

2025 WI SHRM Communications Calendar

rev. 2/27/2025

Communication Contacts

Social Media: Communications/Social Media Director: Taylor Forshee
forwardHR magazine: Jen Jirsa
 eBlast & Website: MDS

Communication Reach

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 12/29/24		
Certification Update	eBlast & website	Certification Director
Save the Date for 2025 Conferences: National, State, Student, Workplace Policy, Volunteer Leaders	eBlast, website, & social media	Conference Liaison Director
Announce New Council (deadline: after State Council Mtg)	eBlast & website	State 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
	<i>forwardHR</i>	MDS
Spring <i>forwardHR</i> editorials (Theme:TBD) - Deadline 2/9/25		
2024 Recap and 2025 Goals	eBlast & website	State Director
Enterprising Leadership Award Winner Article	eBlast & website	State Director Elect
Promote Student Summit	eBlast, website, & social media	College Relations Director
Announce 2025 Vendor Directory	eBlast, website, & social media	MDS
Statewide Programming List	eBlast & website	MDS
Job Board Promotion	eBlast & website	MDS
February eblast submission due 1/29/25 & forwardHR submissions due 2/8/25		
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, Student Summit, Job Board reminder	At-large members only	MDS
SHRM Foundation Scholarships for SHRM Members/Recap of Previous Year Donation Total	eBlast & website	Foundation Director
Update Master List of Chapter e-mail Addresses	eBlast & website	MDS
Student Summit Update / Reminder	eBlast, website, & social media	College Relations Director
Statewide Programming List	eBlast & website	MDS
Job Board Promotion	eBlast & website	MDS
March eBlast submissions due 2/29/25		
Certification Update	eBlast & website	Certification Director
National eBlast (2 of 2 for Q1) Subjects?	At-large members only	MDS

State Conference Save the Date / Exhibitors / Sponsors	eBlast, website, & social media	Conference Communications/Exhibits/Sponsorship committees
Workplace Policy Conf Recap	eBlast, website, & social media	Legislative Director
Membership Update	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 3/29/25		
National eBlast (1 of 2 in Q2)		
Job Bank Promotion, Conferences, Exhibits, etc.	At-large members only	MDS
Certification Update (Spring Testing Window)	eBlast & website	Certification Director
State Conference Exhibitor Opportunities Open	eBlast, website, & social media	Conference Communications/Exhibits/Sponsorship committees
Update Master List of Chapter e-mail Addresses	eBlast & website	MDS
Statewide Programming List	eBlast & website	MDS
Job Board Promotion	eBlast & website	MDS
May eBlast submissions due 4/29/25		
National eBlast (2 of 2 in Q2)		
Special event eBlast	At-large members only	MDS
Student Summit Recap	eBlast, website, & social media	College Relations Director
Volunteer Leader Conference Registration Open	eBlast, website, & social media	Leadership Director
State Conference Keynotes Announcement	eBlast, website, & social media	Conference Communications/Co-Chairs
State Conference Sponsor / Exhibitor Reminder	eBlast	Conference Communications/Exhibits/Sponsorship committees
Vendor Directory Plan	Website	MDS
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 5/29/25 & forwardHR submissions due 6/3/25		
State Conference Registration Open	eBlast & social media	Conference Communications
Vendor Directory Plan	Website	MDS
Diversity Award Application	eBlast & Website	Diversity Director
Volunteer Leader Conference Registration Open	eBlast & website	Leadership Director
Membership Update	eBlast & website	Membership Director
Fall ForwardHR editorials (Theme: State Conf 2025)	forwardHR	MDS
Council Nominations / Conference Co-chairs	eBlast & website	State Director / Past Director
Statewide Programming List	eBlast & website	MDS
Job Board Promotion	eBlast & website	MDS
July eBlast submissions due 6/29/25		
National eBlast (1 of 2 in Q3)		
Conference, Foundation, Diversity Award, Job Bank, Workforce Readiness	At-large members only	MDS

Vendor Directory Plan	Website	MDS
Diversity Award Application Deadline	eBlast & Website	Diversity Director
Volunteer Leader Conference Registration Open	eBlast & Website	Leadership Director
State Conference Early Bird Registration Ends	eBlast & social media	Conference Communications
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 7/29/25		
National eBlast (2 of 2 in Q3)		MDS
Special Event eBlast	At-large members only	
State Conference Registration Reminder	eBlast & social media	Conference Communications
Vendor Directory Plan	Website	MDS
Enterprising Leadership Award Applications Open	eBlast & website	State Director Elect
Interest in joining State Conference Committee	eBlast, website, & social media	Conference Liaison Director
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 8/29/25		
State Conference Last Chance to Register	eBlast, website, & social media	Conference Communications
Vendor Directory Plan	Website	MDS
Foundation Article VLC recap and Preconference Donation message	eBlast & website	Foundation Director
Volunteer Leader 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
SHRM Foundation Scholarships for SHRM Members	eBlast	Foundation Director
Interest in joining State Conference Committee	eBlast, website, & social media	Conference Liaison 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		
<i>No e-blast due to conference</i>		
National eBlast (1 of 2 in Q4) Subjects?	At-large members only	MDS
November eBlast submissions due 10/29/25		

Spring ForwardHR theme decision due November 15 to Ed Partners	<i>forwardHR</i>	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
Callie Zipple Scholarship Winner	eBlast	College Relations Director
Announce Future Co-Chairs	eBlast, website, & social media	State Director / Conference Liaison Director
SHRM Foundation Reminder for Donations due by December 1	eBlast, website & social media	Foundation Director
Foundation Article - Donation Reminder for EOY and post State Conf message	eBlast & website	Foundation Director
MDS to obtain updated 2026 Council Roster	Website	MDS
Statewide Programming List	eBlast & website	MDS
Job Board Promotion	eBlast & website	MDS
December	<i>eBlast submissions due 11/29/25</i>	
Happy Holidays Message / Thanks to Outgoing State Council	eBlast & website	State Director
Diversity Award Winner Article	eBlast & website	Diversity Director
Workplace Policy Conference - Save the Date	eBlast	Legislative Director
Membership Update	eBlast & website	Membership Director
Statewide Programming List	eBlast & website	MDS
Job Board Promotion	eBlast & website	MDS