



Annual Report FY 2019

ENVISION

ENGAGE

EMPOWER

EDUCATE

EVOLVE

E5



From the Executive Director

This report offers a snapshot of the important work of your Association during the 2019 fiscal year, which ended June 30, 2019. Member satisfaction and engagement are key measures of IASB's success. The following pages highlight our efforts to serve members, as guided by our strategic priorities:

1. ENVISION and demonstrate EXCELLENCE in programs, services, educational opportunities, and support for IASB members resulting in high levels of member satisfaction.
2. ENGAGE members and member districts with IASB staff, programs, resources, and services.
3. EMPOWER members to serve as effective, confident advocates for local school board governance and quality public education for every student.
4. EDUCATE the membership about best practices in board governance and monitoring practices aimed at ensuring excellence and educational opportunities for every student.
5. EVOLVE to provide timely and meaningful information, training, support, and resources necessary to meet the changing needs of members and member districts.

The work of IASB would not be possible without the continued commitment of local boards of education to the improvement of public education for every child. Thank you for your leadership.

Thomas E. Bertrand, Ph.D.
Executive Director

E⁵ SCORECARD



84% participant satisfaction level with workshops and training



Reduced response time to PRESS Plus subscribers from 100 days to less than 21



Mandatory cash floor on target



45 Facebook posts and 55 Twitter followers added each month



100% retention rate of member districts

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Highlights from the 2019 Fiscal Year (July 1, 2018-June 30, 2019)

Growth in Policy Services participation

Member districts are offered a full range of services, tools, and education designed to support their policy-making roles. Member participation (usage and subscriptions) in Policy Services grew as the Association saw an increase in the number of districts subscribing to PRESS Plus, IASB's customized full maintenance and policy updating service. Response time to PRESS Plus subscribers improved from 100



days to fewer than 21. In addition, IASB offered members three free webinars focused on topics covered in each PRESS issue.

Plans for the new and improved iasb.com



The Association initiated a redesign of its website to strengthen end-user experiences through improved navigation, features, and contemporary style. The year-long project incorporates improvements to security and accessibility, as well as a mobile-responsive design. The new site aims to provide dynamic and engaging content to help members

acquire knowledge, skills, and resources to be effective in their school board role.

In-district board training and regional workshops

During FY 2019, IASB engaged with 135 member districts (16%) to facilitate 177 in-district workshops on a variety of topics, including setting district



goals and direction, the superintendent evaluation process, community engagement, and developing the governance team, among others. The Association also held three Trends in Collective Bargaining workshops to update board members on the latest in negotiation topics and processes presented by legal experts and through district success stories. The three workshops were held simultaneously in three separate locations.

Timely communication on relevant topics and issues

IASB publications offer school board members information and insights to help them be effective leaders.

Illinois School Board Journal examined trauma-informed practices, 21st-century learning spaces, and the teacher shortage, and updated regular content features to include a leadership message and ideas for policy and governance work. Other publications and guidance information were provided to keep school leaders current on new or changing laws, such as the U.S. Supreme Court's *Janus* decision, students with divorced parents, service animals, and seating new board members.



Welcome nearly 1,200 new school board members

A dedicated effort to train new school board members



occurs after each election. IASB prepared materials to assist the newly elected school board members with their duties and responsibilities, and to help districts organize the new board. A new board member webpage served as a starting point for training information and resources. Nine New Board Member Workshops were conducted around the state to allow new board members to complete their state-mandated training requirements in person, as well as receive an introduction to board governance work.

Support for board members to advocate for Illinois' school children

Over 6,000 bills were introduced during the 101st General Assembly; at least a quarter of them impacting public education. IASB staff prepared and emailed reports on behalf of the Illinois Statewide School Management Alliance to members weekly during session. IASB also introduced its own Legislative Alert emails to notify members of the Association's position on particular bills of interest.

The 2019 spring session saw mixed results for Illinois public schools. On the positive side, a state budget that will provide an increase of \$375 million for the Evidence-Based Funding model and \$1.5 billion for school construction. Conversely, a number of new school mandates were approved, including a large increase in the statutory minimum teacher salary, numerous new curriculum requirements, and a loss of local district flexibility.

