

MINUTES OF THE 2025 ANNUAL MEMBERSHIP MEETING OF
THE HAWAII EDUCATION ASSOCIATION
Held at Kapolei High School, Room G-105
Saturday, April 26, 2025

1. Time and Place The annual meeting of the Hawaii Education Association was held at Kapolei High School, Room G-105 on Saturday, April 26, 2025 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
Piliialoha Lee Loy	June Motokawa
Wilbur Luna	Jacqueline Yanagi

Staff

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

Absent

Meredith Maeda

3. Minutes 2024 Annual Meeting Minutes

The minutes of the 2024 Annual meeting were approved.

4. Notice of the Meeting While the notice of the meeting was not read by the Secretary nor 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 26, 2025 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.)

B. Treasurer and Finance Reports

The Treasurer and Finance's reports were accepted and filed. (See Attachments F & G.)

Mr. Luna noted that the current market is unstable, but HEA's investments have held steady. HEA is down by a few thousand dollars.

He also noted that he spoke with President Lewis and HEA's fundraising will be conducted on a project-by-project basis, with individual requests for funding a specific project.

Mr. Luna will replace the Hiroshi & Barbara Kim Yamashita scholarship, whose funds have been exhausted, with a new scholarship supporting students who aspire to become public school teachers. He will invest \$25,000 to fund this initiative over a ten year period. The scholarship will be named the Richard Keakahiwa scholarship.

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.)

April 26, 2025 Annual Membership Meeting

7. Reports (cont.)
- 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.)

Mr. Hokama of Strategic Communications Solutions, HEA's public relations firm, successfully increased media coverage for HEA across all events held this past fiscal year. He noted that HEA is moving in the right direction.

It was suggested that when the HEA newsletter is sent, we create a social post and provide a link to HEA's website and the newsletter.
8. Standing Comm. Report
- A. TAAC
The TAAC report was accepted and filed. (See Attachment L.)
 - B. Scholarships
The Scholarship report was accepted and filed. (See Attachment M.)
 - C. Website/Social Media
The Website and Social Media Report was accepted and filed. (See Attachment N.)

A request was made to post HEA's Impact Brochure on the website.
9. HEAIA
HEAIA's Annual Report was accepted and filed. (See Attachment O.)
10. Adjournment
The meeting was adjourned by President Lewis at 9:57 a.m.



Hawaii Education Association

EDUCATORS SHAPING HAWAII'S FUTURE TODAY

March 2025

Dear HEA Member:

Our Association will be holding its Annual Meeting on Saturday, April 26, 2025 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
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
- Piliialoha 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, 2025 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 11, 2025 (POSTMARK DATE).

Important Note: For your proxy to be valid, you must have paid your HEA dues for the current school year 2024-2025. (Exceptions: Life members).

New \$3,000 Scholarship!

HEA Carol H. Yoneshige Scholarship in Memory of Faith C. Ai

The HEA Carol H. Yoneshige Scholarship was recently established to honor Ms. Yoneshige's dedication to the HEA goals and to recognize her friendship with Faith C. Ai who served as an HEA Board member until her passing. The scholarship is for full-time college undergraduate students majoring in education. One \$3,000 scholarship will be awarded this summer.

Applicants must have a grade point average of 3.5 or better, be in their second or third year at an accredited university, and intend to teach in a Hawaii public school at the elementary or secondary level.

Application Deadline: April 1, 2025

Your application and official college transcript are due by noon on April 1, 2025 and should be mailed to the HEA Carol H. Yoneshige Scholarship in memory of Faith C. Ai Committee, c/o 1953 South Beretania Street, Suite 5C,

Honolulu, Hawaii 96826. Your college transcript must be sent directly from the university.

In addition, two recommendations are required to be sent or emailed directly to HEA by noon on April 1, 2025. At least one of the recommendation letters must be from a college instructor. The other letter may be from a club advisor, employer or community leader. These letters should be sent to the: HEA Carol H. Yoneshige Scholarship in memory of Faith C. Ai Committee, c/o Hawaii Education Association, 1953 South Beretania Street, Suite 5C, Honolulu, HI 96826 or e-mailed to hea.office@hawaiieducationassociation.org.

