2023 WI SHRM Communications Calendar

rev. 11/15/22

Communication Contacts		Communication Reach
Social Media: Communications/Social Media Director: Elaine Ruh *forwardHR* magazine: Kortney Jenks eBlast & Website: MDS		eBlasts: 8,000+ chapter members & conference attendees Website: 6,000+ HR professionals & volunteers forwardHR magazine: 7,000 chapter and national members Social media: 2,000+ members on LinkedIn, Twitter, Facebook, etc.

Month	Method	Position Responsible
January eBlast submissions due 12/29/22		
Certification Update	eBlast & website	Certification Director
Save the Date for 2023 Conferences: National, State, Student, Workplace Policy, and Diversity	eBlast, website, & social media	Conference Liaison Director
State Conference Speaker RFP Open	eBlast, website, & social media	Conference Program Chair
Workplace Policy Conference - Last Call to Register	eBlast, website & social media	Legislative Director
Spring ForwardHR editorials (Theme: Be a Maverick: Flexibility & Agility in the Workplace to Make Work, Work) - Deadline 2/8/23	*ForwardHR*	Secretary
2022 Recap and 2023 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	College Relations Director
Announce 2023 Vendor Directory	eBlast, website, & social media	MDS
Statewide Programming List	eBlast & website	MDS
Job Board Promotion	eBlast & website	MDS
February eblast submission due 1/29/23 & forwardHR submissions due 2/8/23		
State Conference RFP reminder	eBlast	Conference Liaison Director
Workplace Policy Conf Update / Reminder	eBlast, website, & social media	Legislative Director
National eBlast (1 of 2 for Q1) Council website, HR Games, Job Board reminder	At-large members only	MDS
National Conferences	eBlast, website, & social media	Membership Director
HR Games Update / Reminder	eBlast, website, & social media	Student Relations Director
Statewide Programming List	eBlast & website	MDS
Job Board Promotion	eBlast & website	MDS
March eBlast submissions due 2/28/23		
Certification Update	eBlast & website	Certification Director
National eBlast (2 of 2 for Q1) Subjects?	At-large members only	MDS
State Conference Exhibitor Opportunities Open	eBlast, website, & social media	Conference Liaison Director
Workplace Policy Conf Recap	eBlast, website, & social media	Legislative Director
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	MDS
Job Board Promotion	eBlast & website	MDS
April eBlast submissions due 3/29/23		
National eBlast (1 of 2 in Q2)		
Job Bank Promotion, Conferences, Diversity Award, Exhibits, etc.	At-large members only	MDS
Certification Update (Spring Testing Window)	eBlast & website	Certification Director
State Conference Save the Date / Exhibitors / Sponsors	eBlast, website, & social media	Conference Liaison Director
Update Master List of Chapter e-mail Addresses	eBlast & website	MDS
SHRM Foundation Scholarships for SHRM Members	eBlast	Foundation Director
National Conferences	eBlast & website	Membership Director
Statewide Programming List	eBlast & website	MDS
Job Board Promotion	eBlast & website	MDS
May eBlast submissions due 4/29/23		
National eBlast (2 of 2 in Q2)		
Special event eBlast	At-large members only	MDS
HR Games Recap	eBlast, website, & social media	College Relations 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	MDS
Job Board Promotion	eBlast & website	MDS
June eBlast submissions due 5/29/23 & forwardHR submissions due 6/3/23		
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
Membership Update	eBlast & website	Membership Director
Fall ForwardHR editorials (Theme: State Conf 2023)	*ForwardHR*	Secretary
Council Nominations / Conference Co-chairs	eBlast & website	State Director / Past Director
Student Scholarship Winner (possible rebranding)	eBlast	College Relations Director
Statewide Programming List	eBlast & website	MDS
Job Board Promotion	eBlast & website	MDS
July eBlast submissions due 6/29/23		

National eBlast (1 of 2 in Q3) Conference, Foundation, Diversity Award, Job Bank, Workforce Readiness	At-large members only	MDS
Vendor Directory Plan	Website	State Conference Sponsorship Committee
Diversity Award Application Deadline	eBlast & Website	Diversity Director
State Leadership Conference - Registration Open	eBlast & Website	Leadership Director
State Conference Early Bird Registration Ends	eBlast & social media	Conference Liaison Director
Mid-year Update from State Director	eBlast & website	State Director
National Conference Recap	eBlast, website, & social media	State Director
Council Nominations / Conference Co-chairs	eBlast & website	State Director / Past Director
Statewide Programming List	eBlast & website	MDS
Job Board Promotion	eBlast & website	MDS
August **eBlast submissions due 7/29/23**		
National eBlast (2 of 2 in Q3) Special Event eBlast	At-large members only	Communications/Social Media Director & State Conf Committee
State Conference Registration Reminder	eBlast & social media	Conference Liaison Director
Vendor Directory Plan	Website	State Conference Sponsorship Committee
Enterprising Leadership Award Applications Open	eBlast & website	State Director Elect
Council Nominations / Conference Co-chairs	eBlast & website	State Director / Past Director
Statewide Programming List	eBlast & website	MDS
Job Board Promotion	eBlast & website	MDS
September **eBlast submissions due 8/29/23**		
State Conference Last Chance to Register	eBlast, website, & social media	Conference Liaison Director
Vendor Directory Plan	Website	State Conference Sponsorship Committee
State Conference Foundation Basket / Activity Reminder	eBlast & social media	Foundation Director
State Leadership Conference Recap	Website	Leadership Director
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
Workforce Readiness Article	eBlast & website	Workforce Readiness Director
Statewide Programming List	eBlast & website	MDS
Job Board Promotion	eBlast & website	MDS
October **No eBlast due to State Conference**		
No e-blast due to conference		
National eBlast (1 of 2 in Q4) Subjects?	At-large members only	Communications/Social Media Director
November **eBlast submissions due 10/29/23**		
Spring ForwardHR theme decision due November 15 to Ed Partners	*ForwardHR*	Secretary

National eBlast (2 of 2 in Q4) Subjects? watch timing due to SHRM Natl Blackout last half of Dec	At-large members only	MDS
Certification Update (Winter Testing Window)	eBlast & website	Certification Director
State Conference Recap	eBlast, website & social media	State Conference Co-Chairs
Interest in joining State Conference Committee	eBlast, website, & social media	Conference Liaison Director
Announce Future Co-Chairs	eBlast, website, & social media	State Director / Conference Liaison Director
Foundation Article - Donation Reminder	eBlast & website	Foundation Director
MDS to obtain updated 2023 Council Roster	Website	MDS
Statewide Programming List	eBlast & website	MDS
Job Board Promotion	eBlast & website	MDS
December eBlast submissions due 11/29/23		
Happy Holidays Message / Thanks to Outgoing State Council	eBlast & website	State Director
Announce New Council (deadline: after State Council Mtg)	eBlast & website	State Director
Enterprising Leadership Grant Award article	eBlast & website	State Director / State Director Elect
Diversity Award Winner Article	eBlast & website	Diversity Director
Callie Zipple Scholarship Award Winner Article	eBlast & website	College Relations Director
Day on the Hill - Save the Date	eBlast	Legislative Director
Membership Update	eBlast & website	Membership Director
Statewide Programming List	eBlast & website	MDS
Job Board Promotion	eBlast & website	MDS