IASB also took an active role in federal legislation. A delegation of 26 Illinois school board members and nine superintendents convened in Washington D.C. for the NSBA Advocacy Institute and meetings with members of Congress. Various legislative meetings in Illinois congressional districts were also coordinated.

Leveraging technology and social media

IASB progressively increased communication through the News Blog, Twitter, Facebook, and video posts. A #ThankABoardMember campaign for School Board Members Day generated 10,287 impressions on Twitter. Photos from various legislative meetings were the most engaging posts on Facebook and short video messages informed followers on social media. IASB posted more than 125 live tweets during the 2018 Joint Annual Conference. Total reach of the Conference hashtag #ILjac18 on Twitter was 4.1 million.



Record attendance at Delegate Assembly

The 2018 Delegate Assembly sparked attention across the state, with vital concerns of school security and student safety converging with Illinois' distinct variety of school districts and local communities. Representatives from 408 school boards attended to vote on recommended resolutions to set the Association's positions on legislation and related matters of public policy.

A resolution to support legislation that would provide local school boards the option to decide if they will allow for properly trained staff to be armed in school buildings was not adopted. A resolution that would allow school districts to approve funds, without going to referendum, for the purchase and installation of energy-saving equipment relating to utility usage was approved.

A new belief statement was approved recommending local authority over decision-making relating to school safety drills, plans, and procedures.

Convenient, online learning on board governance topics and current issues

The Online Learning Center increased offerings and saw a growth in participation rates during the fiscal year. A series of webinars, both live and archived, reached



members on topics ranging from TRS Pensions to Equity to the IASB Resolutions Process. One webinar focused on the importance of mental health and well-being policies and practices for students. Another new course presented the school board's connection to policy, providing a review and breakdown of the policy manual as well as an individual policy.

Participation Numbers by Department

MEMBER SERVICES

2018 Fall Division Meetings registrations	2,048
	<i>417 districts</i>
2019 Spring Division Meetings registrations	1,995
	<i>381 districts</i>
In-district workshops	177
LeaderShop workshop registrations	2,080
Online Learning Center course registrations	859
Live webinar registrations	1,205
Master Board Member program participants	2,447
	<i>53 new, 252 renewed</i>
LeaderShop Academy members	951
	<i>139 fellows</i>
School Board Governance Recognition districts (2017-2018)	44

GOVERNMENTAL RELATIONS

Bills introduced based on IASB Position Statements	6
IASB Position Statements enacted into law	4
Bills actively opposed that the IASB amended	63
Delegate Assembly members	408
Resolutions adopted by Delegate Assembly	5
Alliance Legislative Reports	28
IASB Legislative Alerts	8
Federal Legislative Reports	5
Legislative video updates	18
Legislative blog updates	9

OFFICE OF GENERAL COUNSEL

PRESS subscribers	490
PRESS Plus subscribers	427
School Board Policies Online subscribers	153
BoardBook subscribers	165
Policy Manual Customization contracts	29
Administrative Procedures Project contracts	10
Public access opinions/other case summaries posted	16
Recent court decisions posted	4
Legal guides and resources posted	9

COMMUNICATIONS / PRODUCTION SERVICES

Illinois School Board Journal issues	6
Website sessions	191,882
News Blog entries	198
Twitter followers	3,457 / 628 tweets
Facebook likes	970 / 543 posts
Videos produced	8 +18 from Government Relations
Online Update email alerts	41
IASB Media Mentions	289
Books published	2
Online bookstore sales	4,145
School design data file projects added	27 / 596 total
Jobs produced	444 / 49 commercial

2018 JOINT ANNUAL CONFERENCE / MEETINGS MANAGEMENT

School Districts Registered	694
Total Conference Attendance	9,163
Pre-Conference Workshops	933
Administrative Professionals Program	219
School Safety Seminar	210
Exhibit Hall Booths	271

