

Dear HR Leaders,

It was great to see you many of you on yesterday's call. Thank you for another fantastic discussion where we spent the majority of time talking about the vaccine prioritization, distribution, and the importance of education to increase vaccination rates among employees. The group also shared ideas on how to maintain and promote company culture during remote work.

Below you will find notes from the discussion along with information for our next meeting. These notes will be posted to our new [HR Leaders in Dairy Member Page](#) on our website.

Kindly circulate any items you would like to include on the agenda for next meeting on **Friday, March 5 at 11:00 a.m. ET**. Zoom details can be found below and were also circulated via Outlook Calendar request. As always, we welcome your feedback on how we can continue to make these sessions valuable to you.

I hope you have a wonderful weekend.

Best,  
Heather

## Notes from Discussion:

### Videos of Note

**National Association of Manufacturers** released a [vaccine acceptance video](#) that can be utilized in education and communication efforts.

**Adam Grant** | Adam Grant interview Sandra Lamartine referenced on the call: [Pandemic to Politics: Adam Grant on How to Debate Someone With Opposing Views](#)

### New Biden Administration and Potential Policy Issues Important to HR Leaders

- HR leaders are expecting an increased level of interest from DOL and OSHA on labor, wages, pension, and COVID-19 standard of care.
- Focus on solving foreseen issues with internal policies such as bonus pay, retention pay, and new communication plan such as text service to all employees.
- Members may consider performing an audit of company HR practices to evaluate your current HR practices and policies
- IDFA will continue to work with other organizations to collaborate on the most effective methods to convey the needs of our members to congressional, federal agency, and state dairy association staff. Please let the IDFA team know if you have specific information on any emerging labor, wages, or benefits.

### Maintaining and Promoting Company Culture in Remote Work

- HR leaders are seeking new ways to maintain and promote company culture with extended remote work. Ideas included:

- Short daily meetings to review key performance indicators (KPIs) were extended from leadership to all employees on telework to increase inclusivity and maintain open lines communication.
- Weekly email from company HR leader that contains updates on general operations, vaccine distribution, and opportunity for question submissions.
- Company hosted virtual events for employees and their families, examples included magic shows and women’s day programming.
- Informal and educational videos for front line workforce on the vaccines and other topics in both English and Spanish.
- Monthly global town halls with leadership to financial and workforce updates.
- Deliver updates through prepared remarks by plant managers at the beginning of a shift once a week.
- HR Leaders are also seeking ways to ensure new hires are included and integrated during a virtual onboarding.

### Vaccine Availability and Distribution

- Companies are developing incentive programs that balance staffing and HIPA/EEOC guidelines. Ideas included payout of unused PTO when taking the vaccine, gift card or cash incentives, or adding to an existing wellness program in which an employee can see an increase in company contribution to a health HSA account for receiving the COVID-19 vaccine.
- Developing vaccine communication, education, and policies to encourage employees to take the vaccine without mandating employees to get vaccine.
- Survey results continue to show interest in receiving the vaccine varies considerably by region with the largest hesitation in the midwestern states and concerns are focused on short-term and long-term health concerns. These results allow companies to maximize communication and education efforts in areas with lowest employee interest in receiving vaccine.
- Focus is on peer-to-peer and leadership impact of publicly receiving vaccine.



### HR Leaders in Dairy | Member Page on IDFA Website

HR Leaders in Dairy Community Page is now live! Click [here](#) to view the page.

### Next Virtual Meeting of HR Leaders in Dairy | Friday, March 5 | 11:00 am – 12:00 pm ET

Join Zoom Meeting

<https://zoom.us/j/93350895883?pwd=QUZleUhoK2ZDeWk2Z2hpUUFORVhHZz09>

Meeting ID: 933 5089 5883

Passcode: 548571

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