Awardee Notified by May 31, 2025

The selection committee will review all applicants and notifications about their decision will be made by May 31, 2025. For more details, contact HEA at hea.office@hawaiieducationassociation.org or (808) 949-6657.

Nominations and Elections for HEA Board of Directors Now Open

If you are interested in shaping the future of education in Hawaii, please consider joining the HEA board of directors. There are seven positions available. Board members serve two-year terms. **Nominations deadline is March 7, 2025. Election deadline is April 11, 2025.**

If there is an election, the votes will be tabulated on Tuesday, April 15, 2025. 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 26, 2025. All candidates will be notified of the election results on or about May 2, 2025. All ballots will be stored at the HEA office in a sealed container for 30 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.

In Memoriam Juliette Y. N. Lum



Hawaii recently loss an outstanding member of the education community, who made lasting contributions to the teaching profession. **Juliette Y. N. Lum** passed away on December 8, 2024, but her contributions continue to inspire both teachers and students.

Ms. Lum joined HEA in 1964 and served on the HEA board of directors from 1974 to 1978. She was HEA President from 1974 to 1976, and a member of HEA's Executive Committee from 1977 to 1978. She held a number of leadership roles within HEA, and served on the Educational Programs Committee three different times, the last of which was from 1995 to 2010.

The McKinley High School graduate taught at public schools, including kindergarten at Waialae Elementary School. She also served as President of the Oahu Classroom Teachers Organization, the Oahu Education Association, and the Honolulu Chapter of the Hawaii State Teachers Association.



Hawaii Education Association

EDUCATORS SHAPING HAWAII'S FUTURE TODAY

RULES OF HEA ANNUAL MEMBERSHIP MEETING April 26, 2025

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 26, 2025**

There are 1,705 voting members of HEA as of January 1, 2025; certified quorum of 10% is 171. As of 9:05 a.m. there were six (6) voting members present, holding 408 proxies, a quorum of 24%. The following members held proxies:

	<u>Proxies Held</u>	<u>Appointed Substitute If Applicable</u>
HEA President	190	
Mrs. Joan Lewis	23	HEA President
Ms. Piliialoha Lee Loy	13	
Wilbur Luna	3	
Jonathon Medeiros	11	HEA President
Mrs. June Motokawa	158	Joan Lewis
Ms. Jacqueline Yanagi	<u>10</u>	HEA President
	408	
<u>Absent</u>		
Meredith Maeda	20	HEA President

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 2024-2025 President Summary Report

The activities of the past year have been centered on helping us develop the foundations needed to continue our current work, while providing us channels for potential expansion of our good work.

Thanks to the hard work of our staff, especially the writing skills of Lynn Hammonds, HEA was able to secure a \$50k grant during the 2024 Legislative session. And while trying to lock in the money has been a slippery situation that has taken almost a year to complete, thanks to both Lynn and our Executive Director, Laurie Togami, we are able to use the funding to do what we do best...help others.

This has included hosting our 3rd Annual Leadership Summit, which allowed us to bring key stakeholders together to focus on the development of an apprentice model for growing our own teachers.

It also included supporting the 3rd Annual Student Convening (Dive Into Education) with a mini-Symposium opportunity for our TAAC Advisors and Education Pathway Teachers. This is one of the brightest spots for everyone who supports a strong education system for the state of Hawai'i.

We have also been able to expand our scholarship outreach and are currently going through our TAAC and Scholarship programs to find ways to support tuition, travel, PD, etc. for current and aspiring educators.

For the second year, we were able to serve as co-hosts for the National Board Certified Teachers Celebration held at Washington Place. Celebrating education and outstanding educators side by side with legislators, DOE Leadership, HSTA, HTSB, The NBCTs of Hawai'i, all with the blessings and presence of our Governor Green is strong validation of our continued value in the Hawai'i education arena.

