

Annual Report FY 2020

ENVISION
ENGAGE
EMPOWER
EDUCATE
EVOLVE
EQUITY

E6



From the Executive Director

This report offers a snapshot of the important work of your Association during the 2020 fiscal year, which ended June 30, 2020. It was a historic year, with the outset of the global COVID-19 pandemic, which required IASB to pivot quickly. In March, IASB extended its services to virtual platforms to support boards grappling with the myriad of challenges related to school closures, remote learning, and planning for reopening schools in the fall.

The following pages highlight our efforts to serve members, as guided by IASB 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.

Note: In August 2020 the IASB Board of Directors approved the addition of a sixth "E" (Equity) to the Association's strategic priorities. Unequal access to educational opportunity along lines of race, class, and other aspects of identity has deep roots in American history, and contributes to inequitable access to educational opportunity in our country today. IASB is committed to initiating, advocating for, and supporting efforts to ensure equity, diversity, inclusion, and racial justice within IASB, its membership, and PK-12 schools.

IASB staff continue to align their work with the Association's strategic priorities in service to our members and the nearly two million children in Illinois' public schools. We will continue to evolve and to be responsive to the needs of members during this challenging time. Thank you for your leadership.

Thomas E. Bertrand, Ph.D.
Executive Director

FY20 SCORECARD



92% participant satisfaction level with workshops and training



Reduced response time to PRESS Plus subscribers from 21 days to less than 14



Mandatory cash floor on target



42 Facebook posts and 62 Twitter followers added each month



102% retention rate of member districts



Increased participation in online courses and webinars by 64%



Improvements in website data measures (17,123 sessions per month)

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Highlights of FY 2020 Strategies and Action Steps

July 1, 2019 - June 30, 2020

Improvements in response time to PRESS Plus subscribers, the addition of PRESS webinars, and demand for one-time services

Member participation, usage, and subscriptions underscore the high quality and timely policy services and tools aligned with the *IASB Foundational Principles of Effective Governance*.

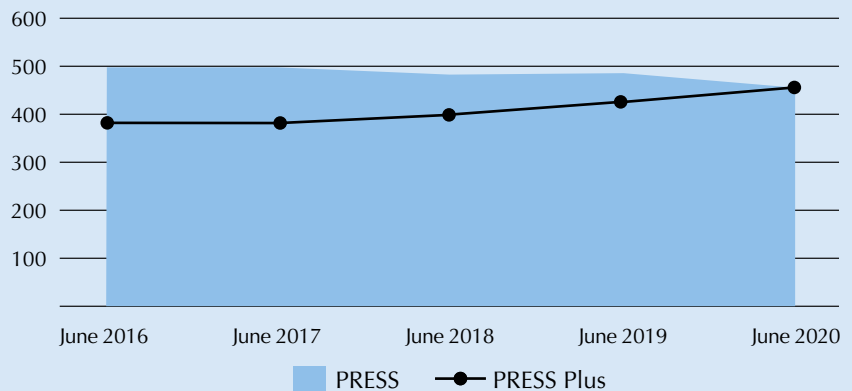
Subscriptions to the **PRESS Plus** full-maintenance policy update service grew to 456 subscriptions in FY2020, approaching the rate for **PRESS**. Districts utilizing IASB's **PRESS Plus** service can keep their local policy manuals up to date with customized edits and access to educational information and online tools to support their policymaking roles.

An increase in demand for policy customization projects directly correlates to the rise in **PRESS Plus** subscriptions because to

subscribe to **PRESS Plus**, a board must have an up-to-date policy manual. Both increases are also directly correlated to the state and federal legislative and regulatory trends that require

