



Safe Employee Recognition Campaign (SERC) FAQ

Welcome to the Safe Employee Recognition Campaign (SERC)! We are glad to have you and look forward to working with you during the 2024-2025 program year.

What purpose does SERC serve?

At SERC, we aim to enhance the culture of safety across your organization. Our goal is to help your organization identify and recognize employees who practice safety on the job. By recognizing these employees, we can strengthen safety and prevent losses.

What is the role of a SERC Contact?

At the beginning of each program year, we ask your organization's Workers' Compensation Program Trustee to designate a SERC Contact by completing and returning the SERC Contact Designation Form. The role of SERC Contact is to be your organization's liaison for SERC and help administer the 2-part Safe Employee Recognition Campaign. A successful SERC Contact is a staff member who can receive our program emails and mailed packages, forward emails to department supervisors as needed, and coordinate with supervisors to facilitate the campaign. The SERC Contact should ultimately encourage safety and promote campaign participation among departments.

How does SERC work?

The SERC Contact helps administer the 2-part Safe Employee Recognition Campaign:

Part 1 – Immediate Recognition Program

Date: October 2024 (date of your choosing) – February 7, 2025

Materials: SERC Scratch-Off Tickets and Prize Tumblers mailed to the SERC Contact in early October, with accompanying Nomination Forms and Promotional Flyers emailed in PDF format.

Method: The SERC Contact may administer Part 1 as they see fit for the organization—there is no one-size-fits-all approach. However, we have designed the program for the SERC Contact to distribute SERC Scratch-off Tickets to participating department supervisors. When a supervisor identifies a safe employee during the workday or otherwise has their attention called to a safe employee, the supervisor may recognize the employee by awarding them a Scratch-off Ticket. Tickets are randomized, with 1 in 5 winning a SERC Tumbler. Employees with a winning ticket may visit the SERC Contact to collect their prize tumbler. We recommend the SERC Contact make available the Nomination Form for supervisors to fill out in support of recognized employees deserving of a higher-level honor, regardless of whether they win a tumbler. Further instructions will be provided in the 2 packages mailed to the SERC Contact in early October.

Part 2 – Honor Roll

Date: February 10, 2025 – March 7, 2025

Materials: Submit the online Honor Roll Selection Form. The Honor Roll Award (SERC jacket embroidered with name and organization) will be delivered in early May 2025

Method: Employees recognized during SERC Part 1 are eligible for the Part 2 SERC Honor Roll. The Honor Roll is designed to recognize employees who have the greatest impact on safety across your organization. The SERC Contact may develop their own criteria for choosing an Honor Roll recipient, but we suggest the SERC Contact remind department supervisors during SERC Part 1 to fill out a Nomination Form for employees awarded a Scratch-off Ticket AND considered to be deserving of a higher-level honor. Here in Part 2, the SERC Contact may gather the nominations and, assembling a selection committee if needed, make a selection via the online Honor Roll Selection Form due March 7. Depending on the size of your organization, you may have multiple Honor Roll selections available—more details will come in February 2025.

How do we communicate with the SERC Contact?

We use a 3rd party email distribution site, Constant Contact, to send SERC program announcements and notices throughout the year from the email address erminews@edwardsrisk.ccsend.com. The SERC Contact and Trustee are on this distribution list and should ensure they are subscribed and that Constant Contact emails are not blocked by any IT filters. We recommend your IT team add our SERC sending domain @edwardsrisk.ccsend.com to your exclusion lists for Edwards Risk Management, Inc's allowed email communications. Occasionally, these emails land in SPAM folders. If you are unsure whether you received a SERC email, please check your SPAM folders and contact your IT dept to ensure it was not blocked. Also, notify the SERC team and we will ensure you have not been accidentally unsubscribed from the distribution list.

*Note: When forwarding SERC program emails to department supervisors or other staff, please remember to **remove the 'unsubscribe' link from the bottom of the email**, as it is linked to the SERC Contact's email address. If anyone clicks on the link, the SERC Contact will be unsubscribed from Constant Contact and no longer receive future emails.*

SERC Contact Gift

We encourage the SERC Contact to communicate with us throughout the year regarding their SERC program, how things are going, what went well, what didn't go so well, and how they are promoting participation. All comments are welcome, encouraged, and appreciated.

At the end of the program year, upon successfully facilitating both SERC Part 1 and 2, the SERC Contact will receive a gift in appreciation of their dedication to the SERC program.

Questions?

Thank you for partnering with us on SERC and for all you do to promote a safe work environment.

Feel free to contact us any time with questions or concerns at SafeEmployee@edwardsrisk.com or call us at (800) 575-2657.