

2011 Communications Calendar

1/8/11

Calendar	Status	Type	Date materials due by	Assigned to obtain materials	Materials due to and approved by	Sent by	Conference separate e-mail to council list
January							
2010 recap and 2011 goals for the year		e-blast & website	1/12	State Director	Secretary		
Save the date for 2011 conferences (national, state, student, leg, and diversity)		e-blast, website, & social media	1/12	Conference Liaison Director	Secretary		
Promote HR Games (link to website)		e-blast, website, & social media	1/12	Student Relations Director	Secretary		
Badger Bash / WI hotel at National		e-blast & website	1/12	Secretary	Secretary		
Leg Conference / Leg Partner article		e-blast, website, & social media	1/12	Leg Director	Secretary		
Job Bank updates		e-blast & website	ongoing	MDS	MDS		
KRM training partnership		e-blast & website	1/12	Secretary	Secretary		
February							
State Conference speaker RFP open		e-blast, website, & social media	2/4	Conference program chair	Secretary		
Update on certification		e-blast & website	2/4	Certification Chair	Secretary		
HR Games update/reminder		e-blast, website, & social media	2/4	Student Relations Director	Secretary		
National Conferences / Badger Bash / Leg & Diversity		e-blast, website, & social media	2/4	Membership / Leg & Diversity Director	Secretary		
Leg Conference / Leg Partner article		e-blast, website, & social media	2/4	Leg Director	Secretary		
KRM training partnership		e-blast & website	2/4	Secretary	Secretary		
Job Bank updates		e-blast & website	ongoing	MDS	MDS		
National e-blast (include council website, HR Games, Job Bank reminder)		At large members only		Secretary	National SHRM		
State Conference Past Sponsor e-blast		e-blast	2/4		Conference Committee	Conference Committee	
State Conference RFP reminder		e-blast	2/4		Conference Committee	Conference Committee	
March							
Workforce Readiness Update (link to website)		e-blast & website	3/4	Workforce Readiness Director	Secretary		
Exhibitor opportunities for the State Conference open		e-blast, website, & social media	3/4	Conference Liaison Director	Secretary		
National Conferences / Badger Bash / Leg & Diversity		e-blast & website	3/4	Membership / Leg & Diversity Director	Secretary		
HR Games recap		e-blast, website, & social media	3/4	Student Relations Director	Secretary		
Volunteer Day		e-blast & website	3/4	State Director	Secretary		
Leg Conference recap / Leg Partner article		e-blast, website, & social media	3/4	Leg Director	Secretary		
District Directors recap of featured chapter		e-blast & website	3/4	DD	Secretary		

2011 Communications Calendar

1/8/11

initiative							
KRM training partnership		e-blast & website	3/4	Secretary	Secretary		
Job Bank updates		e-blast & website	ongoing	MDS	MDS		
National e-blast (2 nd one in Q1)		At large members only	3/21	Secretary	National SHRM		
April							
Check website – update all pages (including chapter sites)		Website	4/1	All Council members	Secretary/MD S/DDs		
MDS to update master list of chapter e-mail addresses		e-blast & website	4/8	MDS	Conference Committee		
National Conferences / Badger Bash / Leg & Diversity		e-blast & website	4/8	Membership / Leg & Diversity Director	Secretary		
State Conference save the date / exhibitors / sponsors		e-blast, website, & social media	4/8	Conference Liaison Director	Secretary		
Volunteer Day		e-blast	4/8	State Director	Secretary		
Leg Partner article		e-blast & website	4/8	Leg Director	Secretary		
District Directors recap of featured chapter initiative		e-blast & website	4/8	DD	Secretary		
KRM training partnership		e-blast & website	4/8	Secretary	Secretary		
Vendor directory plan		Website	10/1/2011	Conference Liaison Director	State Director		
Job Bank updates		e-blast & website	ongoing	MDS	MDS		
May							
Volunteer Day		e-blast & website	5/6	State Director	Secretary		
Diversity Director update (DD meeting, article and award promotion)		e-blast, website, & social media	5/6	Diversity Director	Secretary		
Volunteer Day		e-blast & social media	5/6	State Director	Secretary		
State Conference exhibitors/sponsors		e-blast, website, & social media	5/6	Conference Liaison Director	Secretary		
Sponsor / exhibitor reminder		e-blast	5/6	Conference Liaison Director	Secretary		
Leg Partner article		e-blast & website	5/6	Leg Director	Secretary		
District Directors recap of featured chapter initiative		e-blast & website	5/6	DD	Secretary		
KRM training partnership		e-blast & website	5/6	Secretary	Secretary		
Vendor directory plan		Website	10/1/2011	Conference Liaison Director	State Director		
Job Bank updates		e-blast & website	Ongoing	MDS	MDS		
National e-blast (1 st one in Q2: Job Bank promotion, conferences, diversity award, exhibits, Badger Bash promotion)		At large members only		Secretary	National SHRM		
June							

