

TO: Superintendents, District Secretaries, and School Communicators  
FROM: Thomas E. Bertrand, Ph.D., Executive Director  
RE: School Board Members Day, November 15, 2019

Each year on November 15 we recognize the efforts of nearly 6,000 school board members throughout the state. School Board Members Day in Illinois is an opportunity for your community, district, and students to build awareness of the role board of education members play in the decisions of local school systems.

This year's School Board Members Day theme is "Transform Vision into Reality." Board members are responsible for setting a districts' mission and vision. They create an environment and put in place policies that allow district administrators and staff to transform that educational vision into a successful future for students.

Local districts can get involved by inviting community leaders, business partners, local civic groups, parents, and others to join in the recognition efforts. Use your communication platforms, websites, school marquees, and social media to get the word out about School Board Members Day in Illinois. Be sure to tag your social posts with #ThankABoardMember so IASB can share your recognition efforts.

IASB has developed a toolkit to assist with outreach efforts to honor school leaders throughout the state. All materials are free to use and reproduce without additional permission.

Thank you for taking the time to honor your education leaders for their commitment to the district, the students, and the community. If you have any questions about School Board Members Day or the materials to assist with promoting this initiative, please contact Heath Hendren at 217/528-9688, ext. 1109, or by email at [hhendren@iasb.com](mailto:hhendren@iasb.com).