We have spent time working with HSTA - R to create the HEA/HSTA-Retired Susan Hagiwara Special Education Teacher Micro Grant. While that name might be a mouthful (and might need an edit from our Communications Consultant, Nathan Hokama), it is an amazing tribute to one of HSTA's mightiest leaders. Susan's grace and graciousness were matched only by her generosity of time, treasure and talent. The scholarships, available to anyone that teaches special education students (Special Ed tch, counselor, Librarian) is eligible to apply for the \$500 limit per project/person until \$5,000 is reached. While we have more work to do to finalize the applications, they will be offered on a first come first served basis with applications will be emailed in August 2025.

Every action and activity that we have endeavored to complete in this year has been in service of doing what we can with what we have, where we are, for as long as we can. Now, more than ever, I am proud of the good we are putting into our world. This would not be possible without our staff, our members, and our steadfast Board of Directors. Thank you, to you all.



Hawaii Education Association

EDUCATORS SHAPING HAWAII'S FUTURE TODAY

FY 2024-25 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:

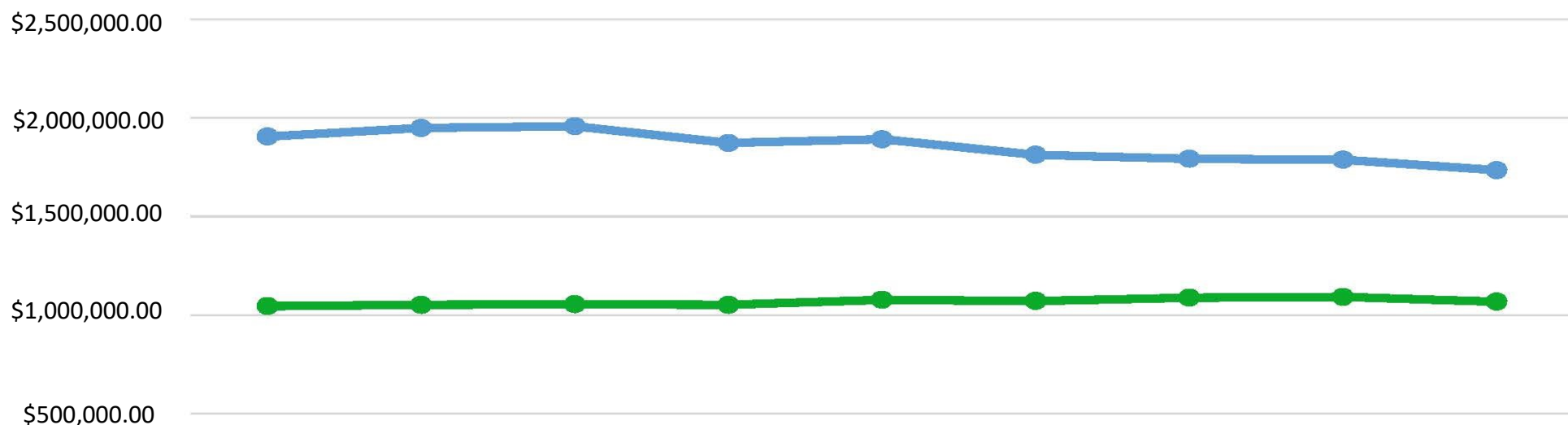
- December 31, 2023
- March 31, 2024
- June 30, 2024
- September 30, 2024

FY 2017-18 Audit approved

Account Balances as of March 31, 2025:

<u>ACCOUNT</u>	<u>BALANCE</u>
First Hawaiian Bank Checking	\$ 36,794.95
HawaiiUSA FCU	
Money Market Account	\$ 54,373.04
Employee Welfare Fund	52,165.06
Helen MacKay Scholarship Fund	22,924.93
Equipment Fund	20,433.84
Yamashita Scholarship Account	1,095.90
TAAC	11,526.25
HSTA-R Scholarship Account	15,594.77
Morgan Stanley/Smith Barney	
Endowed Scholarship Fund	19,741.28
Equitable (ACM)	\$ 1,734,782.77
Structured Notes	1,068,003.27
Susan Hagiwara Grant	<u>26,210.42</u>
TOTAL	\$ 3,063,656.48

