

# 2024 WI SHRM Communications Calendar

rev. 12/06/2023

## Communication Contacts

Social Media: Communications/Social Media Director: Elaine Ruh  
*forwardHR* magazine: Kelsie Beckfield  
 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
<b>January</b> <i>eBlast submissions due 12/29/23</i>		
Certification Update	eBlast & website	Certification Director
Save the Date for 2024 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 <i>forwardHR</i> editorials (Theme: Shifting Work- Life Balance to Work-Lift Fit: Balancing Flexibility, Expectations and Legalities) - Deadline 2/9/24	<i>ForwardHR</i>	Secretary
2023 Recap and 2024 Goals	eBlast & website	State Director
Enterprising Leadership Award Winner Article	eBlast & website	State Director Elect
Promote Student Case Competition (link to website)	eBlast, website, & social media	College Relations Director
Announce 2024 Vendor Directory	eBlast, website, & social media	MDS
Statewide Programming List	eBlast & website	MDS
Job Board Promotion	eBlast & website	MDS
<b>February</b> <i>eblast submission due 1/29/24 &amp; forwardHR submissions due 2/8/24</i>		
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)	At-large members only	MDS
Council website, Student Case Competition, Job Board reminder		
Update Master List of Chapter e-mail Addresses	eBlast & website	MDS
National Conferences	eBlast, website, & social media	Membership Director
Student Case Competition Update / Reminder	eBlast, website, & social media	Student Relations Director
Statewide Programming List	eBlast & website	MDS
Job Board Promotion	eBlast & website	MDS
<b>March</b> <i>eBlast submissions due 2/29/24</i>		
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

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
<b>April eBlast submissions due 3/29/24</b>		
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
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
<b>May eBlast submissions due 4/29/24</b>		
National eBlast (2 of 2 in Q2)		
Special event eBlast	At-large members only	MDS
Student Case Competition 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
<b>June eBlast submissions due 5/29/24 &amp; forwardHR submissions due 6/3/24</b>		
State Conference Registration Open	eBlast & social media	Conference Communications
Vendor Directory Plan	Website	MDS
Diversity Award Application	eBlast & Website	Diversity Director
Foundation Article	eBlast & website	Foundation Director
SHRM Foundation Scholarships for SHRM Members	eBlast	Foundation Director
Volunteer Leader Conference Registration Open	eBlast & website	Leadership Director
Membership Update	eBlast & website	Membership Director
Fall ForwardHR editorials (Theme: State Conf 2024)	ForwardHR	Secretary
Statewide Programming List	eBlast & website	MDS
Job Board Promotion	eBlast & website	MDS
<b>July eBlast submissions due 6/29/24</b>		

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
Council Nominations / Conference Co-chairs	eBlast & website	State Director / Past Director
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
<b>August</b>	<b>eBlast submissions due 7/29/24</b>	
National eBlast (2 of 2 in Q3) Special Event eBlast	At-large members only	MDS
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
<b>September</b>	<b>eBlast submissions due 8/29/24</b>	
State Conference Last Chance to Register	eBlast, website, & social media	Conference Communications
Vendor Directory Plan	Website	MDS
State Conference Foundation Basket / Activity Reminder	eBlast & social media	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
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
<b>October</b>	<b>No eBlast due to State Conference</b>	
<i>No e-blast due to conference</i>		
National eBlast (1 of 2 in Q4) Subjects?	At-large members only	Communications/Social Media Director
<b>November</b>	<b>eBlast submissions due 10/29/24</b>	

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
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
<b>December</b>	<b><i>eBlast submissions due 11/29/23</i></b>	
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
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