

MINUTES OF THE 2024 ANNUAL MEMBERSHIP MEETING OF
THE HAWAII EDUCATION ASSOCIATION
Held at Kapolei High School, Room G-105
Saturday, April 20, 2024

1. Time and Place The annual meeting of the Hawaii Education Association was held at Kapolei High School, Room G-105 on Saturday, April 20, 2024 at 9:05 a.m.

Joan Lewis, President, presided at the meeting and Laurie Togami served as Recording Secretary, as provided by the ByLaws.
2. Attendance Board, staff members and guests in attendance were:

Joan Lewis Jonathon Medeiros
Wilbur Luna Jacqueline Yanagi

Staff

Normita Agustin, Membership Clerk
Lynn Hammonds, Program Manager
Nathan Hokama, Strategic Communications Solutions
Laurie Togami, Executive Director

Absent

Piliialoha Lee Loy
Meredith Maeda
June Motokawa
3. Minutes 2023 Annual Meeting Minutes

The minutes of the 2023 Annual meeting were approved.
4. Notice of the While the notice of the meeting was not read by the Secretary nor
Meeting ordered
spread upon the minutes of the meeting, proof of notice of meeting and
proof of publication of notice of meeting are appended to these minutes
as:

Attachment A: Notice of Meeting, and

Attachment B: Publication of Notice of Meeting
5. Rules of Order The Rules of Order for the HEA Annual Membership Meeting
UNANIMOUSLY ADOPTED as presented. (See Attachment C: Rules
of HEA.)

April 20, 2024 Annual Membership Meeting

6. Credentials Committee Report The roll of voting members, as stated in the Credentials Committee report, be the official roll of the voting members at this annual membership meeting. HEA met the 10% quorum required. The report was adopted as amended with no objections. (See Attachment D.)
7. Reports
 - A. President's Report

President Lewis' report was accepted and filed. (See Attachment E: Annual Report of the HEA President.)
 - B. Treasurer and Finance Reports

The Treasurer and Finance's reports were accepted and filed. (See Attachments F & G.)
 - C. Executive Director's Report

The Executive Director's Report was accepted and filed. (See Attachment H.)
 - D. Program Manager's Report

The Program Manager's Report was accepted and filed. (See Attachment I.)

Mr. Luna commended the Program Manager for the progress and accomplishments with the programs given the restricted funds available.
 - E. Nominations & Elections Committee Report

The Nominations & Elections Committee Report was accepted and filed. (See Attachment J.)
 - F. Public Relations' Report

The Public Relations' Report was accepted and filed. (See Attachment K.)

April 20, 2024 Annual Membership Meeting

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|--------------------------|---|
| 7. Reports (cont.) | Mr. Hokama of Strategic Communications Solutions, public relations firm HEA hired on contract, noted there is a lot of potential for programs and the next step would be to integrate fund development to strengthen the financial sustainability of HEA so that HEA can continue to provide these programs to the next generation of educators. |
| 8. Standing Comm. Report | <p>A. <u>TAAC</u></p> <p style="padding-left: 40px;">The TAAC report was accepted and filed. (See Attachment L.)</p> <p>B. <u>Scholarships</u></p> <p style="padding-left: 40px;">The Scholarship report was accepted and filed. (See Attachment M.)</p> <p>C. <u>Website/Social Media</u></p> <p style="padding-left: 40px;">The Website and Social Media Report was accepted and filed. (See Attachment N.)</p> |
| 9. HEAIA | The HEAIA's Annual Report. The report was accepted and filed. (See Attachment O.) |
| 10. Adjournment | The meeting was adjourned by President Lewis at 9:22 a.m. |



Hawaii Education Association

EDUCATORS SHAPING HAWAII'S FUTURE TODAY

March 2024

Dear HEA Member:

Our Association will be holding its Annual Meeting on Saturday, April 20, 2024 at 8:45 a.m. at **Kapolei High School, Room G105 at 91-5007 Kapolei Parkway, Kapolei, HI 96707**. In order to convene the meeting, please send in your proxy in the event that you do not personally attend the meeting. If you plan to attend the meeting, please inform the HEA office by phone or email in advance.

Please take a moment from your busy schedule to complete and sign the proxy form below. Return it to HEA in the enclosed business reply envelope.

Sincerely,

Laurie Y. Togami
Executive Director

(Please tear at dotted line and return in business reply envelope with ballot.)

PROXY

I, the undersigned member of the Hawaii Education Association, do hereby appoint (**CHECK ONE ONLY**):

☐ HEA President, to vote as directed by the majority of the HEA Board of Directors	
☐ Pilialoha Lee Loy	☐ Jonathon Medeiros
☐ Joan Kamila Lewis	☐ June Motokawa
☐ Wilbur Luna	☐ Jacqueline Yanagi
☐ Meredith Maeda	

HEA member who will be in attendance, my true and lawful attorney for me and in my name to vote as my proxy at any membership meeting to be held between the date of this proxy and December 31, 2024 unless sooner revoked, in writing or by my presence at any said meetings, and I authorize said attorney to act for me in my name and stead as fully as I could if I were personally present. I hereby revoke all previous proxies given by me.