FY 2024-25 EQUITABLE PORTFOLIO (as of March 31, 2025)



	July	August	September	October	November	December	January	February	March
ACM	\$1,905,283.43	\$1,948,803.29	\$1,957,480.00	\$1,872,737.57	\$1,891,415.88	\$1,812,446.41	\$1,792,182.94	\$1,787,678.40	\$1,734,782.77
Notes	\$1,044,930.62	\$1,051,693.67	\$1,054,978.32	\$1,051,510.83	\$1,077,247.87	\$1,071,610.11	\$1,087,951.90	\$1,091,928.47	\$1,068,003.27
TOTAL	\$2,950,214.05	\$3,000,496.96	\$3,012,458.32	\$2,924,248.40	\$2,968,663.75	\$2,884,056.52	\$2,880,134.84	\$2,879,606.87	\$2,802,786.04
WITHDRAWAL	\$110,000	\$0	\$50,000	\$70,000	\$50,000	\$0	\$50,000	\$0	\$0

Financial Overview for Equitable ACM and Notes Accounts (July 2024 - March 2025)

\$2,802,786.04 **March 2025 Balance**
2,950,214.05 **July 2024 Balance**
<147,428.01> **Net Change in Balance**
330,000.00 **Withdrawals**
182,571.99 **Earnings over withdrawals**

Over this 9-month period, HEA withdrew a total of \$330,000 from the portfolio. After accounting for these withdrawals, the portfolio generated net investment earnings of \$182,571.99.

This reflects positive performance from the portfolio, as the investment returns helped offset a substantial portion of the necessary withdrawals.



Hawaii Education Association

EDUCATORS SHAPING HAWAII'S FUTURE TODAY

FY 2024-25 Finance Summary Report

Committee: Finance

Committee Chair and Members: Wilbur Luna, Chair; Pilialoaha 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, 2023
 - March 31, 2024
 - June 30, 2024
 - September 30, 2024
- To date HEA paid \$216,570.84 towards the principal for the TriState Capital Line of Credit loan. The outstanding balance is \$108,329.16.

Next Steps:

- Update HEA's Investment Policy



Hawaii Education Association

EDUCATORS SHAPING HAWAII'S FUTURE TODAY

FY 2024-2025 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, Jonathon Medeiros as its Vice President, and Wilbur Luna as its Treasurer.
2. As of April 25, 2025 all contributions totaled \$50,742.52.

Annual Contribution	\$ 14,926.55	from 141 members
Corporate donations	631.69	
HEA Scholarship	4,442.03	
Endowed Scholarship	742.52	
Special Education Grants	25,000.00	(In honor of Susan Hagiwara)
Carol Yoneshige Schl	<u>5,000.00</u>	(by Cynthia Ai)
Total Contributions	\$50,742.79	

3. As of April 25, 2025, the Advisor Capital Management (ACM) investment account balance was \$1,672,391.74 and the value of the Structured Notes was \$998,614.87.
4. As of March 31, 2025, the outstanding balance on the TriState Line of Credit loan is \$108,329.16. To date HEA paid \$216,570.84 towards the principal.
5. *Educator Connection's* next quarterly issue will be mailed in May 2025.
6. As of April 25, 2025, HEA gained 21 new members. However, the overall membership declined by 61 members to 1,837 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, Leilehua High, Maui High, Mililani High, and Pearl City High schools.
8. The Hawaii State Legislature Grant In-Aid application was submitted in January 2024 and approved. 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 Summit & Workshops, HEA's scholarships, and other HEA news.

