

## 2019 WI SHRM Communications Calendar

Core Council members are required to contribute editorial for at least one (1) eBlast annually.

<b>Communication Contacts</b> eBlast: Communications/Social Media Director forwardHR magazine: Mbruins@bdch.org	<b>Communication Reach</b> eBlasts: 3,500+ chapter members & conference attendees Website: 6,000+ HR professionals & volunteers forwardHR magazine: 6,000 chapter and national members Social media: 2,000+ members on LinkedIn, Twitter, Facebook, etc.	
Month	Method	Position Responsible
<b>January</b>	<b>eBlast submissions due 12/29/18 &amp; forwardHR submissions due 1/15/19</b>	
Certification Update	eBlast & website	Certification Director
Save the Date for 2019 Conferences: National, State, Student, Day on the Hill, and Diversity	eBlast, website, & social media	Conference Liaison Director
State Conference Speaker RFP Open	eBlast, website, & social media	Conference Program Chair
Legislative Day on the Hill - Last Call to Register	eBlast, website & social media	Legislative Director
Job Board Promotion	eBlast & website	MDS
Spring <i>ForwardHR</i> editorials (Theme: TBD) - Deadline 1/15/19	<i>ForwardHR</i>	Secretary
2018 Recap and 2019 Goals	eBlast & website	State Director
Enterprising Leadership Award Winner Article	eBlast & website	State Director Elect
Promote HR Games (link to website)	eBlast, website, & social media	Student Relations Director
Statewide Programming List	eBlast & website	Communications/Social Media Director
<b>February</b>	<b>eblast submission due 1/29/19</b>	
State Conference RFP reminder	Members and at-large members	Conference Liaison Director
Legislative Day on the Hill Update / Reminder	eBlast, website, & social media	Legislative Director
National eBlast (1 of 2 for Q1)	At-large members only	MDS
Council website, HR Games, Job Board reminder		
National Conferences	eBlast, website, & social media	Membership Director
HR Games Update / Reminder	eBlast, website, & social media	Student Relations Director
Job Board Promotion	eBlast & website	MDS
Statewide Programming List	eBlast & website	Communications/Social Media Director
<b>March</b>	<b>eBlast submissions due 2/28/19</b>	
Certification Update	eBlast & website	Certification Director
National eBlast (2 of 2 for Q1)	At-large members only	Communications/Social Media Director
State Conference Exhibitor Opportunities Open	eBlast, website, & social media	Conference Liaison Director
Announce When Work Works Award Application Cycle (Applications accepted first week in April – mid May)	eBlast, website, & social media	Diversity Director
Legislative Day on the Hill Recap	eBlast, website, & social media	Legislative Director
Job Board Promotion	eBlast & website	MDS
Membership Update	eBlast & website	Membership Director
National Conferences	eBlast & website	Membership Director
Workforce Readiness Update	eBlast & website	Workforce Readiness Director
Statewide Programming List	eBlast & website	Communications/Social Media Director
<b>April</b>	<b>eBlast submissions due 3/29/19</b>	
Certification Update (Spring Testing Window)	eBlast & website	Certification Director
State Conference Save the Date / Exhibitors / Sponsors	eBlast, website, & social media	Conference Liaison Director
Promote When Work Works Award Application Cycle (Applications accepted first week in April – mid May)	eBlast, website, & social media	Diversity Director
Legislative Day on the Hill Recap	eblast & Social media	Legislative Director
Update Master List of Chapter e-mail Addresses	eBlast & website	MDS
Job Board Promotion	eBlast & website	MDS
Statewide Programming List	eBlast & website	Communications/Social Media Director
National Conferences	eBlast & website	Membership Director
HR Games Recap	eBlast, website, & social media	Student Relations Director
<b>May</b>	<b>eBlast submissions due 4/29/19</b>	
National eBlast (1 of 2 in Q2)		
Job Bank Promotion, Conferences, Diversity Award, Exhibits, etc.	At-large members only	Communications/Social Media Director
State Leadership Conference Registration Open	eBlast, website, & social media	Leadership Director
State Conference Exhibitors / Sponsors / Keynotes	eBlast, website, & social media	Conference Liaison Director
State Conference Sponsor / Exhibitor Reminder	eBlast	Conference Liaison Director
Vendor Directory Plan	Website	Conference Liaison Director
Diversity Advocate Award Application	eBlast, website & social media	Diversity Director
Diversity Update (DD meeting, Article and Award Promotion)	eBlast, website, & social media	Diversity Director
Statewide Programming List	eBlast & website	Communications/Social Media Director
Job Board Promotion	eBlast & website	MDS