Date _____ Signature _____

Last 4 digits of Soc. Sec. No. _____ Name (print) _____

Email: _____

THIS FORM SHOULD BE MAILED OR DELIVERED TO: 1953 SOUTH BERETANIA STREET, SUITE 5C, HONOLULU, HI 96826.
DEADLINE IS APRIL 12, 2024 (POSTMARK DATE).

Important Note: For your proxy to be valid, you must have paid your HEA dues for the current school year 2023-2024. (Exceptions: Life members).



Hawaii
Education
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EDUCATORS SHAPING HAWAII'S FUTURE TODAY

1953 South Beretania Street, Suite 5C
Honolulu, HI 96826

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NOMINATE

You may have received an HEA scholarship. You may have benefited from an HEA workshop. Or you may know a colleague who is brimming with innovative ideas to support future teachers. This is your opportunity to serve Hawaii's educational community in a new way. The HEA is calling for nominations for board members. Nominate yourself or a fellow educator.

Board Nominations and Elections

This year, there are seven available positions. **The deadline for nominations is March 8, 2024.** If there is an election (more than the 7 available seats of nominations), ballots will be sent to HEA members around March 15, 2024. Proxies will be mailed at the same time even if there is no election. **The election deadline is April 12, 2024.**

If there is an election, the votes will be tabulated on Tuesday, April 16, 2024. According to election rules, candidates may send observers on this day. If there are fewer candidates than vacancies, those candidates will be automatically elected. Election results will be presented to the HEA Board of Directors for certification at the **Annual Meeting on April 20, 2024.** All candidates will be notified of the election results on or about **May 1, 2024.**

All ballots will be stored at the HEA office in a sealed container for thirty days after certification. Any challenge made to these procedures or to the conduct of the election must be made in writing, signed by the challenger, and forwarded to HEA within 30 days after certification.



Hawaii Education Association

EDUCATORS SHAPING HAWAII'S FUTURE TODAY

RULES OF HEA ANNUAL MEMBERSHIP MEETING April 20, 2024

1. SEATING OF DELEGATES

- a. Persons certified as eligible to vote and/or eligible to cast certified proxy votes, shall be Registered by the Credentials Committee on the Roll Call Sheet with the total number of votes he/she can cast.
- b. Only certified members or persons with proxy vote(s) may be seated in the voting area. Visitors will be seated in a separate area.
- c. Voting members absenting themselves from the floor shall notify the Credentials Committee.

2. VOTING

- a. Only certified members and persons with certified proxies shall be allowed to vote.
- b. All voting shall be by a show of hands of those present and eligible to cast a vote. Any person may request a roll call vote. Persons voting shall not cast more votes than the number listed on the Roll Call Sheet.

3. DEBATE

- a. Only persons in the voting area will be recognized by the Chair.
- b. Except by a two-thirds' vote of certified members present, no speaker shall:
 - (1) have the floor continuously for more than two minutes; nor
 - (2) speak more than two times on the same subject.

This time limit shall not apply to a Chairperson making a presentation of his/her report.

4. VISITORS

- a. The privilege of participating in discussion and debate shall be extended, at the discretion of the presiding officer, to any visitor at the annual meeting.
- b. Visitors who are permitted to speak shall conform to the provisions in Rule 3b.

5. PARLIAMENTARIAN

The presiding officer shall appoint a qualified person to act as parliamentarian for the meeting. The presiding officer may consult the parliamentarian on any point of order, but the presiding officer shall render all decisions on such points on his/her own responsibility. The presiding officer's decision shall be binding unless overruled by a majority vote.

6. PARLIAMENTARY AUTHORITY AND GUIDE

The rules contained in *Robert's Rules of Order* (Newly Revised), shall govern the Meeting in all cases (except any elections) to which they are applicable and in which they are not inconsistent with the Bylaws or the special rules of order of this organization.



Hawaii Education Association

EDUCATORS SHAPING HAWAII'S FUTURE TODAY

CREDENTIALS REPORT April 20, 2024

There are 1,778 voting members of HEA as of January 1, 2024; certified quorum of 10% is 178. As of 9:05 a.m. there were four (4) voting members present, holding 239 proxies, a quorum of 13%. The following members held proxies:

	<u>Proxies Held</u>	<u>Appointed Substitute If Applicable</u>
HEA President	198	
Mrs. Joan Lewis	23	
Wilbur Luna	3	Joan Lewis
Jonathon Medeiros	5	
Ms. Jacqueline Yanagi	<u>10</u>	
	239	
<u>Absent</u>		
Ms. Pili aloha Lee Loy	11	
Meredith Maeda	40	
Mrs. June Motokawa	134	

MOTION: Move that the roll of voting members, as stated in the Credentials report, be the official roll of the voting members at this annual membership meeting.

