State of the Chapter Annual Report Survey: Texas Library Association
Fiscal Year: 2012
Start/End Dates: July 1, 2011 through June 30, 2012

On recommendation of ALA’s Chapter Relations Committee, all Chapters are asked to complete the “State of the Chapter Annual Report.” These snapshot reports will help Chapters and ALA assess the health and vitality of state and regional library associations. It will help to highlight notable activities and achievements that can be modeled, and identify challenges and needs that may be addressed collectively.

Website and Social Media

Association Website: www.txla.org
Facebook: www.facebook.com/texas library association
Twitter: txla13
YouTube: TLA channel
Flickr: Yes
LinkedIn: Yes
Other: Yes
Other:

Budget Totals for Year

Revenue: $2866477
Expenses: $2748758
Unrestricted Net Assets: $1251592

Management and Staffing

Management Company

Does Your Association Use a Management Company? No

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: Graphics Specialist
Title 7: Manager, Exhibits and Vendor Relations
Membership Information

Chapter Membership: Calendar

Chapter Membership Includes: School library association part of Chapter

Chapter Membership Includes: ACRL Chapter

Dues structure for PERSONAL members: Graduated (fee levels based on salary)

Applicable Fee or Percentage for PERSONAL members:

Flat fee:
Highest graduated fee: 150
Lowest graduated fee: 15
Salary percentage:

Number of Chapter Members by Category

Personal: 4722
Support Staff: NA
Student: 611
Trustee: 293
Retired: 435
Library/Institution: 53
Total of Any Other Categories: 112

Chapter Membership Compared to Last Year: Declined

If Membership Grew or Declined

Grew by What Percentage (if known)?:
Declined by What Percentage (if known)?: 13% due to reductions in school librarians

Chapter Membership Was at Its Highest . . .

In year?: 2008
With how many total members?: 7424
Texas Library Association Annual Conference

Month: April, Location: Houston, TX, Total number of attendees: 6946

Total booths/tables of exhibits: 493

Revenue: $1561421
Expenditures: $1108197

Total Number of Program Offerings: 280, excluding business & committee meetings

Did Chapter Meet Budget Projections?: Met

New Successful Events Held During Conference

mobile app (including session evaluations); online conference previews; Conference on Demand product for people unable to attend.

Share Outstanding Keynotes or Speakers (include topics, please)

Authors: Brad Meltzer; Judy Blume; Harlan Coben; Justin Cronin; John Green; Tim Green; Don Tate; Rachel Renée Russell; Lisa Scottoline; Patrick Carman; Marcia Clark; and Chitra Divakaruni; and many more. Librarians included Janice Welburn (academic libraries in climate of social transformation); David Lee King (digital branches; Gina Millsap (21st century librarianship); David Schumakeer (embedded librarianship); Bruce Kingman (ROI); Barbara Stripling (leadership); Maureen Sullivan (leadership); Susan Benton (public access technology); Cindy Romaine (future ready); Maurice Coleman (staff training); and Stephen Abram; Molly Raphael, Eli Neiburger, and Billy Hoya on e-content; Lane Wilinson (transliteracy); Gene Ambaum & Bill Barnes (Unshelved); and many more.

Association Management Systems

Accounting System: MIP/Sage
Registration System: Custom
Database: Custom
Web Design/Administration: Internal using Drupal and hosted with Avectra (formerly NFI)

Highlights of the Year/Areas of Concern

List Major Activities, Accomplishments with Participation (e.g., Library Legislative Day and number of attendees, legislative successes, new strategic plan, trainings, etc.)
2012-2015 Strategic Planning Initiative with emphasis this year on demonstrating the value of libraries and librarians; 400 participants during our 4-day Annual Assembly meeting in July 2012 with tremendous engagement and excitement to formulate ideas to implement the strategic plan; robust continuing education program including premium and strategic webinars and face-to-face training at Annual Assembly and Annual Conference (including several free CE experiences on job searching & career planning as well as rollout of new CE modules for school librarians and advocacy); first-ever candidates webinar in February to introduce candidates standing for Executive Board election; transition during the year to the Adobe Connect platform for more robust CE; first-ever Conference on Demand product for librarians unable to attend conference); organization of new generation librarians at Annual Conference for dialogue; organization of new TLA interest groups for Assessment, Authors/Illustrators, and Retired Librarians; creation of additional reading lists and programs for middle schools and merging the Tejas Star Book List with TLA for Spanish and multi-lingual titles; and had more than 176,000 students vote for their favorite book on the Texas Bluebonnet Award Program.

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

Library funding remains the key issue TLA faces. We have revamped our funding requests and are working collaborating with the state library agency to communicate our message and request to the Legislature. We are re-energizing our advocacy efforts as we prepare for the biennial session that convenes in January 2013. School library funding has been hard-hit, and we are focusing on several school initiatives, including expanding our collaboration with the state PTA organization, focused CE, and reaching out to school administrators through a series of webinars as an alternative to the Strong Libraries/Strong Scores conference in 2013.