10. HEA's 990-T Income Tax Return for FY 2022-23 was filed and accepted by the IRS in May 2024. The required fee and report to the Attorney General's Tax & Charities Division have been submitted.
11. GIA Special Student \$1,000 Travel Award grants were awarded to:
 - Layden Noah Baliscan, James Campbell High
National Leadership Children Level 3 Program Event
 - Penelope Isabelle Oishi, James Campbell High
National Leadership Level 2 Job Interview Event
 - Evette Alacar, James Campbell High
Job Interview STAR Event
 - Danica Baysa, James Campbell High
Job Interview STAR Event
 - Mia Aisha Fetalco, James Campbell High
National Leadership Early Childhood Education Event: Circus of Creativity

On April 21st an application was received from Ryiane Lei Pascua from Leilehua High. She will be competing in the Skills Demonstration Event: Lesson Plan Development & Modifications

12. Special GIA \$1,000 Teacher Grant were awarded to:
 - Joyce Kasper, Kealakehe High School
Mini-Mentees End of Year Celebration at Kealakehe Elementary for grades K-3 to connect with their peers through planned activities.
 - Rondy Arquero, Maui High School
Brought two students to the Dive Into Education Event on Oahu
 - Val Tina Oishi, James Campbell High School
Hold workshops to promote the field of education at James Campbell High and incoming 9th graders. The Educators Rising Club and Teaching as a Profession classes will also visit Kindergarteners at Kaimiloa Elementary and Pohakea Elementary to read books and conduct an extension activity with the children.
13. HEA Carol H. Yoneshige Scholarship in memory of Faith C. Ai was established this year. One application was received, however, the Faith C. Ai committee did not feel this candidate met their criteria.
14. HEA/HSTA-Retired Susan Hagiwara Special Education Teacher Micro Grant will be offered at the beginning of the SY 2025–26. There will be a limit of \$500 per project/per person until \$5,000 is reached.

15. President Lewis, Nathan Hokama and Mrs. Togami attended the National Board Certified Teachers Recognition Ceremony on March 1, 2025. President Lewis was the keynote speaker. HEA provided the cakes and refreshments.
16. The Education Summit was held at the YWCA Elizabeth Fuller Hall on January 8, 2025. There were 2 groups of expert panelist and Dr. Carla Warren, National Center for Grow Your Own was the keynote speaker. HEA received several media coverages at the event.
17. Farmers Hawaii auto insurance premiums totaled \$2,530.56 in commissions as of February 13, 2025. 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. HEA's contract ended on October 12, 2024.
18. HEA's Long Term Care Insurance Program with Continental Casualty Company and Ability Insurance is still being handled by LaBenz & Associates. There are 133 members enrolled in the Long Term Care Insurance program.
19. Forty (40) 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 26, 2025

Kapolei High School

Lynn Hammonds, Program Manager

2024–25 Year in Review: Key Highlights

- Received \$50,000 Grant-in-Aid (GIA) from the Legislature
- Hosted HEA Education Summit on January 8, 2025:
 - - Teacher participants from DOE pilot schools
 - - Panelists from all state-level education organizations
 - - Keynote speaker: Dr. Carla Warren
- Sponsored DOE PD course by Fred Lane

GIA-Funded Activities (Contract generated and administered by DOE)

- \$30,000 in Awards to teachers, students, and UH prep program participants
- \$18,000 for 2-Day Symposium (November 2025)
- \$2,000 for TAAC Brochure – student design competition (August 2025)

Awards Breakdown: \$30,000

- Funds \$17,500 in HEA scholarship budget
- Awards provided to:
 - TAAC club teachers for pathway/academy projects
 - TAAC/pathway/academy students
 - Individuals in or completing UH educator prep programs

2-Day Symposium (November 2025)

- Planned in collaboration with TAAC teacher leadership
 - Day 1: "Dive into Education 3.0" – For high school students
 - Day 2: TAAC Educator Symposium – For teacher leaders

Student-Led TAAC Brochure

- Funding: \$2,000
 - \$1,000 award to winning TAAC Club
 - \$1,000 to print posters (e-poster available to all)
- Purpose: Promote teaching careers to high school students
- TAAC student design competition
- Distribution to all high schools in August 2025

Fred Lane – DOE PD Course Update

- Flyers for independent schools are in development
- Pending DOE approval for Summer/Fall 2025 course offerings

***Thank you for your continued
support!***



Hawaii Education Association

EDUCATORS SHAPING HAWAII'S FUTURE TODAY

HEA NOMINATIONS AND ELECTION ANNUAL REPORT April 26, 2025

This year the number of nominated candidates equaled the vacancies on the HEA Board of Directors. Based on the HEA Election Rules for 2025, 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 17, 2025 to all HEA members as of January 1, 2025.