Note: When voting, vote for the number of proxies held, plus your own vote.



Hawaii Education Association

EDUCATORS SHAPING HAWAII'S FUTURE TODAY

FY 2023-2024 PRESIDENT SUMMARY REPORT

This report has been difficult for me to write as it needs to include the reporting of the loss of one of Hawai'i's education icons: Joan Lee Husted. I am fortunate to have known her and worked with her, but as she has served as my professional and educational North Star for the bulk of my 35 year teaching career, I am missing her counsel greatly.

However, I think she would appreciate what we have accomplished this year which includes:

- Supporting educators and future educators: Our Centennial Scholarships live on in the development of the first Dive Into Education Convening for high school Education Pathway students. The brainchild of students in Pearl City High School's Tammy Yoon (a Centennial Scholarship recipient)'s Education Capstone Class, this event is a game changer for future educators in Hawai'i. Students from high schools across Oahu gathered at UH West Oahu for a morning of educational professional development, networking, and workshopping. In addition, this event brought together education community groups including UH, DOE, HSTA, HSTB, and tying it together, HEA. I was honored to be the keynote speaker for the day.
- Updating our association's documents: With the help of both our attorney, Brian Ezuka, and our Executive Director, Laurie Togami, HEA's Articles of Incorporation and ByLaws have been updated and amended as needed.
- Continuing our professional development offerings: HEA hosted a two day training on the use of AI and the Ethical Implications both for the education profession in general, and as they relate to student, staff and community use of AI. We were fortunate to have the expertise of both Fred Lane and Dr. Troy Hutchings for this shared good work. Joining them as panelists were students from both Pearl City High School and Chaminade University.

- Developing coursework for use in our classrooms and communities: Under the guidance of our Program Director, Lynn Hammonds, HEA has contracted Fred Lane to develop a multi credit professional development course on AI & Education. The course is being sponsored by Kapolei High School Principal, Wes Shinkawa, and we are hoping to start registration of our inaugural class soon.
- Networking with sibling organizations: HEA helped sponsor the Induction Ceremony for the Hawaii Board Certified Teacher Class of 2024 (Go Wood Dragons!). As HEA president, I was invited to serve as the emcee and was grateful to represent HEA as we were joined by both Governor Josh Green and Hawaii State Superintendent Keith Hayashi among other illustrious leaders.

Our work continues into the new year with a focus on managing, enhancing and growing our resources so that we can continue our shared good work. The most important resource we have, however, is our membership and specific focus will be on delivering for you.

We could not do this without our intrepid team. This includes our staff; Executive Director, Laurie Togami, our Membership Clerk, Normita Agustin, and our Program Manager, Lynn Hammonds. And it includes our board members; the late (great) Joan Husted, Pili Lee Loy, Wil Luna, Meredith Maeda, Jonathon Medeiros, June Motokawa, and Jacquie Yanagi. I would also like to thank Nathan Hokama who works with us on our communication strategies and products. His great work has helped us better articulate ours.

Respectfully submitted,

Joan Kamila Lewis



Hawaii Education Association

EDUCATORS SHAPING HAWAII'S FUTURE TODAY

FY 2023-24 Treasurer's Summary Report

Goal(s)/Objectives:

Oversees all financial planning, reporting and budgeting of the Finance Committee for the association, and advise the board on financial strategy.

Financial Statements that were approved subject to audit:

- December 31, 2022
- March 31, 2023
- June 30, 2023

Account Balances as of March 31, 2024:

<u>ACCOUNT</u>	<u>BALANCE</u>
First Hawaiian Bank Checking	\$ 25,516.99
HawaiiUSA FCU	
Money Market Account	\$ 73,318.22
Employee Welfare Fund	52,139.02
Helen MacKay Scholarship Fund	25,131.76
Equipment Fund	20,433.61
Yamashita Scholarship Account	3,095.90
TAAC	12,924.71
HSTA-R Scholarship Account	14,022.69
Morgan Stanley/Smith Barney	
Endowed Scholarship Fund	18,972.28
Equitable (ACM)	\$ 1,920,064.88
Structured Notes	<u>1,073,323.51</u>
TOTAL	\$ 3,238,943.57

Wilbur Luna, Treasurer



Hawaii Education Association

EDUCATORS SHAPING HAWAII'S FUTURE TODAY

FY 2023-24 Finance Summary Report

Committee: Finance

Committee Chair and Members: Wilbur Luna, Chair; Pili aloha Lee Loy, and June Motokawa.

Goal(s)/Objectives:

- Develop and recommend a budget for each fiscal year
- Monitor the association's income and expenditures
- Develop strategies to increase membership
- Develop a fund development plan to increase income for the association

Accomplishments:

- Recommended the acceptance of the Quarterly Financial Reports to the full board for:
 - December 31, 2022
 - March 31, 2023
 - June 30, 2023
- To date HEA paid \$159,070.84 towards the principal for the TriState Capital Line of Credit loan. The outstanding balance is \$165,829.16.

