



2021-2023 STRATEGIC PLAN

2021 Committee Goals & Objectives

Updated 3/23/2021

Certification Committee

Certification S. Chung / K. Basso	Time Frame	Goals & Objectives
Long Term Objective(s) - Ideal State	3 years	Depending on outcome of Fall 2021 program, possibly having SHRM Hawaii run Certification Review Classes independently of UH Outreach. Expand class offerings to include areas outside of Certification Review to include SHRM's Specialty Credentials.
Short Term Objective(s)	1 year / 2021	Rebrand the "Certification" committee to be inclusive of all learning offerings. Shanyu and Tina to brainstorm names and propose a change for 2022.
2021 Milestones/Deliverables	Q1	Spring Certification Review class in partnership with UH Outreach with 14 participants.
	Q2	- Identify certified instructors for all certification offerings. - Plan for SHRM Hawaii 3-Day prep course independent of UH Outreach. - Plan and execute HR Basics& Essentials. - Begin advertising for Specialty Credential offerings in partnership with Cal SHRM (pending MOU).
	Q3	- Plan and execute HR Basics& Essentials. - Planning for SHRM Hawaii 3-Day Certification Review Prep Course. - Research ways to track attendance for PDC's in partnership with Ed Foundation.
	Q4	- Execute SHRM Hawaii 3-Day Certification Review Prep Course. - Plan for Spring Certification Review class in partnership with UH Outreach

Compliance Committee

Compliance E. Pine	Time Frame	Goals & Objectives
Long Term Objective(s) - Ideal State	3 years	• Succession planning: identify successor to co-chair the committee • Enhance strategic partnership with the Executive Committee to meet the short and long-term objectives of SHRM Hawaii
Short Term Objective(s)	1 year / 2021	• Improve compliance process • Build trust with board members • Effectively manage the compliance calendar • Establish a Nomination committee
2021 Milestones/Deliverables	Q1	• Become familiar with all compliance documents (e.g. bylaws, compliance calendar) • Establish program cadence • Manage compliance calendar
	Q2	• Review and prepare for nomination process (newsletter article soliciting interest, letter of interest form (returning board members), new board member commitments, etc.) • Recommend any updates to program forms, documents, etc. • Manage compliance calendar • Establish a list of potential members for the Nomination Committee
	Q3	• Finalize nominations and present to executive committee and board • Create and recommend training/orientation program for board members • Manage compliance calendar
	Q4	• Provide slate of proposed 2022 board members to be voted on at the Annual State Conference. • Facilitate training/orientation program for 2022 board members • Manage compliance calendar

Communications & Marketing Committee

Communications & Marketing A. Tang / M. Hester	Time Frame	Goals & Objectives
Long Term Objective(s) - Ideal State	3 years	Build a Communications and Marketing (C&M) system/process to position SHRM Hawaii as a subject matter expert in the HR community. Recruit volunteers to support the C&M objectives and implement an annual review of the C&M system/process to ensure innovation and effectiveness.
Short Term Objective(s)	1 year / 2021	Develop foundational guidelines for SHRM Hawaii's social media presence and sponsorship relations.
2021 Milestones/Deliverables	Q1	- Identify marketing contacts and needs from SHRM Hawaii committees - Outline Hawaii Business Magazine article dates and guidelines - Recruit committee members - Develop and implement annual and event sponsorship guidelines
	Q2	- Educate board on new annual and event sponsorship guidelines - Start quarterly review of SHRM Hawaii website
	Q3	Develop and implement guidelines for social media presence
	Q4	Train sub-committee marketing areas on new social media guidelines

Educational Foundation

Educational Foundation J. Patao/J. Marin/R. Pollard/E. Tomlinson/E. Tomlinson	Time Frame	Goals & Objectives
Long Term Objective(s) - Ideal State	3 years	Sustainability (Finances), Membership and Succession Planning
Short Term Objective(s)	1 year / 2021	ByLaws update, Program Initiatives, alignment with SHRM Hawaii
2021 Milestones/Deliverables	Q1	ED Contract, program schedule 2021, EdF Kuleana, Roles & Responsibilities
	Q2	EdF Kuleana, Roles & Responsibilities, Financial Statements Quarterly, Reconciliation of Monthly Members List at SHRM BOD meetings, SHRM Educational Foundation - ByLaws and Costs of CMP Contract, Audit of EdF,
	Q3	Succession Planning Preparation, EdF Website for Goals
	Q4	Programs and Outreach Goals for 2022

Emerging Professionals Committee

Emerging Professionals J. Lam / Y. Lim	Time Frame	Goals & Objectives
Long Term Objective(s) - Ideal State	3 years	Growing the EP committee and finding successors to co-chair the committee
Short Term Objective(s)	1 year / 2021	Making sure our events this year are successful: Mentorship program (6-month program, holding 3-4 learning event programs, Partnerships – maintaining partnership with SHRM Aloha Chapter; starting a partnership with the MHRM program, keeping up with our Social Media letting others know about our committee and submitting our monthly newsletters
2021 Milestones/Deliverables	Q1	• Mentorship – review packet, recruitment opportunities, finalize logistics • Partnership – meet with SHRM Aloha Chapter on possible collaborations; Initial meeting with MHRM program (recruit for mentorship program) • Learning Events – review topics, speakers, and event format • Communications – plan out our monthly newsletters, look for ways to engage via social media
	Q2	• Mentorship – Launch EP Cohort 5 Mentorship Program (target 6 pairs mentors/mentees) • Partnership – Work with Aloha Chapter to attend their events (i.e. HR After Hours) throughout the semester; intro to Chaminade and BYU • Learning Events – Host 1 to 2 learning programs
	Q3	• Mentorship – Monthly facilitator to check-ins • Partnership – Meet with SHRM Aloha Chapter to plan for Fall 2021 semester and re-visit meeting with MHRM for Fall 2021 semester. • Learning Events – Host 1 learning program
	Q4	• Mentorship – Monthly facilitator check-ins. Consider closing event. • Partnership – Attend events hosted by SHRM Aloha Chapter; plan for the upcoming year. • Learning Events – Host 1 learning program and consider virtual networking event/thank you event for SHRM Hawaii members.