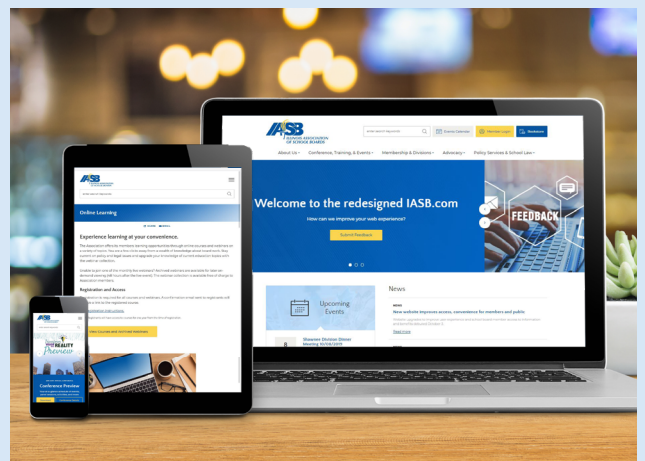
boards to adopt policies with specific text and procedures along with the state providing funding for education in the 2019-2020 fiscal year.

PRESS and PRESS Plus Subscriptions



New IASB.com improves access, convenience for members and public

On October 3, 2019, IASB debuted a new website designed to strengthen user experience and improve school board member access to information and benefits. Remaining at www.iasb.com, the redesign featured an all-new visual design, intuitive navigation, dynamic content, and streamlined integration with the Association management database and online learning platforms. The responsive design adapts to fit mobile devices. Members can also log in to register for an event or online course, or access additional resources available as a benefit of membership. IASB uses baseline analytics and member feedback to monitor member engagement and satisfaction with the website.



Outreach efforts connect members and member districts with IASB staff, programs, and services

Throughout the 2019-2020 school year, IASB Field Services Directors engaged in member outreach. The Engage 21 initiative connected select boards throughout our 21 divisions with IASB services and member benefits. On February 21, a luncheon meeting was held with board presidents from large member districts to provide these Association members an opportunity to engage with the IASB leadership team.

As IASB monitored and relayed information concerning the COVID-19 emergency to members, IASB hosted video interviews with board members to see how they were continuing their board work during the stay-at-home orders.



Targeting training, information, and key resources for board members



IASB introduced a new workshop for boards to gain a better understanding of the important and central role boards play in creating an equitable school environment that leads to greater student success. “Equity: An Educational Imperative” aims at understanding why educational equity is needed, what educational equity is, and how to make it a reality. It was offered as a Pre-Conference Workshop

at the 2019 Joint Annual Conference and is now available as an in-district workshop.

The second annual “Trends in Collective Bargaining” event was held on January 25, 2020, at three locations: Mt. Vernon, Springfield, and Naperville. There were 180 participants in the live workshops designed for school board members to learn and discuss key collective bargaining issues with legal experts. Presentation and discussion centered on key and current collective bargaining issues such as compensation, benefits, working conditions, minimum salary mandates, and regional topics in each area.

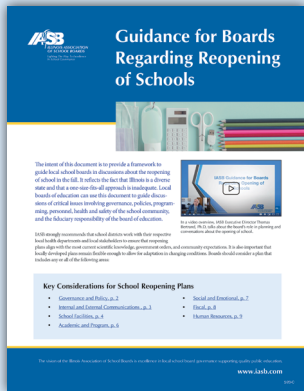
School safety remains a top priority for school board members, administrators, and communities. IASB compiled a number of school safety and security resources for Illinois districts, as well as providing training opportunities with state and national school safety experts.



Illinois School Board Journal articles covered social and emotional learning and the expectations of boards of education, district responses to school closures related to the Coronavirus pandemic, career and technical education programs, early childhood education and its impact on improving K-12 learning outcomes, and emerging issues such as student vaping. Regular features connect topics to the board’s role and effective governance.

IASB held a second year of webinars that reached members on topics ranging from PRESS to Cultural Responsiveness to Data Privacy. To adapt to COVID-19 health measures, the Association increased its webinar offerings in the final quarter of FY20. In total, the Association offered 38 webinars with a total of 3,211 registrations. Recordings of these webinars are now archived at IASB.com. Two live events were streamed on Facebook for additional engagement.

