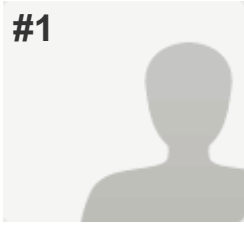


#1



COMPLETE

Collector: New Link (Web Link)
Started: Friday, July 26, 2013 9:16:47 AM
Last Modified: Friday, July 26, 2013 10:15:02 AM
Time Spent: 00:58:15
IP Address: 71.42.151.2

PAGE 1: Welcome to the 2013 State of the Chapter Annual Report Survey

Q1: Chapter Contact Information

Chapter Name:	Texas Library Association
Address:	3355 Bee Cave Road
Address 2:	Suite 401
City/Town:	Austin
State:	TX
ZIP:	78746
Primary E-mail Address:	tla@txla.org

PAGE 2: Report for Fiscal Year

Q2: Date Completing This Survey

Month/Date/Year 07/26/2013

Q3: Report for Fiscal Year

Start Date/End Date July 1, 2012 to June 30, 2013

PAGE 3: Website and Social Media

Q4: Where is the link to your association's page on Facebook found?

On most of your association's pages?,
Elsewhere (please specify)
Signatures on email addresses

Q5: What is your Facebook web address?

www.facebook.com/TexasLibraryAssociation

Q6: Where is the link to your association's twitter account found?

On most of your association's pages?,
Elsewhere (please specify)
Signatures on email signatures

Q7: What is your Twitter handle?

<https://twitter.com/TXLA>

Q8: Where is the link to your association's "Take Action" page (e.g., Capwiz) found?

On your association's advocacy (legislation) page?

PAGE 4: Association Primary Contacts

Q9: Primary Contacts

President	Yvonne Chandler
Executive Director	Patricia H. Smith
Chapter Councilor	Walter Betts

Q10: Budget Totals for Year (answer requires a figure rounded to the nearest dollar)

Revenue	\$2,659,585
Expenses	\$2,740,403
Unrestricted Net Assets	\$1,468,600

PAGE 5: Management and Staffing

Q11: Does Your Association Use a Management Company?

No

Q12: List the Titles of Paid Staff

Title 1	Executive Director
Title 2	Director of Administration
Title 3	Director of Communications
Title 4	Continuing Education Specialist
Title 5	Information Technology Specialist
Title 6	Conference Manager/Senior Meeting Planner
Title 7	Manager, Exhibits and Vendor Relations
Title 8	Exhibits Assistant
Title 9	Meeting Planner
Title 10	Registration Manager (plus 4 other staff)

PAGE 6: Membership Information

Q13: Chapter Membership	Calendar
Q14: Chapter Membership Includes	School library association part of Chapter
Q15: Chapter Membership Includes	ACRL Chapter
Q16: Dues structure for PERSONAL members	Graduated (fee levels based on salary)
Q17: Please List Applicable Fee or Percentage for PERSONAL members	
Highest graduated fee	\$150
Lowest graduated fee	\$25
Q18: Please List Number of Chapter Members by Category	
Personal	4132
Support Staff	54
Student	631
Trustee	188
Retired	289
Library/Institution	31
Total of Any Other Categories	319
Q19: Chapter Membership Compared to Last Year	Declined
Q20: If Membership Grew or Declined	
Declined by What Percentage (if known)?	9%
Q21: Chapter Membership Was at Its Highest . . .	
In year?	2007
With how many total members?	7462

PAGE 7: Annual Conference

Q22: Please Provide the Following Financial Information about Your Chapter's Annual Conference (answer requires a figure rounded to the nearest dollar)	
Revenue	\$1,568,529
Expenditures	\$1,066,100

Q23: Please Provide the Following Non-Financial Information about Your Chapter's Annual Conference (if not applicable, insert n/a)

Month	April
Location	Fort Worth
Total number of attendees	6697
Total booths/tables of exhibits	468
Total number of vendors participating in conference sessions	1327
Total Number of Program Offerings	250

Q24: Did Your Chapter Meet Its Budget Projections for Its Annual Conference? Did Not Meet

Q25: Did Your Association Try Something New at This conference? Yes

Q26: If So, Please Briefly Explain What It Was and What Your Association Hoped to Achieve

A first-time 3rd general session at the close of conference. It was a huge success and designed to make it easier for school librarians to attend on the last day. The conference was challenged because of a conflict with statewide testing dates. There was also a fascinating service project to support Tarrant Area Food Bank using donations and a text-to-donate campaign along with programming by the TAFB on nutrition literacy and community gardening. Partnership was designed to encourage local libraries partnering with their food banks on community gardens and other projects.

Q27: Was It Successful? Yes

Q28: Will Your Association Offer This Again at Its Next Annual Conference? Maybe

Q29: List Your Association's Most Successful Events Held during Conference

- *Battledecks -- growing in popularity
- *All 3 general sessions were amazing
- *Fun events like kayaking, ghost tour, beer brewery tour, Evening with Authors with cooking chefs
- *Collaborative meeting with Workforce Commission representatives

Q30: Share Outstanding Keynotes or Speakers (include topics, please)

Keynotes were outstanding and very different -- J.R. Martinez; Dan Ariely; and Neil Gaiman. Session speakers included Isabel Allende; Nia Vardolos; Jack Gantos; Andrew McCarthy; Cornelia Funke, and many others

Q31: Please Provide the Systems/Vendors Used to Manage Your Association's Transactions and Member Data

Accounting System	MIP/Sage
Registration System	customized
Database	customized
Web Design/Adminstration	customized

PAGE 9: Highlights of the Year

Q32: List Major Activities, Accomplishments with Participation (e.g.. Library Legislative Day and number of attendees, legislative successes, new strategic plan, trainings, etc.)

TLA Executive Board and Council embraced a new strategic plan and emphasized during this 1st year activities to "demonstrate the value of libraries and librarians." All activities focused on this initiative, including the conference theme of "Promoting Our Value/Proving Our Worth." Emphasis was placed on cultivating library champions at the local and state level; building organizational partnerships; showcasing ROI studies (including a new one in Texas) and an excellent new toolkit to communicate the library message; highlighting best practices in libraries; and presenting a series of webinars on fundraising and financial management. The legislative push was on building local relationships with legislators and their staff. As a result of all activities, there was a significant restoration of library funding lost in the last legislative session.

PAGE 10: Chapter-Identified Areas of Concern/Distress

Q33: List Major Issues Facing the Association (e.g, budget, membership , structure, systems, competition, etc.)

The year was a challenging one due to membership losses, particularly in the school area --in part, due to staffing changes locally but in a large measure to the testing conflict in schools that was over our conference dates. Membership is a huge priority for the year to return to the 2012 level. New services and benefits are also being added to institutional memberships.

PAGE 11: Questions and Comments

Q34: Thank you for completing this Annual Report. If you have any comments or questions, please share them with us. We anticipate sharing some of this information with all Chapters (e.g., conference information). If there are questions you would like us to consider adding, please include them here.

other staff positions are the following:
Membership Coordinator
Texas Bluebonnet Award Assistant
Special Project Assistant
Front Office Assistant