Board Meeting - Interim (Wednesday, August 20, 2025)
Online - Zoom

Board Meeting Opening Items

Call to Order | The meeting was called to order by President Brophy at 11:02 a.m.

Present | *Officers:* Edward J. Brophy, President; Seth Chapman, President Elect; Alicia M. Cieszykowski, Treasurer; Tamara L. Mitchell, Immediate Past President; *2023-2026 Directors:* Anton Inglese, Angela Smith, Frank Williams; *2024-2027 Directors:* John N. Benedetti, Cindy J. Dykas, Jennifer A. Porter; *Liaison:* Cassidy Tarpey, SAAC Vice Chair; *Illinois ASBO:* Kristopher P. Monn, Executive Director/CEO; Carla D. Paschal, Chief Financial Officer; Michael Van De Voort, Director of Marketing; Julie A. Warner, Sr. Administrative Director for Board Relations; *Absent* | *Liaison:* Byron Given, SAAC Chair

Action Items

PDC Name Change Request - Communications PDC | It was the consensus of the Board to approve the proposed name change for the Communications PDC to Communications and Community Engagement PDC, along with their revised mission statement as presented:

To provide professional development and information for school business officials and staff on public relations, marketing, social media and communications strategies; to engage stakeholders and promote community outreach engagement, recruiting, and school branding activities.

Leadership Team Reports

Director of Marketing | 1) *Higher Logic/Digital Engagement:* Historical year over year data for all categories and social media can now be tracked; email open rates and unsubscribe rates are up, while click rates are down; a communications audit was created with new Higher Logic reporting tool; adjusted social media and email strategies to include social media pushes earlier and email pushes later; 2) *Publications - Update:* *Fall Issue*/Update and Leadership Guide are almost completed and will be mailed together; *Winter Issue*/Articles due in September; looking for an "On My List" author; *Spring Issue*/Recruitment complete; articles due December 15; *FY27 Issues*/Covers prepared for approval at EAB Meeting on November 12 at NIU Naperville. 3) *Illinois Together:* Launched today; webinar scheduled for October 14 and will be featured in the *Insider*; Cindy Dykas and Jennifer Sulentic writing a cooperative purchasing article for Winter Update; 4) *Other:* Regional Conference rebranding (logo and name); establishing quarterly review meetings for printed documents to determine usefulness and digital alternatives.

Chief Financial Officer | 1) *Annual Conference:* *Schedule:* Preliminary schedule was reviewed; *Exhibit Hall:* A draft of the floor map was shared; theme options were mentioned; *Hospitality:* Chiefs Game is not an option; *Other:* Necessary staff will do a site visit in early December; 2) *Financial:* *p-Card:* Rebates were completed in June--464 payments with 310 being ACH payments; *Audit:* Field work began on 8/5/2026; 3) *Events:* Presidents' Cup/142 attendees; Rising Leaders/92 attendees; Presidents' Gala/105 registered to date (65 comps), decreasing the registration fee may be reason for increase; SupportCon South and Regional Conferences are in the early stages; Analysis of Academies shows that those having tactical topics are received better that those with leadership soft skills; ElevatHER, scheduled for 6/25 - 6/26/2026 in Bloomington-Normal, most unique clicked webpage in 2025; sponsorship opportunities to be developed; 4) *Foundation:* Fall scholarships and grants have been awarded and applications for fall are being accepted through October 15, as are award applications. 5) *NIU:* Ed.D. info webinars are ongoing; the July webinar was well attended; 6) *Sponsorships* are going well.

Executive Director/CEO | 1) *ElevatHER:* This was created behind the scenes and was an achievement of Immediate Past President Mitchell--kudos to her for seeing the initiative through to the finish line next summer. 2) *Alumni Club:* The purpose of this is to honor both former board and SAAC members; a logo has been developed; initial process to begin with Presidents' Gala email invites being sent to past board members; in the development stages for additional events--suggested changing the board dinner prior to Leadership Day to a hospitality and invite the former board and SAAC members. The board was receptive to the idea as more of a drop in type of reception and not a dinner. 3) *Illinois Together:* Launched today; upcoming webinars will be held to teach people what it is and its benefit. 4) *1st Year Director Mentors:* A process is being formalized; asked third year directors to consider serving as a mentor to a first year director; if third year directors are unable to serve as a mentor, those directors whose terms recently ended will be asked; 5) *New Directors/Treasurer & Officer Orientation:* 9/10/2025 in Naperville; 6) *ASBO International:* *Large Affiliate Executive Director Group Summer Meeting:* 8/24 - 8/26/2026, both he and Chief Financial Officer Paschal will attend; *Illinois ASBO Pre-Conference Event:* 10/20/2025 from 6 p.m. to 10 p.m. at the River Ranch Stockyard in Fort Worth--be sure to wear western attire; sold out of sponsorships; be sure to order the two pieces of apparel--Arctic Gray Heather to be worn on Tuesday and True Navy on Wednesday; *ASBO International Director Candidate:* Illinois ASBO is planning to run a candidate next year; an application will be sent to members seeking interested parties; ASBO International has changed the eligibility requirements; 7) *Awards:* Asked the board to begin thinking of possible award candidates, if any to be awarded, to begin the discussion at the September board meeting and finalize at the November meeting; limiting the number of awards given was also suggested.

Information

Board & SAAC Strategic Goals | SAAC will review the SAAC Strategic Goals at their SAAC Meeting on 8/21/2025. Staff met in July to review the work from the Board Retreat. Recommendations are as follows:

Advocacy - DAA recharge with initial purpose. What do we want it to look like going forward? Mid-April deadline.
Professional Development Committees - Begin the multi-phase modernization with feedback from both the board and PDCs.

Should this be a goal or an ongoing process?
Marketing & Member Programs - Define metrics for ongoing governance--return vs. investment and benefits to members.
Governance - President Brophy would like the board to engage in Intercultural Development Inventory training to help shift perspectives and behaviors and serves as an assessment of the Association.

It was the consensus of the Board to begin the Intercultural Development Inventory discussions for half a day on 11/19/2025 (1:30 p.m. start time) and conclude the second half of the training on 11/20 either in the morning or afternoon. Staff will look into meeting room availability on 11/19 and will send the hotel reservation listing in the event any modifications are needed.

Executive Director/CEO Monn mentioned the need to engage in an external partner for the Board's Strategic Plan discussions in November and asked the board to bring any recommendations they may have to the September Board Meeting. A comment was made that it should be fresh eyes without any connection to Illinois ASBO.

Executive Committee Reports

President | President Brophy discussed 1) future discussions and visions of modernizing PDCs; 2) award discussions to begin at the September Board Meeting; 3) asked that staff be mindful of topics and length when preparing the Annual Conference schedule.

President Elect | President Elect Chapman commented that he felt the meeting at the Board Retreat was poorly attended and reminded everyone of the importance of being as dedicated as we can.

Board Member Q & A

Board Member Q & A | There were no additional questions asked.

Other Items

Other Items | There were no additional items discussed.

Closed Session

Closed Session | The Board and Executive Director went into a closed session at 11:53 a.m.

Adjournment

Motion to Adjourn | A motion was made by President Elect Chapman and seconded by Director Williams to come out of the Closed Session and adjourn the meeting at 1:45 p.m. All were in favor and the motion carried.

Signatures

President | Edward J. Brophy

Executive Director/CEO | Kristopher P. Monn