

2014-15 ALA CD #13.2  
2015 Annual Conference

# Treasurer's Report

- ALA Council, Executive Board, Membership and PBA -

## Information Session

Strategic FY 2016 Budget Issues

Mario Gonzalez – ALA Treasurer

Saturday – June 27, 2015

Sunday – June 28, 2015 (PBA)

# FY 2016 Preliminary Budget

- Key Strategic Initiatives & Highlights
- Annual Estimate of Income & Budgetary Ceiling

*Reviewed by BARC and the ALA  
Executive Board at their respective  
2015 Spring Meetings*

# ALA Programmatic Priorities

– *Aligned with the FY 2016 Budget*

- Advocacy for Libraries and the Profession
- Diversity
- Equitable Access to Information and Library Services
- Education and Lifelong Learning
- Literacy
- Organizational Excellence
- Intellectual Freedom
- Transforming Libraries

# Strategic Directions

- Strategic Framework aligned with FY 2016 Budget

## ■ **Advocacy**

Advocate for the public value of librarians, libraries and information services

## ■ **Professional and Leadership Development**

Promote the professional and leadership development of librarians and library workers which is essential to high-quality professional practice and the future of libraries and information services

## ■ **Information Policy –**

Focus at every level on a diverse set of policy areas that includes:

- intellectual freedom
- privacy
- civil liberties
- telecommunications
- funding for education and research programs
- funding for libraries
- copyright and licensing
- government information
- literacy

# FY 2016 Budget Highlights

- 2016 Annual Conference in Orlando, 2016 Midwinter Meeting in Boston and 2016 PLA & YALSA national conferences in Denver and Columbus respectively
- “Spend Down” year for ACRL for a conference in FY17
- Total ALA budget of \$50.7 million is an increase of \$1.2 million (2%) over FY15
- General Fund budget of \$29.4 million is level compared to FY15
- \$250,000 in investment income to support technology
- 2% salary increase for ALA staff
- Initiatives of ALA President-Elect Sari Feldman including public awareness campaign
- Leading department in each Strategic Direction will realign staff to increase collaboration and focus across the Association
- An additional 2,100 new organizational members as part of the new ALA/United for Libraries group membership agreement

# Enabling Strategies

Strategies have also been identified for ALA to undertake in order to create a welcoming, inclusive, engaged and supportive organization that is focused on the three Strategic Directions

- Assessments and Evaluation
- Governance and Committee Structure
- Staffing
- Communications, PR and Marketing
- Revenue Streams and Fundraising
- Division Engagement
- Technology Infrastructure
- Publishing and Conferences
- Member Involvement and Engagement
- Partnerships

# FY 2016 Key Initiatives

- The Lead responsibility for coordinating each strategic initiative will be assumed by a designated department
- The **Communications & Member Relations** department will become the **Advocacy and Member Relations** department
- Increased support for the Office of Library Advocacy to increase advocacy support for libraries and librarians
- New Public Awareness Office will lead advocacy campaign
- Chapter Relations will lead use of *Engage* advocacy software by ALA Chapters
- ITTS and Publishing will implement a new web based e-commerce module which will also support e-learning
- The annual number of Spectrum scholarships will increase from 50 to 60 for each of the next three years
- PLA will continue work on the development of public library impact measures with support from the Bill and Melinda Gates Foundation
- The Office of Government Relations has been nearly rebuilt with new hires to strengthen its capacity
- AASL will significantly increase its presence at the state level
- Increased support for the Center for the Future of Libraries

# Total ALA Budgeted Revenues 2016 vs. 2015

	2016	2015		%
	<u>Budget</u>	<u>Budget</u>	<u>Difference</u>	<u>Change</u>
Dues	\$ 8,614,981	\$ 8,286,871	\$ 328,110	4.0%
Sales - Net	\$ 5,203,116	\$ 5,648,678	\$ (445,562)	-7.9%
Sales Other	\$ 2,486,279	\$ 2,461,994	\$ 24,285	1.0%
Subscriptions	\$ 4,865,065	\$ 5,071,548	\$ (206,483)	-4.1%
Advertising	\$ 5,749,590	\$ 5,372,648	\$ 376,942	7.0%
Meet & Conferences	\$ 13,691,735	\$ 11,877,810	\$ 1,813,925	15.3%
Grants & Awards	\$ 3,829,382	\$ 4,719,170	\$ (889,788)	-18.9%
Miscellaneous	\$ 6,235,919	\$ 6,086,763	\$ 149,156	2.5%
<b>Total</b>	<b>\$ 50,676,067</b>	<b>\$ 49,525,482</b>	<b>\$ 1,150,585</b>	<b>2.3%</b>