2011 Communications Calendar

1/8/11

Foundation article		e-blast & website	6/10	Foundation Director	Secretary		
State Leadership Conference registration open		e-blast & website	6/10	Leadership Director	Secretary		
National Conference recap		e-blast, website, & social media	6/10		Secretary		
Volunteer Day recap		e-blast & social media	6/10	State Director	Secretary		
Diversity award reminder		Website	6/10	Diversity Director	Secretary		
State Conference registration open		e-blast & social media	6/10	Conference Liaison Director	Secretary		
State Conference registration open (special blast)		e-blast	6/10	Conference Committee	Conference Committee		
Student scholarship winner		e-blast	6/10	Student Relations Director	Secretary		
Diversity Award		e-blast	6/10	Diversity Director	Secretary		
Leg Partner article		e-blast	6/10	Leg Director	Secretary		
District Directors recap of featured chapter initiative		e-blast & website	6/10	DD	Secretary		
KRM training partnership		e-blast & website	6/10	Secretary	Secretary		
Vendor directory plan		Website	10/1/2011	Conference Liaison Director	State Director		
Job Bank updates		e-blast & website	Ongoing	MDS	MDS		
National e-blast (special event e-blast)		At large members only		Conference committee	National SHRM		
July							
Check website – update all pages (including chapter sites)		Website	7/1	All Council members	Secretary/MD S/DDs		
Mid-year update from State Director		e-blast & website	7/8	State Director	Secretary		
State Leadership Conference registration open		e-blast, website, & social media	7/8	Leadership Director	Secretary		
State Conference early bird registration ends		e-blast & social media	7/8	Leadership Director	Secretary		
Council nominations / Conference Co-chairs		e-blast & website	7/8	State Director / Past Director	Secretary		
Leg Partner article		e-blast & website	7/8	Leg Director	Secretary		
District Directors recap of featured chapter initiative		e-blast & website	7/8	DD	Secretary		
KRM training partnership		e-blast & website	7/8	Secretary	Secretary		
Vendor directory plan		Website	10/1/2011	Conference Liaison Director	State Director		
Job Bank updates		e-blast & website	Ongoing	MDS	MDS		
National e-blast (1 st one in Q3: conference, Foundation, diversity award,		At large members only		Secretary	National SHRM		

