### Q1: Chapter Contact Information

- **Chapter Name:** California Library Association
- **Address:** 248 E. Foothill Blvd., Ste 101
- **City/Town:** Monrovia
- **State:** CA
- **ZIP:** 91016
- **Primary E-mail Address:** info@cla-net.org

### Q2: Date Completing This Survey

- **Month/Date/Year:** 07/26/2013

### Q3: Report for Fiscal Year

- **Start Date/End Date:** 7/1/2012 / 6/30/2013

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

- **On your association's homepage?**

### Q5: What is your Facebook web address?

- **https://www.facebook.com/pages/California-Library-Association/**

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

- **On your association's homepage?**

### Q7: What is your Twitter handle?

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

**PAGE 4: Association Primary Contacts**

<table>
<thead>
<tr>
<th><strong>Q9: Primary Contacts</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Derek Wolfgram</td>
</tr>
<tr>
<td>Executive Director</td>
<td>Rosario Garza</td>
</tr>
<tr>
<td>Chapter Councilor</td>
<td>Sean Reinhart</td>
</tr>
</tbody>
</table>

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

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>552,904</td>
</tr>
<tr>
<td>Expenses</td>
<td>577,881</td>
</tr>
<tr>
<td>Unrestricted Net Assets</td>
<td>273,487</td>
</tr>
</tbody>
</table>

**PAGE 5: Management and Staffing**

| **Q11: Does Your Association Use a Management Company?** | Yes |

<table>
<thead>
<tr>
<th><strong>Q12: List the Titles of Paid Staff</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Title 1</td>
<td>Executive Director</td>
</tr>
<tr>
<td>Title 2</td>
<td>Assistant Director</td>
</tr>
<tr>
<td>Title 3</td>
<td>Membership Associate</td>
</tr>
<tr>
<td>Title 4</td>
<td>Webmaster</td>
</tr>
<tr>
<td>Title 5</td>
<td>Operations Manager</td>
</tr>
</tbody>
</table>

**PAGE 6: Membership Information**

<table>
<thead>
<tr>
<th><strong>Q13: Chapter Membership</strong></th>
<th>Anniversary</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Q14: Chapter Membership Includes</strong></td>
<td>School library association separate association</td>
</tr>
<tr>
<td><strong>Q15: Chapter Membership Includes</strong></td>
<td>Does not include ACRL Chapter</td>
</tr>
<tr>
<td><strong>Q16: Dues structure for PERSONAL members</strong></td>
<td>Graduated (fee levels based on salary)</td>
</tr>
</tbody>
</table>
Q17: Please List Applicable Fee or Percentage for PERSONAL members
Highest graduated fee 165
Lowest graduated fee 40

Q18: Please List Number of Chapter Members by Category
Personal 745
Student 755
Trustee 44
Retired 30
Library/Institution 95
Total of Any Other Categories 126

Q19: Chapter Membership Compared to Last Year
Same

Q20: If Membership Grew or Declined
Respondent skipped this question

Q21: Chapter Membership Was at Its Highest . . .
Respondent skipped this question

Q22: Please Provide the Following Financial Information about Your Chapter’s Annual Conference
(answer requires a figure rounded to the nearest dollar)
Revenue 265,852
Expenditures 153,416

Q23: Please Provide the Following Non-Financial Information about Your Chapter’s Annual Conference
(if not applicable, insert n/a)
Month November 2012
Location San Jose, CA
Total number of attendees 857
Total booths/tables of exhibits 100
Total number of vendor chat tables 0
Total number of vendors participating in conference sessions 0
Total Number of Program Offerings 96

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?
No
Q26: If So, Please Briefly Explain What It Was and What Your Association Hoped to Achieve

Respondent skipped this question

Q27: Was It Successful?

Respondent skipped this question

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

Respondent skipped this question

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

Respondent skipped this question

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

Presentation by Salinas mayor on what city management wants to hear from library directors!

PAGE 8: Association Management Systems

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

<table>
<thead>
<tr>
<th>System</th>
<th>Vendor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting System</td>
<td>Sage AccPac</td>
</tr>
<tr>
<td>Registration System</td>
<td>Affiniscape</td>
</tr>
<tr>
<td>Database</td>
<td>Affiniscape</td>
</tr>
<tr>
<td>Web Design/Administration</td>
<td>Affiniscape</td>
</tr>
</tbody>
</table>

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.)

Respondent skipped this question

PAGE 10: Chapter-Identified Areas of Concern/Distress

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

Major issue: Growing membership, stabilizing our expenses and growing revenue!

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.

Respondent skipped this question