Legislative Affairs Committee

Legislative Affairs K. Morse/D. Yanagida	Time Frame	Goals & Objectives
Long Term Objective(s) - Ideal State	3 years	Expansion of LAC purpose to include research, data analytics and legislative proposals that are representative of Hawaii's employer and employee interests, providing thought leadership and data-driven policy advice and recommendations. • Meet with SHRMHI Executive Committee to discuss opportunities to augment the LAC's purpose and increase the value of our voice in the legislative dialogues that impact our members; • Recruit committee members with emphasis on business analyst skill set and registered lobbyist.
Short Term Objective(s)	1 year / 2021	Continue to monitor and evaluate active legislation and strengthen relationships between SHRMHI and elected government officials • Work closely with Myong Oh, SHRMHI Lobbyist and the COCH to monitor and track SHRMHI's position on matters related to employment; • Re-establish and strengthen relationships with government officials (since transition from HPPA); • Participate in meaningful conversations with other interest groups with germane interests; • Provide timely updates on current legislation and actionable items as a result of new laws to the membership; • Actively seek opportunity for SHRM HI to present new legislation.
2021 Milestones/Deliverables	Q1	• Monitor and track bills, provide update to membership via SHRM HI newsletter • Monitor changes to federal employment laws and provide updates as necessary
	Q2	• Monitor and track bills, provide update to membership via SHRM HI newsletter • Monitor changes to federal employment laws and provide updates as necessary
	Q3	• Legislative update • Monitor changes to federal employment laws and provide updates as necessary
	Q4	• Survey membership to prepare SHRM HI position in the 2022 Legislative session. • Monitor changes to federal employment laws and provide updates as necessary

Membership Committee

Membership L. Faagai / S. Eshleman	Time Frame	Goals & Objectives
Long Term Objective(s) - Ideal State	3 years	• Maintain membership and/or increase membership of 5 to 10% year after year. • Create pipeline for membership leadership and succession plans for committee in 2022 and 2023. • Invite and network with HR professionals to solicit feedback and insights on SHRM membership and perceived value and suggestion to increase our membership. • Actively manage upcoming membership expiration listing to encourage renewals.
Short Term Objective(s)	1 year / 2021	• Increase SHRM In chapter Dual membership by 10.7% from 2020 and Increase At Large Dual membership by 3.6% from 2020.
2021 Milestones/Deliverables	Q1	• Onboard two new co-chairs to roles and responsibilities • Review and evaluate current practices and processes for the membership committee.
	Q2	• SHRM National Conference – increase campaign for dual membership
	Q3	• Market SHRM conference – increase campaign for dual membership
	Q4	• Review performance metrics and propose 2022 committee goals

State Conference Committee

State Conference M. Chai, A. Okuma	Time Frame	Goals & Objectives
Long Term Objective(s) - Ideal State	3 years	- Continue to deliver a best-in-class state conference experience, either in-person or virtually. - Succession planning for State Conference Committee: Identify by November 2021, someone who can commit to a 2-year co-chair position for 2022 and 2023.
Short Term Objective(s)	1 year / 2021	Deliver a unique 5 –star virtual experience conference that achieves profitability targets. Look into the possibility of add-on in-person event/activity.
2021 Milestones/Deliverables	Q1	- Confirm keynote speaker & conference theme - Identify executive session presenter - Identify breakout session presenters
	Q2	- Issue Save the Date (April), open registration (May) - Launch micro-site with conference information - Begin advertising/media program that includes a trickle email campaign - Begin securing sponsors and exhibitors
	Q3	- Finalize all conference details - Full launch of advertising/media program - Finalize sponsors and exhibitors
	Q4	- Hold conference for targeting 300 attendees and 20 sponsors and exhibitors. - Wrap up details - Post event review & 2022 initial planning

Workforce Development Committee

Workforce Development J. Kushimi/S. Santiago	Time Frame	Goals & Objectives	
Long Term Objective(s) - Ideal State	3 years	- Develop the current and future HR pipeline through development opportunities which support Hawaii's HR talent shortfall and succession planning needs. - Build and promote more community presence and education about a career in Human Resources Management with students 8-12th grade.	
Short Term Objective(s)	1 year / 2021	(1) Successfully launch the HRELP program	(2) Re-establish our partnership with Junior Achievement and the DOE to find synergies to educate our students on what HR is and how we can drive organizational success.
2021 Milestones/Deliverables	Q1	Secure all facilitator agreements, location, implement marketing initiatives (HRELP Overview), and recruit candidates to make the minimum class count.	Meet with JA and DOE to determine their 2021-2022 outlook
	Q2	- Coordinate a revised marketing plan to communicate the deferment of the program. - Determine the new start date in 2022 and build a plan to communicate the change while also building targeted recruiting campaigns to the executive and cSuite level and specific HR candidates. - Target companies with fiscal year of July 2021.	Determine the scope of our partnership with JA and DOE and overall plan
	Q3	Develop an HRELP breakout "teaser" session for annual conference.	Review and implement the plan and activities as outlined in the partnership agreement.
	Q4	Continue with target marketing campaigns and companies with fiscal year of January 2022.	