The Board members elected for FY 2025 - 2027 are:

Joan Kamila Lewis

Jonathon Medeiros

Jacqueline Yanagi

**Hawaii Education Association Annual Meeting
Public Relations Report
May 2024 – April 2025**

The following is a recap of the Hawaii Education Association’s public relations activities over the past fiscal year:

May – June 2024

- **PDE3 Course Flyer**
Flyer to promote “**Introduction to Generative Technology (AI) in K-12 Schools: Understanding the Hottest Topic in Ed Tech,**” a three-credit course by Fred Lane, from June 3 to August 9, 2025.
- **PDE3 Social Media Posts**
Series of Instagram, Facebook, LinkedIn and X (Twitter) posts for HEA’s social media channels to promote Generative AI course, led by Fred Lane.
- **Q2 2024 Newsletter**
[Link to newsletter on HEA website](#)
Quarterly newsletter on:
 - PDE3 Course on Artificial Intelligence, led by Fred Lane
 - Newly Elected HEA Board Members
 - HEA/Pi Lambda Theta-Beta Zeta Hawaii Chapter Awards Six TAAC Grants
 - Universal Design for Learning session, led by Dugan, PhD, Assistant Professor of Special Education and Elementary Education; and Christopher Padesky, PhD, Assistant Professor of Education
 - HEA Donation for Maui Schools

July – August 2024

- **Q3 2024 Newsletter**
[Link to newsletter on HEA website](#)
Quarterly newsletter on:
 - HEA’s 12 scholarships to educators and students in six categories

August – September 2024

- **Give Aloha (Foodland) Social Media Posts**

Series of social media posts to encourage Foodland shoppers to donate to the Hawaii Education Association and to designate HEA as the recipient of the Give Aloha’s matching program.
- **News Releases on Student Scholarship and Educator Grant Recipients**
 - News release on all 12 HEA scholarship recipients.
 - News release on Kauai student scholarship recipients Elias Casillas and Colton Mills and educator Kristi Gibbs
 - News release on Maui student scholarship recipient Kristen Takamiya
 - News release on Hawaii Island student scholarship recipients Chayanee Brooks Teige Keikilani Lorenzo-Akamu, Angela Natrasevschi
 - News release on Central Oahu student scholarship recipients Dillon Gunderson and Kristen Takamiya
 - News release on West Oahu student scholarship recipient Serena Torres-Lopez
 - News release on Windward Oahu educator scholarship recipients Crystal Maxilom ad Evelyn Utai

October - November 2024

- **HEA Summit Flyer**

Flyer to promote HEA Summit on “Building the Future of Education in Hawaii: Cultivating Tomorrow’s Teachers, Empowering Today’s Educators,” featuring keynote speaker Carla Warren, Ed. D., NBCT, Senior Partner with National Center for Grow Your Own, on January 8, 2025.
- **AI Course Flyer**

Flyer promoting different AI courses offered by Fred Lane.

November – December 2024

- **News Release**
News release to promote HEA Summit, focusing on solutions to Hawaii’s chronic teacher shortage.
- **Civil Beat**
Arrange for interview with Civil Beat reporter Megan Tagami and HEA Board Member Jonathon Medeiros to discuss solutions to the teacher shortage in Hawaii.

January 2025

- **Sunrise (Hawaii News Now)**
Coordinate guest appearance and talking points for Lynn Hammonds, HEA program manager, and Carla Warren, Ed. D., NBCT, Senior Partner with National Center for Grow Your Own to promote HEA and the HEA Leadership Summit
- **Media Relations**
Onsite media relations at the HEA Summit, coordination with Civil Beat, Honolulu Star-Advertiser, KHON2 and KITV.
- **2025 Q1 Newsletter**
[Link to newsletter on HEA website](#)
Quarterly newsletter on:
 - Recap of 2025 HEA Summit
 - HEA Carol H. Yoneshige Scholarship in Memory of Faith C. Ai
 - Nominations and Elections for HEA Board of Directors Now Open
 - HEA Offers Up to \$22,000 in Scholarships

February 2025

- **Impact Handout**
Impact Handout featuring Pearl City High School teacher Tammy Yoon and HEA student scholarship recipients Dillon Gunderson, Kristen Takamiya and Serena Torres-Lopez.