Next Steps:

- Update HEA's Investment Policy
- Search for a new auditor & tax preparer



Hawaii Education Association

EDUCATORS SHAPING HAWAII'S FUTURE TODAY

FY 2023-2024 Executive Director Summary Report

The following are the activities of the Association this past year:

1. The HEA Board of Directors re-elected Joan Lewis as its President, Joan Husted as its Vice President, and Wilbur Luna as its Treasurer. Upon Ms. Husted's passing on October 2, 2023, the board appointed Jonathon Medeiros as Vice President.
2. As of April 19, 2024 all contributions totaled \$27,450.33.

Annual Contribution	\$ 10,416.22 from 120 members
Corporate donations	6,524.93 (Kappa Kappa Iota Chi State HI - \$6,000)
HEA Scholarship	4,900.00
Endowed Scholarship	<u>5,609.18</u> (In Memory of Joan Husted - \$3,559.57)
Total Contributions	\$27,450.33

3. As of April 19, 2024, the Advisor Capital Management (ACM) investment account balance was \$1,848,307.03 and the value of the Structured Notes was \$977,596.58.
4. As of March 31, 2024, the outstanding balance on the TriState Line of Credit loan is \$165,829.16. To date HEA paid \$159,070.84 towards the principal.
5. *Educator Connection's* next quarterly issue will be mailed in May 2024.
6. As of April 19, 2024, HEA gained 22 new members. However, the overall membership declined by 96 members to 1,898 due to the aging of our members and non-renewals.
7. TAAC grants at \$200 each were awarded to Farrington High, James B. Campbell High, Kauai High, Leilehua High, Maui High, and Mililani High schools.
8. The Hawaii State Legislature Grant In-Aid application was submitted in January 2024. The grant request was for \$50,000.
9. Mrs. Agustin has been posting and monitoring all social media accounts. She has been creating posts for HEA's Leadership Summit & Workshops, HEA's scholarships, and other HEA news.

10. HEA's 990-T Income Tax Return for FY 2021-22 was filed and accepted by the IRS in May 2023. The required fee and report to the Attorney General's Tax & Charities Division have been submitted.
11. In May 2023, Mr. Luna and Mrs. Togami participated in Leilehua's CTE award banquet program to present Aiden Galiza with his \$500 TAAC scholarship award as well as an additional \$500 grant to help cover his travel expenses to the National FCCLA conference in Denver, CO.
12. This year, HEA awarded Ryiane Pascua from Leilehua High \$500 to cover her travel expenses this summer to the National FCCLA conference in Seattle, Washington.
13. President Lewis, Dr. Hammonds, Nathan Hokama and Mrs. Togami attended the Pearl City High CTE Event at the University of Hawaii, West Oahu on November 3, 2023. President Lewis was the keynote speaker.
14. The Leadership Summit and Workshop was held at the Neil Blaisdell Center on December 8 & 9, 2023. Dr. Troy Hutchings and Frederick Lane presented on the Ethical Dimensions of Artificial Intelligence. HEA received media coverage from Civil Beat, HNN, KHON2, and KITV for the event. Follow-up AI Webinars were held January 30, February 13 and March 5, 2024 by Dr. Hutchings and Mr. Lane.
15. The amended and revised ByLaws and Articles of Incorporation were approved in December 2023 and submitted to DCCA.
16. HEA received \$489.56 from Issaquah Education Association (sister to Washington Education Association). The board accepted a motion to match Issaquah's donation of \$500. HEA also received \$2,779.66 from HEA members supporting Maui Fire victims. A poll was asked from HEA members to vote for which organization HEA should send the funds to. The top choice was Lahaina Public Schools. The board decided to evenly distribute \$3,800 (\$950 per school) to the following Lahaina public schools:
 - King Kamehameha III Elementary
 - Lahaina Intermediate
 - Lahainaluna High
 - Princess Nahienaena Elementary
17. Farmers Hawaii auto insurance premiums totaled \$3,082.38 in commissions as of April 19, 2024. HEA was informed that Farmers Hawaii will discontinue offering new automobile policies due to the claims inflation and increased costs associated with replacement parts and higher labor rates. They will continue to renew existing policies, however, HEA's contract will end on October 12, 2024 and we no longer will receive commissions.
18. HEA's Long Term Care Insurance Program with Continental Casualty Company and Ability Insurance is still being handled by LaBenz & Associates. There are 143 members enrolled in the Long Term Care Insurance program.
19. Forty-one (41) members are enrolled in the Protective Life cancer insurance program.

