

# 2018 WI SHRM Communications Calendar

Updated 1/3/18

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

## Communication Contacts

Communications/Social Media Director:  
Mbruins@bdch.org

eBlasts -

forwardHR magazine:

## Communication Reach

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 eBlast submissions due 12/29/17</b>		
2018 recap and 2018 goals for the year	eBlast & website	State Director
Save the date for 2018 conferences (national, state, student, day on the hill, and diversity)	eBlast, website, & social media	Conference Liaison Director
Certification update	eBlast & website	Certification Director
State Conference speaker RFP open	eBlast, website, & social media	Conference Program Chair
Promote HR Games (link to website)	eBlast, website, & social media	Student Relations Director
Legislative Day on the Hill - Last Call to Register	eBlast, website, national eblast & social media	Legislative Director
Enterprising Leadership Award winner article	eBlast & website	Past State Director
Job Board promotion	eBlast & website	MDS
State-wide programming list	eBlast & social media	Communications/Social Media Director
<b>February eblast submission due 1/29/18: forwardHR submissions due 2/15/18</b>		
Spring ForwardHR editorials (Theme: TBD) - Deadline 2/15/18	ForwardHR	Secretary
HR Games update/reminder	eBlast, website, & social media	Student Relations Director
National Conferences	eBlast, website, & social media	Membership Director
Legislative Day on the Hill update	eBlast, website, & social media	Legislative Director
State-wide programming list	eBlast & social media	Communications/Social Media Director
National eBlast (1 of 2 for Q1: Council website, HR Games, Job Board reminder)	At-large members only	MDS
State Conference RFP reminder	Members and at-large members	Conference Liaison Director
Legislative Day on the Hill recap	eblast & Social media	Legislative Director
<b>March eBlast submissions due 2/28/18</b>		
Certification update	eBlast & website	Certification Director
Membership update	eBlast & website	Membership Director
Workforce Readiness update (link to website)	eBlast & website	Workforce Readiness Director
Exhibitor opportunities for the State Conference open	eBlast, website, & social media	Conference Liaison Director
National Conferences	eBlast & website	Membership Director
Job Board promotion	eBlast & website	MDS
State-wide programming list	eBlast & social media	Communications/Social Media Director
National eBlast	At-large members only	Communications/Social Media Director
<b>April eBlast submissions due 3/29/18</b>		
HR Games recap	eBlast, website, & social media	Student Relations Director
Update master list of chapter e-mail addresses	eBlast & website	MDS
National Conferences	eBlast & website	Membership Director
State Conference save the date / exhibitors / sponsors	eBlast, website, & social media	Conference Liaison Director
Volunteer Day	eBlast	State Director
Job Board promotion	eBlast & website	MDS
Diversity Award application deadline	eBlast, website & social media	Diversity Director
State-wide programming list	eBlast & social media	Communications/Social Media Director
<b>May eBlast submissions due 04/29/18</b>		
Diversity update (DD meeting, article and award promotion)	eBlast, website, & social media	Diversity Director
Announce WWW award winners (including press release)	eBlast, website, & social media	Diversity Director
State Conference exhibitors/sponsors/keynotes	eBlast, website, & social media	Conference Liaison Director
Sponsor / Exhibitor reminder	eBlast	Conference Liaison Director
Vendor directory plan	Website	Conference Liaison Director
Job Board promotion	eBlast & website	MDS
State-wide programming list	eBlast & social media	Communications/Social Media Director
conferences, diversity award, exhibits, etc.)	At-large members only	Communications/Social Media Director
<b>June eBlast submissions due 05/29/18</b>		
Membership update	eBlast & website	Membership Director
Foundation article	eBlast & website	Foundation Director
State Leadership Conference registration open	eBlast & website	Leadership Director
National Conference recap	eBlast, website, & social media	State Director
Diversity Award application deadline	eBlast & Website	Diversity Director
State Conference registration open	eBlast & social media	Conference Liaison Director
State Conference registration open (special blast)	eBlast	Conference Committee