To keep school leaders informed and prepared to confront new challenges. Virtual offerings included



board budgeting, attorney round-robins, interviews, a board presidents' gathering, PRESS Plus FAQs, and book clubs. IASB provided news updates on the rapidly evolving laws, regulations, and state guidelines related to the COVID-19 pandemic that directly impacted schools and the ability for boards to hold meetings. A guidance document provided a framework for local school boards in discussions about the reopening of school in the fall. Local boards of education were encouraged to use this guide to spur conversation on the critical issues involving governance, policies, programming, personnel, health and safety of the school community, and the fiduciary responsibility of the board of education.

Impact on legislation that assists local boards of education

Time and resources do not allow IASB to attend sessions of the U.S. Congress, but IASB takes an active role in federal legislation. In February, IASB Governmental Relations staff led a delegation of 40 Illinois school board members and 11 administrators to the NSBA Advocacy Institute in Washington, D.C.

In Illinois for 2020, a total of 3,690 bills were introduced in the second year of the 101st General Assembly. IASB legislative team members read and analyze pending legislation to determine the roughly 25-30% of the bills introduced that have public education implications. IASB lobbyists tracked bills in nearly 40 different committees last year; legislation affecting school districts does not only move through education committees. In the special session that completed the spring session, the following issues presented by IASB were included in approved legislation:

- ✓ Codify directives to allow for school boards to meet remotely for board meetings during a pandemic, instead of in person.

- ✓ No budget cuts for the Evidence-Based Funding model.
- ✓ Extend the sunset date so school districts can continue to perform interfund transfers for financial flexibility.
- ✓ Extend the sunset date for retired teachers who serve as substitute teachers to teach for 120 days per year (instead of 100).
- ✓ Allow for schools to be closed on Election Day during this health crisis because many schools are used as polling places.
- ✓ Maintain education employer rights in several bills that had initially been drafted to include employer-adverse proposals that would have strengthened union positions.
- ✓ Defeat or stall dozens of bills establishing new unfunded mandates on school districts.

Member survey focuses on IASB communications



The Association works to gauge member engagement and satisfaction. A strategic priority of the Association is to provide timely and meaningful information, support, and resources necessary to meet the changing needs of members and member districts. The IASB biennial survey, open February-April 2020, asked questions about communications efforts to school board members, superintendents, other administrators, and school district administrative assistants. Over 1,600 individuals responded to the survey, with representation from each of IASB's 21 regional divisions. Member feedback helps IASB staff focus communications and develop services to enhance the value of membership.

Amicus Program supports school district in Illinois Supreme Court decision

The Amicus Program supported member board of education Wood Dale SD 7 in a major victory before the Illinois Supreme Court involving the sick leave provision of the School Code. IASB's Amicus Program exists to provide "a unique perspective or specific information that can assist the court beyond what the parties can provide when cases are appealed to higher courts."

High participation at the 2019 Joint Annual Conference

Representatives from more than 700 public school districts attended the 2019 Joint Annual Conference, November 22-24, in downtown Chicago. The three-day event featured sessions and programming for school leaders to discuss common education issues, share solutions and best practices with peers, and discover new strategies to share in their district. Housing and registration numbers surpassed IASB forecasts. Registrations for targeted half-day and full-day Pre-Conference Workshops were among the highest recorded. New workshop offerings, which



included IASB's new workshop on Educational Equity, sold out weeks ahead of the Conference. The School Safety and Security Seminar and strand of panels were again in demand. Conference attendees

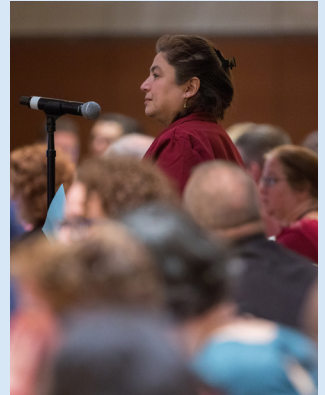
Review of member dues structure and related services to ensure value to member districts

IASB Board of Directors approved modifications to the membership dues formula for fiscal year 2021. The changes allow for the use of more current data accessible in the State Board of Education's Evidence-Based Funding model. Under the new formula, no member district will pay more in dues for fiscal year 2021.

included board members (3,188), administrators (1,036), business officials (207), as well as exhibitor attendees, school attorneys, education officials, state lawmakers, guests, and other representatives.