20. HEA continues to assist our affiliates.

- a. Assists Oahu Retired Teachers Association (ORTA) with membership record-keeping, and publishing their semi-annual newsletter.
- b. Assists the Hawaii State Educational Officers Association (HSEOA) with depositing their dues and forwarding membership dues to NEA on a monthly basis.
- c. Provides clerical assistance to HSTA-Retired for their newsletter and scholarship.

Respectfully submitted,
Laurie Togami

Hawaii Education Association Annual Meeting April 20, 2024

ATTACHMENT I

Lynn Hammonds, HEA Program Manager

Your 2023-2024 Professional Development focused on AI was a success!

- Leadership Summit, December 8
- Educator Workshop, December 9
- Webinars: January 30, February 13, March 5
- DOE PDE3 Course proposal submitted March 29

HEA participation was prominent in TAAC activities

- The 2023 TAAC Dive into Education was a smashing success with HEA's Joan Lewis as the featured speaker
- In discussion with TAAC teachers on summer professional learning day
- TAAC Dive Into Education 2.0 is tentatively set for Friday, September 20, 2024, at LCC

UH-Manoa EdD consultancy study completed to inform HEA PD

- Doctoral candidates Ian Okamoto, Jill LaBoy, and Allyson Doherty and their advisor, Dr. Steve Shiraki, have recommendations from their study findings on how HEA can best reach Hawaii educators with quality professional development

HEA has six current grant applications

- Grant applications, waiting on response:
 - Atherton Foundation: awarded \$5,000
 - Applications submitted: Alexander & Baldwin, Par Hawaii, First Insurance of Hawaii
 - Other applications pending
- 2024 GIA request submitted to Legislature for TAAC convening, support of new and existing clubs, and scholarships.

Recommendations for 2024-2025

- Deploy AI Course to both public and private school teachers
- Continue to support CTE Education Pathway students and teachers
- Develop second DOE PD course with a focus on the Model Code of Ethics from the Hawaiian perspective
- Continue to seek grants

Thank You!



Hawaii Education Association

EDUCATORS SHAPING HAWAII'S FUTURE TODAY

HEA NOMINATIONS AND ELECTION ANNUAL REPORT April 20, 2024

This year the number of nominated candidates equaled the vacancies on the HEA Board of Directors. Based on the HEA Election Rules for 2024, Item No.5, these candidates will be declared elected. Therefore, no ballots were mailed to the qualified membership.

A proxy vote form was mailed on March 18, 2024 to all HEA members as of January 1, 2024.

The Board members elected for FY 2024 - 2026 are:

Pilialoha Lee Loy

Wilbur Luna

Meredith Maeda

June Motokawa



**Strategic Communication Solutions
Hawaii Education Association Annual Report
June 2023 – April 2024**

The Hawaii Education Association (HEA) board of directors and leadership staff and met with Nathan Hokama of Strategic Communication Solutions at its annual business meeting in April 2023. HEA officially engaged Strategic Communication Solutions to provide member communications, media relations, and support for fund development communications in June 2023. The following is a recap of the type of activities that Strategic Communication Solutions has worked on over the past year:

June 2023

- **Communications Plan Development**

Joan Lewis and Laurie Togami met with Nathan Hokama to discuss HEA's priorities and positioning in the community. One of the key concerns was the financial sustainability of the organization and minimizing the use of the corpus of HEA's endowment to cover the operating costs. HEA's primary goal was to raise its visibility in the community by showcasing how it was supporting educators in meaningful ways and demonstrate the need for financial support. Nathan Hokama drafted a communications plan to support HEA's goals and to serve as a guide on how HEA could be positioned within Hawaii's educational community and in the broader community.

- **Membership Appeal Letter for 2023 Academic year**

Drafted an appeal letter for the academic year for distribution in June 2023. This letter was primarily targeted at HEA members.

- **Corporate Appeal Letter with Sponsorship Levels**

Developed an appeal letter along with sponsorship levels targeting corporations and others outside of the education community. This approach was postponed, but the template for the structure of sponsor levels was used to solicit sponsors for the annual Leadership Summit and Educator Workshop on the ethical dimensions of generative technology (artificial intelligence) featuring keynote speakers Fred Lane and Troy Hutchings.

June-July 2023

- **Op-ed Commentary**

Following the close of the 2023 legislative session, Nathan Hokama brought together Joan Lewis, Laurie Togami, and Debi Hartmann, associate executive director for the University of Hawaii Professional Assembly, to develop an op-ed commentary focusing on the need to make funding for the University of Hawaii system a priority and ensure quality programs would be available for Hawaii high school graduates. Increasingly, the UH has been the school of choice for many local families because of the rising cost of college tuition.

The op-ed, ghostwritten by Nathan Hokama and bylined by Joan Lewis and Joan Husted, was published in the Honolulu Star-Advertiser on July 27, 2023. It was a way to highlight the thought leadership of HEA and attract positive media attention. Rep. Amy Perusso, a former DOE teacher, was among those who sent positive comments to Joan Lewis, recognizing the value of the message in the commentary. Drafted an acknowledgement message to Rep. Amy Perusso from Joan Lewis.

