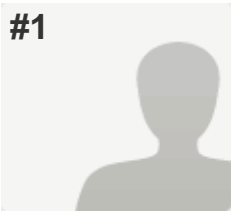


#1



COMPLETE

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Started: Friday, September 18, 2015 9:19:33 AM
Last Modified: Friday, September 18, 2015 9:57:55 AM
Time Spent: 00:38:21
IP Address: 68.59.55.207

PAGE 1: Welcome to the 2015 State of the Chapter Annual Report Survey

Q1: Chapter Contact Information

Chapter Name:	Florida Library Association
Address:	541 E. Tennessee St. Ste 103
City/Town:	Tallahassee
State:	FL
ZIP:	32308
Primary E-mail Address:	martina.brawer@comcast.net

PAGE 2: Report for Fiscal Year

Q2: Date Completing This Survey

Month/Date/Year 09/18/2015

Q3: Report for Fiscal Year

Start Date/End Date	2014
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Q4: List Contact Information for Survey Respondent Who Could Answer Questions about Survey from Chapter Relations Office.

Survey Respondent	Martina Brawer
E-mail address	martina.brawer@comcast.net
Phone	850-270-9205

PAGE 3: Final Budget Totals for Fiscal Year

Q5: Final Budget Totals for Fiscal Year (answer requires a figure rounded to the nearest dollar)

Revenue	307,400
Expenses	336,300
Unrestricted Net Assets	329,500

PAGE 4: Management and Staffing

2015 State of the Chapter Annual Report

Q6: Were there changes made to your management or staffing during fiscal year? Yes

Q7: If yes, what changes were made to management or staffing?

A new executive director started on Jan. 15, 2014, a new membership and events coordinator started on Sept 15, 2014

Q8: List the Number of FTE of PAID Staff (e.g., 0, 1, 2.5, 3). 2

PAGE 5: Membership Information

Q9: Were there changes made to your membership categories dues rates during fiscal year? No

Q10: If yes, what changes were made to your membership categories dues rates?

na

Q11: Chapter Membership Calendar Based

Q12: Dues Structure for Regular Personal Members Graduated (fee levels based on salary)

Q13: Please List Applicable Fee or Percentage for Regular Personal Members.

Flat fee	na
Highest graduated fee	150.00
Lowest graduated fee	25.00
Salary percentage	na

Q14: Total Number of All Members (Regular Personal, Institutional, etc.) at End of Fiscal Year. Totals of all following membership categories should equal total entered here.

963

Q15: Total Number of Regular Personal Members Only at End of Fiscal Year

865

Q16: Total Number of Institutional Members Only at End of Fiscal Year.

42

Q17: Please List Number of Chapter Members by Category (only by categories you use; do not count twice)

Personal	653
Support Staff	0
Student	84
Retired	48
Library/Institution	42
Total of Any Other Categories	117

Q18: Chapter Membership Compared to Last Year Declined

2015 State of the Chapter Annual Report

Q19: If Membership Grew or Declined . . .

Declined by What Percentage (if known)? 11%

Q20: If Membership Increased or Decreased by 2% or More, Please Explain or Surmise Cause.

In 2013 when the membership campaign for 2014 is to take place FLA was in process of transitioning to a new director. The previous director was working on 3/4 time and creating the transition plan and coordinating search and hiring process so membership recruitment was not fully carried out.

PAGE 6: Annual Conference

Q21: Please Provide the Following Financial Information about Your Chapter's Annual Conference (answer requires a figure rounded to the nearest dollar).

Revenue	153,900
Expenditures	118,600

Q22: Please Provide the Following Non-Financial Information about Your Chapter's Annual Conference (if not applicable, insert n/a).

Month	May
Location	Orlando
Total number of attendees	664
Total booths/tables of exhibits	84
Total Number of Program Offerings	73

Q23: Did Your Chapter Meet Its Budget Projections for Its Annual Conference? Exceeded

Q24: Did Your Association Try Something New at This Conference? No

Q25: If So, Please Briefly Explain What It Was and What Your Association Hoped to Achieve. *Respondent skipped this question*

Q26: Was It Successful? *Respondent skipped this question*

Q27: Will Your Association Offer This Again at Its Next Annual Conference? *Respondent skipped this question*

Q28: List Your Association's Most Successful Events Held during Conference.

Closing session, lightning rounds, cyberzone, opening speaker Amy Herman Art of Perception, closing speaker Jeff Kober, Disney World

Martina

Q29: Share Outstanding Keynotes or Speakers (include topics, please).

Amy Herman Art of Perception, Closing speaker Jeff Kober

PAGE 7: Accomplishments/Concerns

Q30: List Major Activities, Accomplishments of Your Association during Fiscal Year (e.g., Library Legislative Day, legislative successes, new strategic plan, trainings, etc.).

Office was moved to Florida Capitol, Tallahassee, new executive director hired and training, new bookkeeper hired and trained, new Membership and Events Coordinator hired and trained,

Q31: List Major Issues Facing Your Association (e.g, budget, membership , structure, systems, competition, etc.).

Lack of staffing to properly serve the membership, maintain the organization, and accomplish strategic plan goals. Lack of organizational members (and dues revenue) as a result of competition from regional state funded multi library cooperatives. The MLCs are able to provide the same services at the regional level as FLA does (e.i awards & scholarships) and provide more services and products and grants with the state funds. Institutions receive more for their dues from the MLCs and join the MLC instead of FLA. MLCs provide a small amount of support to FLA but do not join FLA.