At the 2019 IASB Delegate Assembly, member school boards revisited school

safety resolutions. For the second year, a proposed resolution that would call for the Association to support legislation that would allow school districts to set school safety and student protection policies that would allow trained, armed school teachers and staff was not adopted by the IASB Delegate Assembly. A related resolution, calling for IASB to advocate for state school safety grants for hiring school resource officers or school security personnel, was adopted. A proposed resolution that would allow a school district that previously established a professional police force to re-establish it was adopted. Representatives from IASB member school boards considered a total of 18 resolutions at the Delegate Assembly.



IASB by the Numbers*



848 Member Districts



5,845 Board Members



235 School Attorneys



71 Service Associates



49 Affiliate Members



5 Associate Members

*Membership records as of June 30, 2020.

Participation Numbers by Department

MEMBER SERVICES

2019 Fall Division Meeting registrations	1,962 / 396 districts
2020 Spring Division Meeting registrations	1,064 / 227 districts

Note: The pandemic impacted the spring 2020 Division Meetings. Six meetings were canceled in March and April

In-district workshops	184
Online Learning Center course registrations	647
Live webinars (traditional and Zoom) registrations	3,211
Master Board Member program participants	1,166
LeaderShop Academy fellows	158
School Board Governance Recognition districts	15 new / 24 in second year

GOVERNMENTAL RELATIONS

Bills introduced based on IASB Position Statements	4
IASB Position Statements enacted into law	4
Bills actively opposed that IASB amended	6
Delegate Assembly participants	451
Resolutions adopted by Delegate Assembly	14
IASB Legislative Alerts	12
Alliance Legislative Reports	6
Federal Legislative Reports	12

OFFICE OF GENERAL COUNSEL

PRESS subscribers	449
PRESS Plus subscribers	456
School Board Policies Online subscribers	178
BoardBook subscribers	171
Policy Manual Customization contracts	52 opened / 34 closed / 45 in progress
Administrative Procedures Project contracts	11 opened / 12 closed / 24 in progress
Policies and Procedures maintained in PRM	183
Public access opinions/other case summaries posted	14
Recent court decisions posted	5
Legal guides and resources posted	5
Facilitated policy-related issues with ISBE	7

EXECUTIVE SEARCHES

Number of searches conducted	20
Superintendents installed	107
Other searches conducted	1

Continued on next page

Sponsored Programs

IASB member school districts have access to programs designed to save money or ensure competitive pricing of essential services:

National Purchasing Cooperative:
BuyBoard

Online Therapy Services:
DotCom Therapy

Data Analysis:
Forecast5 Analytics

Renewable Energy:
Future Green Energy Consortium (FGEC)

Gas and Electric Consortium:
Illinois Energy Consortium

Group Health Insurance:
Illinois Schools Employee Benefits Consortium (ISEBC)

Financial Investment Pool:
Liquid Asset Fund

Group Health Insurance:
Metropolitan Schools Employee Benefits Program

Drug and Alcohol Testing:
Mid-West Truckers Association, Inc.

Pharmacy Benefit Management:
NSBA School RX Cooperative

Unemployment Cost Control:
NSN Employer Services, Inc.

Streamlined Purchasing: **p-Card**

Risk Management Support:
School Leaders Risk Management Association (SLRMA)

Nonprofit Fundraising: **Chip-In**

School Safety: **SchoolGuard®**

Insurance Pools:
Workers' Compensation Self-Insurance Trust (WCSIT) and Illinois School District Agency (ISDA)

IASB Officers



Thomas Neeley
President



Simon Kampwerth Jr.
Vice President



Linda Eades
Treasurer



Joanne Osmond
Immediate Past President

IASB Executive Committee

Thomas Neeley
Simon Kampwerth, Jr.
Linda Eades
Joanne Osmond
Carla Joiner-Herrod
Mark Christ
Sue McCance
Rob Rodewald