July 2023

- **HEA Scholarship Recipients**

News releases on HEA scholarship recipients (both students and educators) were separated geographically by island/county or neighborhood on Oahu and distributed to appropriate media outlets to generate awareness of HEA's contributions to the educational community.

July – August 2023

- **"Communities of Care" webinars**

Met with Laurie Togami and Lynn Hammond to discuss Fred Lane's webinars and met with Troy Hutchings to discuss "Communities of Care" virtual sessions. Developed session descriptions to promote Troy Hutchings' sessions through flyers, web and newsletter articles, social media posts, and a news release. Provided feedback and recommendations to Troy Hutchings following first virtual session.

July – December 2023

▪ **Leadership Summit and Educator Workshop**

Discuss community presentations outside of Leadership Summit and Educator Workshop with Fred Lane to determine how to develop sponsorship packages. Draft customized appeal letters to various sponsor organizations, including (private-sector companies, kupuna organizations, and higher education institutions to support the Leadership Summit and Educator Workshop.

Sponsor Prospect Outreach:

- Discussed HEA's sponsorship opportunities with Christine Diaz of Pacific Business News for potential Spectrum sponsorship. Spectrum agreed to be a sponsor, but HEA declined since we could not guarantee the number of attendees at the Leadership Summit or Educator Workshop.
- Reached out to University of Hawaii Professional Assembly (UHPA) President Christian Fern, who spoke with University of Hawaii CFO Kalbert Young about sponsorship. Kalbert Young recommended reaching out directly to UH President David Lassner. Fred Lane was prepared to talk about the use of artificial intelligence for underserved students at the college level.
- Set up meeting with Lynn Hammonds and Laurie Togami to discuss Leadership Summit and Educator Workshop with Christine Diaz and Lei Pedro of Pacific Business News. At the request of PBN, refined sponsorship packages for Leadership Summit and Educator Workshop to share with possible business sponsors.
- Draft sponsorship letter to Greg Young, president and CEO of HawaiiUSA FCU at the recommendation of Christine Diaz.
- Set up meeting with HEA, Fred Lane and Jackie Boland of AARP Hawaii that led to a sponsorship for HEA. HEA was listed as a sponsor of an AARP Hawaii event that featured Fred Lane as the keynote speaker on the use of artificial intelligence in jobs for kupuna.

As a result of misunderstandings and potential mixed messages, all the outreach efforts to sponsors were halted when it was determined HEA would not gain any value in these efforts.

Drafted news release and media advisory and designed separate flyers to promote Leadership Summit and Educator Workshop with sponsor logos.

Follow up calls to media to cover Educator Workshop resulted in Civil Beat reporters Megan Tagami covering the workshop as well as all three TV stations which sent reporters to interview Joan Lewis and HEA board member Jonathan Medeiros at the Educator Workshop.

July 2023 – January 2024

- **HEA Newsletters**

2023 Q3 Newsletter (July 2023)

2023 Q4 Newsletter (October 2023)

2024 Q1 Newsletter (January 2024)

Worked with Laurie Togami on HEA President messages and various newsletter topics. Drafted articles and prepared newsletter layout for printing.

October 2023

- **Financial Sustainability Motion**

Developed a board motion in collaboration with Wilbur Luna and Laurie Togami to build financial sustainability for HEA and develop safeguards for the use of HEA funds; however, the motion was not raised in a board meeting.

October – November 2023

- **Inaugural “Dive Into Education” Event**

About 130 high school students considering a career in teaching gathered at the University of Hawaii - West Oahu for the inaugural “Dive into Education” conference in early November, sponsored by HEA. HEA President Joan Lewis gave the opening remarks at the event that attracted students from Campbell, Kapolei, Farrington, Leilehua, Nanakuli, Pearl City, and Waipahu High schools, who were inspired about teaching and learned more about what it takes to enter the field.

Tammy Yoon received scholarship funding from HEA for the project but worked primarily with HSTA to plan the event. HEA was able to review and provide input on the news release but did not receive appropriate credit as the major sponsor of the event.

- **Passing of Joan Lee Husted**

Drafted news release on Joan Lee Husted, based on information provided by June Motokawa and Joan Lewis; coordinated information with Keoki Kerr of HSTA; and facilitated interview with Tim Hurley of the Honolulu Star-Advertiser for June Motokawa.

Reviewed and revised Wilbur Luna's draft of requiem for Joan Lee Husted's celebration of life service.

November 2023

- **Annual appeal letter**

Drafted annual end-of-the-year appeal letter.

November 2023- January 2024

- **Financial Support for Schools Impacted by Maui Wildfires**

Drafted appeal for support of victims of the Maui wildfires and point to various ways HEA members could support those on Maui.

After the collection period, drafted letter to accompany contributions to four Lahaina schools and to acknowledge donations from Washington State sister organizations, the Issaquah Education Association and Everett Education Association.

