

Board Meeting - Interim (Thursday, March 13, 2025)

Online - Zoom

Board Meeting Opening Items

Call to Order | The meeting was called to order by President Mitchell at 2:01 p.m.

Present | Officers: Tamara L. Mitchell, President; Edward J. Brophy, President Elect; Seth Chapman, Treasurer; David Bein, Immediate Past President; 2022-2025 Directors: Alicia M. Cieszykowski, Melissa L. Morgese, Kevin T. Werner; 2023-2026 Directors: Tony Inglese, Angie Smith, Frank Williams; 2024-2027 Directors: John N. Benedetti, Cindy J. Dykas, Jennifer A. Porter; Liaisons: Jillian Scholl, SAAC Chair, Byron Given, SAAC Vice Chair; NIU Liaison: Raoul J. Gravel; Illinois ASBO: Kristopher P. Monn, Executive Director/CEO; Carla D. Paschal, Chief Financial Officer; Rebecca Anderson, Online Learning & IT Manager; Oonagh Barrow, Meetings & Professional Development Manager; Jennifer Corbin, Sr. Manager of Professional Development; Stacia Freeman, Sr. Manager of Branding & Communications; Michael Van De Voort, Director of Marketing; Julie A. Warner, Sr. Administrative Director for Board Relations; *Absent* | Craig T. Collins, Statewide Professional Development Coord.

Leadership Team Reports

Director of Marketing | 1) *Member Campaigns*: Service Associate Membership Campaign continues to be successful; open and click rates for the School District Campaign are up; Service Associate Nonmember Campaign has a 35% open rate; 2) *Social Media*: peer2peer has increased in engagement; Twitter/X are still struggling; LinkedIn remains strong; continue to stay on top of other social media apps; 3) *Hot Topics*: Annual Conference, golf, Maximizing Your Service Associate Experience, gym updates; 4) *Publications*: Spring issue is at printer; articles for the summer issue are due at the end of the week; Spring Editorial Advisory Board Meeting to be held 3/20/2025 at NIU Naperville; new Editorial Advisory Board recruitment process to begin this month; 5) *Annual Conference*: First two waves of signage ordered; email opens and click rates are up; the deadline date to submit video memories was extended to 3/17; the board may be asked to encourage their colleagues to submit videos, if needed; 6) *Website Redesign*: Launch date is 4/1/2025; information is organized and easier to find; expecting a smooth transition.

Executive Director/CEO Monn recognized Stacia Freeman for her hard work on the website redesign and asked that the board receive a preview link prior to its launch; he also mentioned that he will be engaging with Naylor regarding possibly pausing *The Journal of School Business Management* publication and determining a different approach.

Chief Financial Officer | 1) *Well Summit*: Thanked the female board members for attending and noted Tamara was missed; Carla served on a panel and it was very well received; 2) *Budget*: In the process of finalizing the FY26 Budget for approval at the April Board Meeting; 3) *Annual Conference*: Registration/370 school district and 191 Service Associates; 156 booths are sold; 33 theme participants; 80 X Game participants; school district packets to be mailed on 3/31/2025; Becky Anderson was praised for her hard work on the new Illinois ASBO Annual Conference App and updated the board--the launch date was changed to 4/2, communication to be sent to members; expecting a better experience for members; 4) *Professional Development*: The PD Team was commended for their hard work in managing all of the seminars and day conferences, in addition to their Annual Conference responsibilities; the Bookkeepers Conference had 295 attendees; the Facilities Professionals Conference was held on 3/7/2025, exhibitor space was tight, will be moving the event to Drury Lane; 5) *NIU*: Informational sessions for NIU's Master of Science in Education in School Business Management scheduled from 12 noon to 1 p.m. on 3/17, 3/18 and 4/2; NIU has been offered an informational table at all day conferences; 6) *Membership*: Currently at 1,851 members--highest since October 2022, due to a combination of marketing campaigns and reaching out to members in their grace period rather than after they've lapsed; New Welcome Member Webinar to be held on 4/21; Chris Harley will attend day conferences to connect with nonmembers regarding membership and NIU information.

Executive Director/CEO | 1) *Presentations*: Attended and spoke at several Illinois ASBO regional meetings; spoke at two IASB regional dinners and gave a Vision 2030 Update with IASB Executive Director Kimberly Small; 2) *Advocacy*: Outreach in Advocacy is going strong; discussions have been held on getting help for Emily Warnecke; 3) *Proposed Member Program - Bespoke Communities*: A partnership agreement with Bespoke Communities is being reviewed by the Association's attorney and will be shared with the board once it is returned.

Board & SAAC Strategic Goals

Board & SAAC Strategic Goals | 1) The Board & SAAC Strategic Goals were provided for information; 2) *Alumni Club*: The board agreed with the concept of forming an Alumni Club to be comprised of past board and SAAC members, and not to create a new dues category; the club would provide events to bring everyone together to collaborate and network. Ideas mentioned were: a gathering at the Annual Conference, a fall and/or holiday event and swag items.

Executive Committee Reports

Treasurer | Chief Financial Officer Paschal and Treasurer Chapman met to review the current financials.

Board Member Q & A

Board Member Q & A | It was decided to remove the "Board Member Q & A" section from future agendas due to questions being asked and addressed throughout the agenda.

Consent Agenda Items

Motion for Consent Agenda Items | *A motion was made by David Bein and seconded by Seth Chapman to approve the following consent agenda items as presented: 1) 1/30/2025 Board Meeting Minutes, 2) Third Reading: Policy Series 9000 and 3) New Service Associate Members as follows. All were in favor and the motion carried.*

- My Benefits Channel, Franklin, TN - Kathy Vintevoghel
- SYNLaw, St. Charles, MO - Jimmy Barnes
- Brightly Software, Raleigh, NC - Matt Hibbard
- Gencomm, Johnsburg, IL - Paul Schebel
- Illinois Ready-Mixed Concrete Association, Normal, IL - Mike Rickerson
- Chicago Lightworks, Lisle, IL - Sean Benedict

Other Items

Formal Mentoring Program - Discussion | Executive Director/CEO Monn stated that he and President Mitchell both received an email from a member that proposed a structure for mentoring and coaching possibilities for the members and stated that he plans to recommend a more structured program become one of the key strategic goals for 2025-26. The board felt that formalizing a structure and process for a coaching/mentoring service would be of benefit to members. Items brought up by the board for future discussion were: 1) *Staffing*: Would a consultant be hired or an Illinois ASBO full/part-time employee? Would additional staffing be needed? 2) *Cost*: Will there be a cost to members? Can the cost be part of membership, i.e. an add-on option? 3) *Process/Implementation*: Guidelines and goals should be structured by the board; offer in phases and develop coaching phase first; needs to be less complicated than existing process; is there a concern in how we are currently identifying mentors for mentees? Would we have a bench of individuals on an as needed basis? 4) *Other*: Is there a need for this type of program and if so, is it a huge need? Does Illinois ASBO offer a bootcamp for early stages of first jobs? Further discussion to be held at the Board Retreat.

Incoming Treasurer/Directors Orientation | Executive Director/CEO Monn will send a Doodle poll to those involved with possible dates to hold the orientation after the Annual Conference.

Closed Session

Closed Session | The board did not go into a Closed Session.

Adjournment

Motion to Adjourn | *A motion was made by John Benedetti and seconded by Melissa Morgese to adjourn the meeting at 3:09 p.m. All were in favor and the motion carried.*

Signatures

President | Tamara L. Mitchell

Executive Director/CEO | Kristopher P. Monn