

THE HAWAII EDUCATION ASSOCIATION
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“Uniting the Profession with the Community”

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June Motokawa, President
Ron Toma, Vice President
Justin Wong, Treasurer

It's that time of the year!

Annual Contribution Fundraising Campaign Drive

Please help HEA reach its goal of \$28,000. Your donation will help HEA's scholarships, TAAC program, ExTL (Professional development partnership with HSTA). All contributions to HEA are fully tax deductible.



President's Message



June Motokawa
President

Happy Year of the Rooster, Everyone!

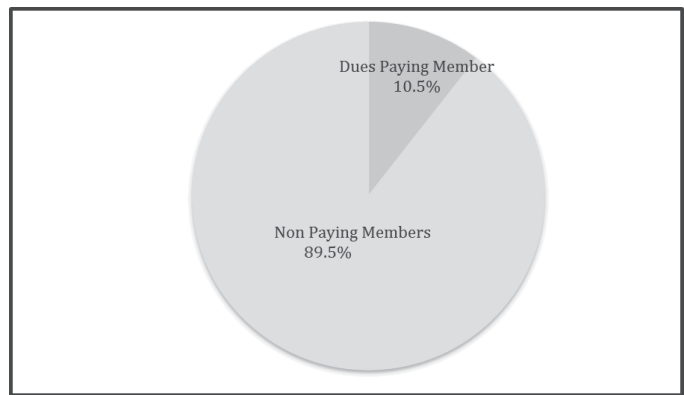
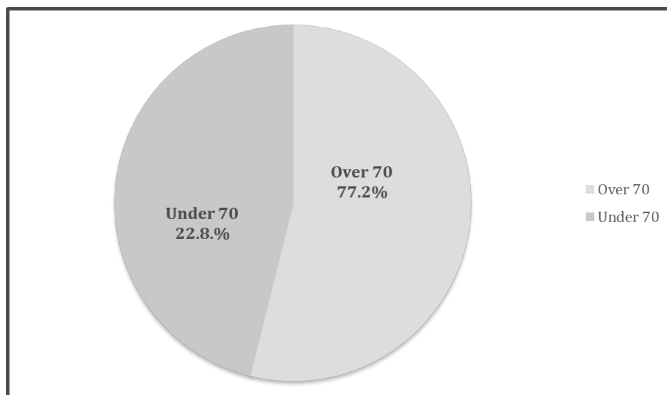
Much like the actual Rooster, the days are started by announcing what's going on. This sign is about precision and consistency with everything in its place and the HEA Board of Directors' plans are to replicate these characteristics.

January 2017 began with the contracted services of Consultant, Linda Ezuka. With the directions adopted by the Board, the staff is currently going through a high level audit of its office operations and the Executive Committee and Linda are in the planning stages for our membership and community interviews and surveys to gather and assess feedback for HEA's future priorities and actions.

The Board of Directors will be finalizing and adopting its new website at its Annual Meeting in April.

A major challenge for the HEA is its membership numbers and demographics. As you may be aware Membership has been declining. From 2010 to 2016, the memberships decreased 12% from 3,348 to 2,691. Membership is decreasing but the age of the membership is significant! 77.2% of the current membership of 2,691 is over 65 years of age. Membership also most commonly brings in revenue for the association; but currently only 10.5% of members are paying dues. (A prior policy provided members an exemption from membership dues.)

The graphics below summarizes our concern.



What to do? How can we get the members to take a more active role in the organization? How can we grow our membership? What can we offer educators to join us? How do our current focus and activities meet the changing educational environment? Is there a niche HEA can fill? Who are our competitors?

I look forward to your participation in the surveys and interviews to help us with your very important feedback.

Have a Peaceful and prosperous 2017!