<b>June eBlast submissions due 5/29/19 &amp; forwardHR submissions due 6/3/19</b>		
National eBlast (2 of 2 in Q2)		
Special event eBlast	At-large members only	Communications/Social Media Director
State Conference Registration Open	eBlast & social media	Conference Liaison Director
Vendor Directory Plan	Website	Conference Liaison Director
Diversity Award Application	eBlast & Website	Diversity Director
Foundation Article	eBlast & website	Foundation Director
SHRM Foundation Scholarships for SHRM Members	eBlast	Foundation Director
State Leadership Conference Registration Open	eBlast & website	Leadership Director
Statewide Programming List	eBlast & website	Communications/Social Media Director
Job Board Promotion	eBlast & website	MDS
Membership Update	eBlast & website	Membership Director
Fall <i>ForwardHR</i> editorials (Theme: State Conf 2019)	<i>ForwardHR</i>	Secretary
National Conference Recap	eBlast, website, & social media	State Director
Council Nominations / Conference Co-chairs	eBlast & website	State Director / Past Director
Student Scholarship Winner	eBlast	Student Relations Director
<b>July eBlast submissions due 6/29/19</b>		
National eBlast (1 of 2 in Q3)		
Conference, Foundation, Diversity Award, Job Bank, Workforce Readiness	At-large members only	Communications/Social Media Director
Vendor Directory Plan	Website	Conference Liaison Director
Diversity Award Application Deadline	eBlast & Website	Diversity Director
State Leadership Conference - Registration Open	eBlast & Website	Conference Liaison Director
State Conference Early Bird Registration Ends	eBlast & social media	Leadership Director
Statewide Programming List	eBlast & website	Communications/Social Media Director
Job Board Promotion	eBlast & website	MDS
Mid-year Update from State Director	eBlast & website	State Director
Council Nominations / Conference Co-chairs	eBlast & website	State Director / Past Director
<b>August eBlast submissions due 7/29/19</b>		
National eBlast (2 of 2 in Q3)		
Special Event eBlast	At-large members only	Conference Committee
State Conference Registration Reminder	eBlast & social media	Conference Liaison Director
Vendor Directory Plan	Website	Conference Liaison Director
Statewide Programming List	eBlast & website	Communications/Social Media Director
Job Board Promotion	eBlast & website	MDS
Enterprising Leadership Award Applications Open	eBlast & website	State Director Elect
Council Nominations / Conference Co-chairs	eBlast & website	State Director / Past Director
<b>September eBlast submissions due 8/29/19</b>		
State Conference Last Chance to Register	eBlast, website, & social media	Conference Liaison Director
State Conference Foundation Basket / Activity Reminder	eBlast & social media	Foundation Director
State Leadership Conference Recap	Website	Leadership Director
Job Board Promotion	eBlast & website	MDS
Membership Update / Visit WI SHRM Booth at Conference	eBlast & website	Membership Director
Council Nominations / Conference Co-chairs	eBlast & website	State Director / Past Director
Enterprising Leadership Award Applications Open	eBlast & website	State Director Elect
Statewide Programming List	eBlast & website	Communications/Social Media Director
Workforce Readiness Article	eBlast & website	Workforce Readiness Director
<b>October No eBlast due to State Conference</b>		
<i>No e-blast due to conference</i>		
National eBlast (1 of 2 in Q4)	At-large members only	Communications/Social Media Director
<b>November eBlast submissions due 10/29/19</b>		
Certification Update (Winter Testing Window)	eBlast & website	Certification Director
Interest in joining State Conference Committee	eBlast, website, & social media	Conference Liaison Director
Announce Future Co-Chairs / New Council	eBlast, website, & social media	Conference Liaison Director / State Director
Foundation Article - Donation Reminder	eBlast & website	Foundation Director
MDS to obtain updated 2020 Council Roster	Website	MDS
Job Board Promotion	eBlast & website	MDS
Statewide Programming List	eBlast & website	Communications/Social Media Director
<b>December eBlast submissions due 11/29/19</b>		
National eBlast (2 of 2 in Q4)	At-large members only	Communications/Social Media Director
Diversity Award Winner & When Work Works Award Winner Article	eBlast & website	Diversity Director
Day on the Hill - Save the Date	eBlast	Legislative Director
Job Board Promotion	eBlast & website	MDS

Is this accurate?

Membership Update	eBlast & website	Membership Director
Happy Holidays Message / Thanks to Outgoing State Council	eBlast & website	State Director
Statewide Programming List	eBlast & website	Communications/Social Media Director

Updated 12/19/2018