles



Girls Who Code  
& Girls Rock  
Technology



Health and  
Wellness



Thank you!