# Total ALA Budgeted Expenses 2016 vs. 2015

	<u>2016 Budget</u>	<u>2015 Budget</u>	<u>Difference</u>	<u>% Change</u>
Payroll & Related	\$ 21,868,390	\$ 21,706,503	\$ 161,887	0.7%
Outside Services	\$ 6,977,510	\$ 7,383,939	\$ (406,429)	-5.5%
Travel & Related	\$ 2,325,652	\$ 1,888,387	\$ 437,265	23.2%
Meet & Conferences	\$ 7,547,280	\$ 8,364,137	\$ (816,857)	-9.8%
Publication Related	\$ 4,449,677	\$ 4,503,924	\$ (54,247)	-1.2%
Operating*	<u>\$ 7,557,495</u>	<u>\$ 7,914,713</u>	<u>\$ (357,218)</u>	<u>-4.5%</u>
<b>Total</b>	<u>\$ 50,726,004</u>	<u>\$ 51,761,603</u>	<u>\$ (1,035,599)</u>	<u>-2.0%</u>

\*Includes depreciation from Technology Reserve Fund

# General Fund Revenues/Expenses 2015 - 2016

	<b>2015 <u>Budget</u></b>	<b>2016 <u>Proposed</u></b>
<b>Revenues</b>	\$ 29,468,008	\$ 29,363,944
<b>Expenses</b>	<u>\$ 29,468,008</u>	<u>\$ 29,363,944</u>

# General Fund Budgeted Revenues

## 2016 vs. 2015

	<u>2016</u> <u>Budget</u>	<u>2015</u> <u>Budget</u>	<u>Difference</u>	<u>%</u> <u>Change</u>
Dues	\$ 5,746,300	\$ 5,503,894	\$ 242,406	4.4%
Sales - Net	\$ 4,635,027	\$ 4,978,540	\$ (343,513)	-6.9%
Sales Other	\$ 979,165	\$ 1,082,730	\$ (103,565)	-9.6%
Subscriptions	\$ 3,147,683	\$ 3,231,539	\$ (83,856)	-2.6%
Advertising	\$ 4,411,761	\$ 4,119,068	\$ 292,693	7.1%
Meet & Conferences	\$ 8,021,525	\$ 8,090,075	\$ (68,550)	-0.8%
Grants & Awards	\$ 2,800	\$ 2,800	\$ -	0.0%
Miscellaneous	\$ <u>2,419,683</u>	\$ <u>2,459,362</u>	\$ <u>(39,679)</u>	<u>-1.6%</u>
<b>Total</b>	\$ <u>29,363,944</u>	\$ <u>29,468,008</u>	\$ <u>(104,064)</u>	<u>-0.4%</u>

# General Fund Budgeted Expenses 2016 vs. 2015

	<u>2016 Budget</u>	<u>2015 Budget</u>	<u>Difference</u>	<u>% Change</u>
Payroll & Related	\$ 14,559,131	\$ 14,513,153	\$ 45,978	0.3%
Outside Services	\$ 4,291,460	\$ 4,062,361	\$ 229,099	5.6%
Travel & Related	\$ 1,044,415	\$ 1,005,367	\$ 39,048	3.9%
Meet & Conferences	\$ 3,980,696	\$ 3,856,974	\$ 123,722	3.2%
Publication Related	\$ 2,964,311	\$ 2,963,324	\$ 987	0.0%
Operating	<u>\$ 2,523,931</u>	<u>\$ 3,066,829</u>	<u>\$ (542,898)</u>	<u>-17.7%</u>
<b>Total</b>	<u><u>\$ 29,363,944</u></u>	<u><u>\$ 29,468,008</u></u>	<u><u>\$ (104,064)</u></u>	<u><u>-0.4%</u></u>

# Division Revenues/Expenses

2015 - 2016

	<b><u>2015 Budget</u></b>	<b><u>2016 Proposed</u></b>
<b>Revenues</b>	\$ 13,446,432	\$ 15,398,116
<b>Expenses</b>	<u>\$ 15,669,637</u>	<u>\$ 16,182,482</u>
<b>Net Revenues</b>	<b>(\$ 2,223,205)</b>	<b>(\$ 784,367)</b>

# Roundtables Revenues/Expenses

2015 - 2016

	<b><u>2015</u></b> <b><u>Budget</u></b>	<b><u>2016</u></b> <b><u>Proposed</u></b>
<b>Revenues</b>	\$ 413,785	\$ 378,527
<b>Expenses</b>	<u>\$ 354,597</u>	<u>\$ 300,045</u>
<b>Net Revenues</b>	\$ 768,382	\$ 678,572

Thank You