Draft message to HEA members to supplement appeal letter.

January 2024

- **HTSB Inductees**

Draft congratulatory letter with offer for free HEA membership to Hawaii Teacher Standards Board inductees.

February 2024

- **Fred Lane and Troy Hutchings 2024 Webinars**

Develop social media posts for webinars to promote 2024 upcoming webinars for various platforms.

March – April 2024

- **Neurodiversity Summer Series**

Develop news release and social media posts for Neurodiversity Summer Series on Universal Design Learning led by Dr. Denise Dugan and Dr. Christopher Padesky, faculty of Chaminade University of Honolulu.



Hawaii Education Association

EDUCATORS SHAPING HAWAII'S FUTURE TODAY

FY 2023-24 TAAC Committee Summary Report

Committee: Programs - Teaching As A Career (TAAC)

Committee Chair and Members: Jacquie Yanagi, Chair, Joan Lewis, and Jonathon Medeiros

Goal(s)/Objectives:

TAAC's goal is to motivate and encourage high school students to pursue a career in teaching. The objectives of the program are:

- To provide grants to support the projects and activities of the TAAC clubs at participating schools.
- To encourage and support professional learning by convening an annual one-day symposium for TAAC advisors, in partnership with the HI DOE and local universities.
- To form a special HEA Committee to support efforts to promote teaching as a career and advocate for teaching as a profession.

Activities/Accomplishments in FY 2023-24:

- Awarded \$200 grants to CTE Pathway/TAAC clubs to Farrington High, James B. Campbell High, Kauai High, Leilehua High, Maui High, and Mililani High schools.
- Received \$500 TAAC Scholarship recipients from Mililani High and Maui High schools.
- HEA CTE Centennial \$5,000 Grant awarded to Tammy Yoon from Pearl City High was used for a CTE "Dive Into Education" 2023 Conference at the University of Hawaii - West Oahu campus. More than 130 high school students from seven public schools gathered in November 2023.

Next Steps:

Continue to expand and strengthen the TAAC Program by:

- Convening the fifth annual HEA TAAC Symposium - date and location TBD.
- Sponsor a topic that promotes teaching as a career on media outlets or other outlets.
- Support specific DOE activities or programs that promote and support teaching as a career.
- Forming partnerships with the HIDOE and local universities to align and complement efforts to promote teaching as a career at the secondary and post-secondary levels.
- Providing opportunities for pathway teachers to establish a professional network to share their expertise and talent as instructors, trainers, coaches and mentors.
- Seek grants to help support the TAAC Symposium and other seminars.
- Expand TAAC to include grades at the elementary, middle, and post-secondary levels.
- Develop a plan to increase membership through the TAAC program.



Hawaii Education Association

EDUCATORS SHAPING HAWAII'S FUTURE TODAY

FY 2023-24 Scholarship Committee Summary Report

Committee: Programs - Scholarship

Committee Chair and Members: Meredith Maeda (Chair), Jonathon Medeiros, and Pili aloha Lee Loy.

Goal(s)/Objective(s):

1. To support the educational endeavors of HEA members and their dependents.
2. To return to Association's original purposes and objectives. (Accent Hawaii, Vol 6 No 2, September 1980)
3. To strengthen excellence in education: (HEA Mission, 2019)
 - Advocate teaching as a profession;
 - Support pre-service and in-service educators; and
 - Advance professional learning for effective teaching.

Activities/Accomplishments in 2023-2024:

1. Distributed \$13,100 in scholarships to nine awardees in 2023.
2. Received 19 applications for eight (8) scholarships:

• High School	3	
• Continuing College	0	
• In-Service Educator	9	(one ineligible)
• Ron Toma	4	(one ineligible)
• Yamashita	3	
• Student Teacher	On Going	

Next Steps:

1. Change all HEA Scholarships Guideline requirement that applicants must be a HEA member, child of HEA member, or grandchild or legally adopted grandchild of HEA member. An applicant does not have to be a member for a year before applying for HEA scholarships.
2. Increase In-Service Public School Educator scholarship awards from 2 @ \$2,000/ea. to 10 @ \$3,000/ea.
3. Create In-Service Public School Educator scholarships up to \$50,000 to fund various short-term projects for a school and/or classroom that benefits students.



Hawaii Education Association

EDUCATORS SHAPING HAWAII'S FUTURE TODAY

FY 2023-2024 Website/Social Media Summary Report

Goal(s)/Objectives

To inform members and visitors of HEA's purpose, goals, and activities through its website and social media accounts. Providing a user friendly website with helpful content for the general population. The website and social media platforms are able to showcase HEA's programs and provide an interactive platform to encourage more effective communication with members.

Activities/Accomplishments in 2023-2024

- *Educator Connection* is currently updated and posted on the website each quarter
- The Home Page is actively updated with current notices and news
- Current activities, scholarship awardees, and TAAC grants were posted on all social media platforms.
- Staff continues to develop and update necessary information to post on the website.