SHRM Foundation Scholarships for SHRM Members	eBlast	Foundation Director
Student Scholarship winner	eBlast	Student Relations Director
Diversity Award nominations	eBlast	Diversity Director
Council nominations	eBlast & website	State Director / Past Director
Vendor directory plan	Website	Conference Liaison Director
Job Board promotion	eBlast & website	MDS
State-wide programming list	eBlast & social media	Communications/Social Media Director
National eBlast (2 of 2 in Q2: special event eBlast)	At-large members only	Communications/Social Media Director
<b>July eblast submission due 6/29/18: forwardHR submissions due 6/15/18</b>		
Fall <i>ForwardHR</i> editorials (Theme: TBD)	<i>ForwardHR</i>	Secretary/Communications/Social Media Director
Mid-year update from State Director	eBlast & website	State Director
Diversity Award application deadline	eBlast & Website	Diversity Director
Diversity Award nominations	eBlast	Diversity Director
State Leadership Conference registration open	eBlast, website, & social media	Leadership Director
State Conference early bird registration ends	eBlast & social media	Leadership Director
Council nominations / Conference Co-chairs	eBlast & website	State Director / Past Director
Vendor directory plan	Website	Conference Liaison Director
Job Board promotion	eBlast & website	MDS
State-wide programming list	eBlast & social media	Social Media Director
award, job bank, workforce readiness)	At-large members only	Communications/Social Media Director
<b>August eBlast submissions due 07/29/18</b>		
Coordinator (Published 10/1; Theme is TBD)	<i>ForwardHR</i>	Core Council & Partners to Secretary / Communications Coordinator
Council nominations / Conference Co-chairs	eBlast & website	State Director / Past Director
Announce WWW application cycle	eBlast, website, & social media	Diversity Director
State Leadership Conference recap	eBlast, website, & social media	Leadership Director
Enterprising Leadership Award applications open	eBlast & website	Past State Director
State Conference registration reminder	eBlast & social media	Conference Liaison Director
Vendor directory plan	Website	Conference Liaison Director
Job Board promotion	eBlast & website	MDS
State-wide programming list	eBlast & social media	Communications/Social Media Director
National eBlast (2 of 2 in Q3: special event eBlast)	At-large members only	Conference committee
<b>September eBlast submissions due 8/29/18</b>		
Membership update/visit the WI SHRM booth at Conference	eBlast & website	Membership Director
Workforce readiness article	eBlast & website	Workforce Readiness Director
Enterprising Leadership Award applications open	eBlast & website	Past State Director
Leadership conference recap (link to webpage)	Website	Leadership Director
Promote WWW application cycle	eBlast & social media	Diversity Director
Council nominations / Conference Co-chairs	eBlast & website	State Director / Past Director
State Conference last chance to register	eBlast, website, & social media	Conference Liaison Director
Job Board promotion	eBlast & website	MDS
State-wide programming list	eBlast & social media	Communications/Social Media Director
<b>October No eBlast due to State Conference</b>		
<i>No e-blast due to conference</i>		
<b>November eBlast submissions due 10/29/18</b>		
Certification update (testing starts in December)	eBlast & website	Certification Director
Diversity Award winner article (post conference)	eBlast & website	Diversity Director
Announce future Co-Chairs / new Council	eBlast, website, & social media	Conference Liaison Director / State Director
Interest in joining State Conference Committee	eBlast, website, & social media	Conference Liaison Director
Promote WWW application cycle	eBlast & social media	Diversity Director
MDS to obtain updated 2018 Council roster	Website	MDS
Foundation article – donation reminder	eBlast & website	Foundation Director
Job Board promotion	eBlast & website	MDS
State-wide programming list	eBlast & social media	Communications/Social Media Director
<b>December eBlast submissions due 11/29/18</b>		
Membership update	eBlast & website	Membership Director
Happy holidays message/thanks to outgoing Council	eBlast & website	State Director
Job Board promotion	eBlast & website	MDS
State-wide programming list	eBlast & social media	Communications/Social Media Director
National eBlast (2 of 2 in Q4)	At-large members only	Communications/Social Media Director