2011 Communications Calendar

1/8/11

job bank, workforce readiness)							
August							
2 nd annual certification article		e-blast & website	8/5	Certification Director	Secretary		
Council nominations		e-blast & website	8/5	State Director / Past Director	Secretary		
State Leadership Conference recap		e-blast, website, & social media	8/5	Leadership Director	Secretary		
State Conference Co-Chair nominations		e-blast, website, & social media	8/5	Conference Liaison Director	Secretary		
State Conference registration reminder		e-blast & social media	8/5	Conference Liaison Director	Secretary		
Leg Partner article		e-blast & website	8/5	Leg Director	Secretary		
District Directors recap of featured chapter initiative		e-blast & website	8/5	DD	Secretary		
KRM training partnership		e-blast & website	8/5	Secretary	Secretary		
Vendor directory plan		Website	10/1/2011	Conference Liaison Director	State Director		
Job Bank updates		e-blast & website	Ongoing	MDS	MDS		
National e-blast (2 nd special event e-blast)		At large members only		Conference committee	National SHRM		
September							
2 nd annual workforce readiness article		e-blast & website	9/9	Workforce Readiness Director	Secretary		
Leadership conference recap (link to webpage)		Website	9/9	Leadership Director	Secretary		
State Conference last chance to register		e-blast, website, & social media	9/9	Conference Liaison Director	Secretary		
Leg Partner article		e-blast & website	9/9	Leg Director	Secretary		
District Directors recap of featured chapter initiative		e-blast & website	9/9	DD	Secretary		
KRM training partnership		e-blast & website	9/9	Secretary	Secretary		
Vendor directory plan		e-blast & website	10/1/2011	Conference Liaison Director	State Director		
Job Bank updates		e-blast & website	Ongoing	MDS	MDS		
National e-blast (2 nd in Q3 tentative)		At large members only			National SHRM		
October							
Check website – update all pages (including chapter sites)		Website	10/1	All Council members	Secretary/MD S/DDs		
State Conference recap (tentative)		e-blast, website, & social media	10/7	Conference Liaison Director	Secretary		
Announce future Co-Chairs / new Council		e-blast, website, &	10/7	Conference Liaison	Secretary		

2011 Communications Calendar

1/8/11

		social media		Director / State Director			
Interest in joining State Conference Committee		e-blast, website, & social media	10/7	Conference Liaison Director	Secretary		
Diversity Award winner article		e-blast & website	10/7	Diversity Director	Secretary		
Enterprising Leadership Award winner article		e-blast & website	10/7	Past State Director	Secretary		
Leg Partner article		e-blast & website	10/7	Leg Director	Secretary		
District Directors recap of featured chapter initiative		e-blast & website	10/7	DD	Secretary		
KRM training partnership		e-blast & website	10/7	Secretary	Secretary		
Vendor directory plan		e-blast & website	10/1/2011	Conference Liaison Director	State Director		
Job Bank updates		e-blast & website	Ongoing	MDS	MDS		
National e-blast (1 st in Q4 tentative: certification reminders, job bank)		At large members only			National SHRM		
November							
Announce new Council (if not in previous e-blast)		e-blast & website	11/4	State Director	Secretary		
MDS to obtain updated 2012 Council roster		Website	11/4	MDS	Secretary		
2 nd annual Foundation article – donation reminder		e-blast & website	11/4	Foundation Director	Secretary		
Leg Partner article		e-blast & website	11/4	Leg Director	Secretary		
District Directors recap of featured chapter initiative		e-blast & website	11/4	DD	Secretary		
KRM training partnership		e-blast & website	11/4	Secretary	Secretary		
Job Bank updates		e-blast & website	Ongoing	MDS	MDS		
December							
Check website – update all pages (including chapter sites)		Website	12/1	All Council members	Secretary/MD S/DDs		
Happy holidays message		e-blast & website	12/9	State Director	Secretary		
Thanks to outgoing Council		e-blast & website	12/9	State Director	Secretary		
Leg Partner article		e-blast & website	12/9	Leg Director	Secretary		
District Directors recap of featured chapter initiative		e-blast & website	12/9	DD	Secretary		
KRM training partnership		e-blast & website	12/9	Secretary	Secretary		
Job Bank updates		e-blast & website	ongoing	MDS	MDS		
National e-blast (2 nd in Q4 tentative)		At large members only		Secretary	National SHRM		
January 2012							

2011 Communications Calendar

1/8/11