Website Overview

- There has been a 68% increase in visits to HEA's website from the prior year
 - FY 2023-24: 7,754 visits
 - FY 2022-23: 2,512 visits
- February, March and April received the most visits due to HEA's scholarship announcement.
- These are the top tabs people visited:

Website tab	# of people visited
1. Home Page	2,857
• Interactive Workshops Facilitated by Dr. Troy Hutchings	425
• Leadership Summit 2023	165
• Follow-Up Webinars	131
Total	3,578

Website/Social Media Summary Report - Page 2

Website tab	# of people visited
2. Scholarship	1,969
• Continuing College	1,411
• Student Teacher	1,317
• In-Service Educators	1,106
• Hiroshi & Barbara Kim Yamashita	1,010
• High School Students	888
• Ron Toma PD	671
Total	8,372
3. News	
• Newsletter	167
• A Message from President	143
• 2023 Leadership Summit	165
• Stories	141
Total	616
4. Programs	
• HEA Membership	407
• TAAC	145
Total	552
5. “About HEA”	522
6. Giving (Donations to HEA & Planned Giving)	157

- Majority of the devices used to visit the website were desktops (72.5%). Mobile devices were used by 26.8% of the visitors. Tablet devices were used by 0.7% of the visitors.
(Desktop = 774, mobile = 286, tablet = 7)

Social Media Overview: Facebook

- Facebook is the primary social media network where our stories are being viewed.
- Scholarship post reached 397% higher than our median post.
- AI Follow-up webinars received the highest post for viewers comments.
- Followers - 1,219 (71.7% women and 28.3% men).

FACEBOOK	Page Reach	Engagement (Likes, Shares, Saves, Comments)
Announcement - Scholarship Winners	1739	58
Follow-Up Webinars	1305	53
“Communities of Care” workshops	925	15
Available Scholarship Announcements	885	37
\$200 TAAC Grant	877	21
Foodland “Give Aloha”	326	48
“Dive into Education” Conference Award	269	16
“Celebration of Life” Joan Husted	158	2
Maui Fire Donation	131	4
Giving Tuesday	114	3

Social Media Overview: Instagram

- The scholarship announcements availability flyer was the most viewed in Instagram.
- There were 44 profile visits in the last 90 days.
- Followers - 401 followers (70.3% women and 29.7% men).

INSTAGRAM	Page Reach	Engagement (Likes, Shares, Saves, Comments)
“Communities of Care” workshops	561	15
Announcement - Scholarship Winners	553	36
Follow-Up Webinars	482	29
\$200 TAAC Grant	266	9
Available Scholarship Announcements	240	22
Foodland “Give Aloha”	127	5
“Dive into Education” Conference Award	74	9
Maui Fire Donation	74	3
“Celebration of Life” Joan Husted	48	3
Giving Tuesday	34	2

Social Media Overview: LinkedIn

- Followers - 65.
- 19 followers reposted HEA's post.

LINKEDIN	Impressions (# of times post was displayed on screen)	Engagement (Reactions, Shares)
“Communities of Care” workshops	48	5
Announcement - Scholarship Winners	42	0
Follow-Up Webinars	40	0
\$200 TAAC Grant	34	2
Available Scholarship Announcements	22	0
Foodland “Give Aloha”	15	3
“Dive into Education” Conference Award	11	1
Maui Fire Donation	4	0
Giving Tuesday	2	0
“Celebration of Life” Joan Husted	1	0

Social Media Overview: X (Twitter)

- HEA earned about 3 impressions per day.
- Followers - 163.

X (Twitter)	Tweet Impressions	Profile visits	Mentions	Top Tweet & Impressions Earned
January	116	0	0	Follow-up Webinars - 30
February	137	0	0	Follow-up Webinars - 44
March	36	0	0	HEA Scholarships - 29
April	34	1	0	None

Next Steps

- Continue to enhance the effectiveness of the website in promoting HEA to the community.



Hawaii Education Association Insurance Agency, Inc.

EDUCATORS SHAPING HAWAII'S FUTURE TODAY

FY 2023-24 HEA Insurance Agency, Inc. Report

Committee: HEAIA

Committee Chair and Members: Pili aloha Lee Loy, Chair; Wilbur Luna, and June Motokawa.

Goal(s)/Objectives:

- To provide benefits and discounts for educators
- To provide a recurring and reliable source of revenue for HEA programs

Accomplishments:

- Continued to work with Derik LaBenz in search of benefits such as pet insurance and student liability insurance to offer HEA members.
- Continued as a third party administrator for UNUM (Life, AD&D, Income Protection Insurance), Ability Insurance (LTC Insurance), and Protective Life Insurance (Cancer Insurance).

Next Steps:

- Provide additional benefits for member recruitment
- Work with Hawaii Association for Independent Schools to reach out to private schools