Participation numbers continued

COMMUNICATIONS

<i>Illinois School Board Journal</i> issues	6
Website pages maintained	1,230
Website sessions	203,660
News posts	217
Leading News headlines shared	1,233
Twitter	4,189 followers / 705 tweets
Facebook	1,180 likes / 527 posts
Videos produced	62
Online Update email alerts	44 / 3,231 subscribers
Online bookstore sales	3,081
New board member welcome packets (non-election year)	214
School design data file projects added	23 / 618 total
Production Jobs	347 / 30 commercial

2019 JOINT ANNUAL CONFERENCE

School districts registered	709
Total attendance	9,368
Pre-Conference Workshop registrations	1,218
Administrative Professionals Program participants	237
School Safety Seminar attendees	208
Exhibit Hall Booths	263

Vision and Mission

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

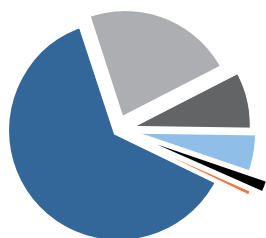
The mission of the Illinois Association of School Boards is to *Light the Way* for its members by developing their competence and confidence through a robust toolkit designed to build excellence in local school board governance, including: premier training experiences; networking opportunities for mutual 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.

Balance Sheet

For the year ended June 30, 2020

ASSETS	
Cash and investments	\$11,484,618
Accounts receivable	175,866
Prepaid expenses	133,520
Inventories	81,827
Total current assets	11,875,831
Property and equipment	
Cost	6,830,944
Accumulated depreciation	(3,783,143)
Net property and equipment	3,047,801
Total assets	\$14,923,632
LIABILITIES	
Accounts payable	\$100,385
Accrued payroll and other costs	278,350
Member lodging deposits	25,400
Dues and other income received in advance	3,780,246
Refundable advance	1,213,223
Total current liabilities	5,397,604
Net assets, unrestricted	9,526,028
Total liabilities and net assets	\$14,923,632

Expenditures



62.9%	Personnel
22.5%	Programs
7.8%	All other
4.8%	Office rent / building expenses
1.4%	Board of Directors' expenses
0.5%	Travel expenses

Revenue

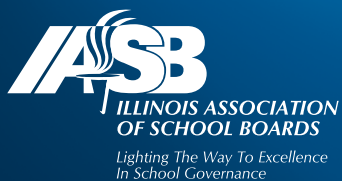


38.1%	Conference and programs
30.8%	Member dues
21.8%	Special services
6.6%	Royalties
2.8%	All other

Statement of Activities

For the year ended June 30, 2020

INCOME	
Dues - Active members	\$4,485,794
Dues - Other memberships	68,324
Programs	
Annual Conference	3,199,529
Division Meetings	90,766
Workshops	395,055
Publications	110,262
Special services	2,605,785
Interest & dividends	152,256
Royalties	783,706
Sponsorships	137,645
Other income	38,988
Realized gain (loss) on investments	14,388
Unrealized gain (loss) on investments	(123,169)
Total income	\$11,959,328
EXPENSES	
Salaries	\$4,654,905
Employee benefits	2,084,610
Travel and professional development	55,829
Board of Directors	149,121
Office rent, maintenance, and utilities	518,547
Postage	32,598
Supplies	18,387
Printing	5,405
Accounting and audit	17,000
Equipment maintenance	3,118
Equipment rental	29,478
Insurance	72,729
Contractual services	229,858
Other administrative	48,582
Programs	
Annual Conference	853,506
Division Meetings	91,173
Workshops	443,847
Publications	193,893
Special services	827,994
National dues	94,037
Books, films, subscriptions	6,494
Provision for depreciation	275,902
Total Expenses	\$10,707,013
INCREASE (DECREASE) IN UNRESTRICTED NET ASSETS	1,252,315
NET ASSETS, unrestricted	
Balance as of June 30, 2019	8,273,713
Balance as of June 30, 2020	\$9,526,028



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