March 2025

- **Annual Appeal Letter**
Annual appeal letter to accompany impact handout.
- **National Board Certified Teacher Recognition Ceremony**
 - Media advisory promoting NBCT recognition ceremony, sponsored in part by HEA, at Washington Place, March 1, 2025.
 - News release on new NBCT educators; coordination of quotes with the communications teams of Governor Josh Green, M.D. and Hawaii Department of Education Superintendent Keith Hayashi. Coordinate reviews and photographs with Tracey Idica, NBCT, Licensing Specialist with the Hawaii Teacher Standards Board.
 - News releases on NBCT educators, tailored for East Honolulu, Kauai, Maui and Hawaii Island.



Hawaii Education Association

EDUCATORS SHAPING HAWAII'S FUTURE TODAY

FY 2024-25 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 provide scholarships to graduating TAAC Club or Education Pathway high school seniors who will be enrolled in any two- or four-year state or nationally accredited institution of higher learning majoring in education.
- 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 2024-25:

- Awarded \$200 grants to CTE Pathway/TAAC clubs to Farrington High, James B. Campbell High, Leilehua High, Maui High, Mililani High, and Pearl City High schools.
- Received a \$500 TAAC Scholarship application from Genel Sepada of Mililani High School.

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.



Hawaii Education Association

EDUCATORS SHAPING HAWAII'S FUTURE TODAY

FY 2024-25 Scholarship Committee Summary Report

Committee: Programs - Scholarship

Committee Chair and Members: Meredith Maeda (Chair), Jonathon Medeiros, and Pilialoa 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 2024-2025:

1. Distributed \$18,495 in scholarships to twelve awardees in 2024.
2. Changed all HEA Scholarships guidelines requirement that all awardees are required to join HEA membership by the fifth day after notification to activate their scholarship.

The High School & Continuing College applicant remains where the applicants must be a HEA member, child of HEA member, or grandchild or legally adopted grandchild of HEA member for at least one year.

3. Received 31 applications for 10 scholarships for 2025:

• High School	1	(1 incomplete, 5 disqualified)
• TAAC High School	1	
• Continuing College	0	
• In-Service Educator	11	(4 incomplete)
• Ron Toma	14	(2 incomplete)
• Yamashita	3	(3 incomplete)
• Yoneshige	1	(did not award)
• Student Teacher	0	Ongoing: deadline June 3, 2025

SCHOLARSHIP COMMITTEE SUMMARY REPORT – Page 2

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 in order to submit a scholarship application. An applicant does not have to be a member for a year before applying for HEA scholarships.
2. Increase In-Service Public School Educator individual scholarship awards from 2 @ \$2,000/ea. to 10 @ \$3,000/ea. Purpose is the pursuit of a formal post-secondary degree with priority for initial teacher licensing.
3. Increase Ron Toma Scholarship awards to \$2,000 maximum with a total of \$10,000. Continue to exclude any request for formal post-secondary courses leading to an advance degree. Standalone professional learning courses for enrichment and/or an instructional emphasis acceptable.
4. Create new category for one 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 2024-2025 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 2024-2025

- *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 10% increase in visits to HEA's website from the prior year
 - FY 2024-25: 8,521 visits
 - FY 2023-24: 7,754 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	2,755
• HEA 2025 Summit	216
• 2024 PDE3 Course	90
• Dive into Education	75
• Chaminade University - Neurodivergent Learning	<u>51</u>
Total	3,187