EXECUTIVE SEARCHES

Number of searches conducted	25 (19%)
Superintendents installed	145
Other searches conducted	3

IASB Officers



Joanne Osmond
President



Thomas Neeley
Vice President



Linda Eades
Treasurer



Phil Pritzker
Immediate Past President

IASB Executive Committee

Joanne Osmond
Thomas Neely
Linda Eades
Phil Pritzker
Mark Christ
Simon Kampwerth Jr.
Rob Rodewald
Sue McCance

Membership*



846 Member Districts



5,904 Board Members



242 School Attorneys



72 Service Associates



47 Affiliate Members



5 Associate Members

*Membership records as of June 30, 2019.

Statement of Activities

For the year ended June 30, 2019

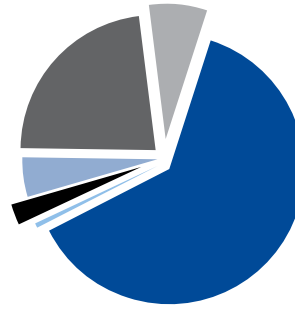
INCOME	
Dues - Active members	\$4,347,108
Dues - Other memberships	65,559
Programs	
Annual conference	2,942,937
Division meetings	127,305
Workshops	446,214
Publications	170,119
Special services	2,399,526
Interest & dividends	166,940
Royalties	768,297
Sponsorships	95,055
Other income	78,891
Realized gain (loss) on investments	76,415
Unrealized gain (loss) on investments	45,251
Total income	\$11,729,618
EXPENSES	
Salaries	\$4,454,231
Employee benefits	2,084,109
Travel and professional development	88,423
Board of Directors	240,832
Office rent, maintenance and utilities	503,805
Postage	13,240
Supplies	34,180
Printing	8,884
Accounting and audit	17,000
Equipment maintenance	8,087
Equipment rental	44,421
Insurance	66,502
Contractual services	179,841
Other administrative	63,235
Programs	
Annual conference	788,345
Division meetings	113,726
Workshops	475,657
Publications	200,403
Special services	805,982
National dues	92,193
Books, films, subscriptions	7,074
Provision for depreciation	210,383
Total Expenses	\$10,500,554
INCREASE (DECREASE) IN UNRESTRICTED NET ASSETS	1,229,064
NET ASSETS, unrestricted	
Balance as of June 30, 2018	7,044,649
Balance as of June 30, 2019	\$8,273,713

Balance Sheet

For the year ended June 30, 2019

ASSETS	
Cash and investments	\$10,365,809
Accounts receivable	195,956
Prepaid expenses	475,220
Inventories	79,797
Total current assets	11,116,782
Property and equipment	
Cost	6,498,253
Accumulated depreciation	(3,507,242)
Net property and equipment	2,991,011
Total assets	\$14,107,793
LIABILITIES	
Accounts payable	\$117,144
Accrued payroll and other costs	248,060
Member lodging deposits	178,400
Dues and other income received in advance	5,290,476
Total current liabilities	5,834,080
Net assets, unrestricted	8,273,713
Total liabilities and net assets	\$14,107,793

Expenditures



62.3%	Personnel
22.7%	Programs
7.1%	All other
4.8%	Office rent/building expenses
2.3%	Board of Directors' expenses
0.8%	Travel expenses

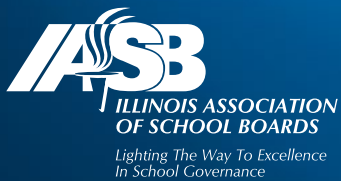
Revenue



30.0%	Conference and programs
37.6%	Member dues
20.5%	Special services
6.6%	Royalties
5.4%	All other

The vision of the Illinois Association of School Boards is excellence in local school board governance supporting quality public education.

The mission of the Illinois Association of School Boards is to Light the Way for its members by developing their competence and confidence through a robust toolkit designed to build excellence in local school board governance, including: premier training experiences; networking opportunities for mutual support; valuable benefits, pooled services, information, and expertise; advocacy on behalf of public education; and a platform for a strong collective voice on common interests and concerns.



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