State of the Chapter Annual Report Survey: Wisconsin Library Association
Fiscal Year: 2011
Start/End Dates: 1/1/2011 to 12/31/2011

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: http://www.wla.lib.wi.us (changing soon to www.wla.wisconsinlibraries.org
Facebook: http://www.facebook.com/WisconsinLibraries
Twitter: http://twitter.com/Wisconsinlibs/
YouTube:
Flickr: http://www.flickr.com/photos/wisconsinlibs/
LinkedIn:
Other: http://wlaweb.blogspot.com/
Other:
Other:

Budget Totals for Year

Revenue: $377,684
Expenses: $390,608
Unrestricted Net Assets: $170,649

Management and Staffing

Management Company

Does Your Association Use a Management Company? No

Titles of Paid Staff

Title 1: Executive Director
Title 2: Financial Manager
Title 3: Membership Services Coordinator
Title 4:
Title 6:


**Membership Information**

Chapter Membership: Anniversary

Chapter Membership Includes: School library association separate association

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: 250
Lowest graduated fee: 32
Salary percentage:

**Number of Chapter Members by Category**

Personal: 1871
Support Staff: 124
Student: 139
Trustee: 503
Retired: 206 (does not include retirees who still pay dues)
Library/Institution: 70
Total of Any Other Categories: 8 complimentary members

Chapter Membership Compared to Last Year: Grew

**If Membership Grew or Declined**

Grew by What Percentage (if known)?: 1.73; however, this is mainly due to increase in life members, which are unpaid
Declined by What Percentage (if known)?:

**Chapter Membership Was at Its Highest . . .**

In year?:
With how many total members?:

Wisconsin Library Association Annual Conference

Month: November, Location: Milwaukee Frontier Airlines Center and Hilton, Total number of attendees: 835 not including exhibitors

Total booths/tables of exhibits: 82

Revenue: $170223
Expenditures: $96171

Total Number of Program Offerings : 85

Did Chapter Meet Budget Projections?: Exceeded

New Successful Events Held During Conference

Battledecks (thanks, ALA! we stole it)

Share Outstanding Keynotes or Speakers (include topics, please)

Stephen Abram - Franken Libraries

Association Management Systems

Accounting System: Peachtree
Registration System: MemberClicks
Database: MemberClicks
Web Design/Administration: Will be in Joomla shortly; currently homegrown, managed with Dreamweaver, Contribute

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.)

2011 was a pretty brutal year in Wisconsin, as you probably know. We had nearly 200 legislative day registrants - not quite a record, but considering we had to postpone our original event, it was great. Our strategic planning session, though perhaps too focused inward on the association, did motivate our leadership. We have three ad hoc committees working on detailed recommendations for implementation of the plan in the areas of professional development, membership and leadership development. They will issue their final recommendations in April 2012. We had a new logo designed and are launching a new website. It's taking too long, but will be in Joomla, which will give us more flexibility in the future to add features. Also will make it easier for leaders to help keep content updated.
List Major Issues Facing the Association (e.g, budget, membership, structure, systems, competition, etc.)

We are facing another deficit in 2012, after a deficit of nearly $13,000 in 2011. Membership by working professionals is declining slightly; our trustee memberships will decline by about 325, because cuts to regional library systems means they cannot support trustee memberships any longer. We see competition, of course, because every library-related institution seems to be doing their own continuing education and even their own conferences. There's been discussion of more collaboration, and I hope that will bear fruit.