Website/Social Media Summary Report - Page 2

Website tab	# of people visited
2. Scholarship	3,064
• Continuing College	1,360
• High School Students	1,283
• Hiroshi & Barbara Kim Yamashita	1,187
• Student Teacher	1,062
• In-Service Educators	1,018
• Ron Toma PD	654
• Carol H. Yoneshige	<u>584</u>
in memory of Faith C. Ai	
Total	10,212
3. News	
• Newsletter	741
• HEA Awards More than \$18,000	175
• In Memoriam	149
• A Message from President	<u>87</u>
Total	1,152
4. Programs	
• HEA Membership	613
• TAAC	<u>504</u>
Total	1,117
5. “About HEA”	520
6. Giving (Donations to HEA & Planned Giving)	213

User acquisition: how new users find HEA’s website or app for the first time. Direct = 4,512 (52.83%); Organic Search = 2,818 (32.99%); Referral = 931 (10.9%); Organic Social = 133 (1.56%); Email = 65 (.76%); unassigned = 11 (.13%)

Organic = users who click a link from a search engine

Organic search = website traffic that originates from unpaid search engine results pages (SERPs)

Organic social = the traffic and engagement originating from social media platforms without any paid advertising

Social Media Overview: Facebook

- Facebook is the primary social media network where our stories are being viewed.
- Available scholarships received the highest post for viewers comments.
- Followers - 1,212 (71.8% women and 28.2% men).

FACEBOOK	Page Reach	Engagement (Likes, Shares, Saves, Comments)
Available Scholarship Announcements	863	30
\$200 TAAC Grant	860	9
Announcement - Scholarship Winners	661	26
Foodland "Give Aloha"	315	8
Chaminade University - Neurodivergent Learning	180	2
Special TAAC Grant	80	3
Giving Tuesday	0	0

Social Media Overview: Instagram

- The scholarship announcements availability flyer was the most viewed in Instagram.
- There were 94 profile visits in the last 90 days (last year 44). It went up by 47%.
- Followers - 480 followers (70.1% women and 29.9% men).
- Visits are up by 32%.

INSTAGRAM	Page Reach	Engagement (Likes, Shares, Saves, Comments)
Available Scholarship Announcements	864	51
\$200 TAAC Grant	405	17
Announcement - Scholarship Winners	360	10
Foodland “Give Aloha”	148	10
Special TAAC Grant	49	1
Hawaii News Now	31	0
Chaminade University - Neurodivergent Learning	26	1
Giving Tuesday	0	0

Social Media Overview: LinkedIn

- Followers - 79
- 10 followers reposted HEA’s post.

LINKEDIN	Impressions (# of times post was displayed on screen)	Engagement (Reactions, Shares)
Announcement - Scholarship Winners	114	0
\$200 TAAC Grant	80	15
Available Scholarship Announcements	34	4
Foodland “Give Aloha”	34	0
Chaminade University - Neurodivergent Learning	14	0
Special TAAC Grant	3	1
Giving Tuesday	0	0

Social Media Overview: X (Twitter)

- Followers - 157 (163 from last year)

X (Twitter)	Tweet Impressions	Profile visits	Mentions	Top Tweet & Impressions Earned
November 2024	34	0	1	\$200 TAAC Grant - 20
January 2025	53	0	4	Special TAAC Grant - 51
February 2025	20	0	2	HEA Scholarships - 14
March 2025	36	0	1	HEA Scholarships - 22

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 2024-25 HEA Insurance Agency, Inc. Report

Committee: HEAIA

Committee Chair and Members: June Motokawa, Chair; Joan Lewis, Vice President; Jonathon Medeiros; and Pilialoha Lee Loy.

Goal(s)/Objectives:

- To provide benefits and discounts for educators
- To provide a recurring and reliable source of revenue for HEA programs
- To manage insurance accounts with UNUM, Protective Life, and Ability Life

Changes:

HEA's contract with Farmers Insurance Hawaii ended on October 12, 2024, and will no longer be sponsored by Farmers Insurance Hawaii for the auto insurance. However, there are no changes to those members' existing premiums. Underwriting guidelines and group benefits for one year as required by the State of Hawaii Mass Merchandising Law, HRS 431:12-105. After one year from 10/24/24 the renewal premium for members will reflect the loss of the HEA discount.

Accomplishments:

- Continued to work with Derik LaBenz in search of benefits 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