**Q1: Chapter Contact Information**

- **Chapter Name:** Missouri Library Association
- **Address:** 13610 Barrett Office Drive
- **Address 2:** Suite 216
- **City/Town:** Ballwin
- **State:** MO
- **ZIP:** 63021
- **Primary E-mail Address:** mla@amigos.org

---

**Q2: Date Completing This Survey**

- **Month/Date/Year:** 07/18/2013

**Q3: Report for Fiscal Year**

- **Start Date/End Date:** January 1/December 31, 2012

---

**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?**

- **www.facebook.com/MissouriLibraryAssociation**

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

- **Elsewhere (please specify) N/A**
Q7: What is your Twitter handle?  
Respondent skipped this question

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

Q9: Primary Contacts
President  Carol Smith
Chapter Councilor  Pam Klipsch
Other (include title)  Tracy Byerly - Business Agent

Q10: Budget Totals for Year (answer requires a figure rounded to the nearest dollar)
Revenue  124581
Expenses  125143
Unrestricted Net Assets  107517

PAGE 5: Management and Staffing

Q11: Does Your Association Use a Management Company?  
Yes

Q12: List the Titles of Paid Staff  
Respondent skipped this question

PAGE 6: Membership Information

Q13: Chapter Membership  
Calendar

Q14: Chapter Membership Includes  
School library association separate association

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  130
Lowest graduated fee  20
### Q18: Please List Number of Chapter Members by Category

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal</td>
<td>437</td>
</tr>
<tr>
<td>Student</td>
<td>138</td>
</tr>
<tr>
<td>Trustee</td>
<td>20</td>
</tr>
<tr>
<td>Retired</td>
<td>6</td>
</tr>
<tr>
<td>Library/Institution</td>
<td>50</td>
</tr>
<tr>
<td>Total of Any Other Categories</td>
<td>2</td>
</tr>
</tbody>
</table>

### Q19: Chapter Membership Compared to Last Year
- Grew

### Q20: If Membership Grew or Declined
- Grew by What Percentage (if known)? 11.33

### Q21: Chapter Membership Was at Its Highest . . .
- In year? unknown

---

**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)

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>68652</td>
</tr>
<tr>
<td>Expenditures</td>
<td>49110</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Month</td>
<td>October 2012</td>
</tr>
<tr>
<td>Location</td>
<td>Springfield MO</td>
</tr>
<tr>
<td>Total number of attendees</td>
<td>363</td>
</tr>
<tr>
<td>Total booths/tables of exhibits</td>
<td>55</td>
</tr>
<tr>
<td>Total number of vendor chat tables</td>
<td>n/a</td>
</tr>
<tr>
<td>Total number of vendors participating in conference sessions</td>
<td>unknown</td>
</tr>
<tr>
<td>Total Number of Program Offerings</td>
<td>107</td>
</tr>
</tbody>
</table>

### Q24: Did Your Chapter Meet Its Budget Projections for Its Annual Conference?
- Exceeded

### 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

ReConnect Conference Registration fee --- those who had not attended conference in a while were offered a discount on their registration.

Q27: Was It Successful?  
Maybe

Q28: Will Your Association Offer This Again at Its Next Annual Conference?  
No

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

Ernie Briggs Piano Bar Duel - social and networking event; MACRL (Academic Libraries) Trivia Luncheon; program on Gaming in the Library; Battledecks Competition Performers Showcase

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


PAGE 8: Association Management Systems

<table>
<thead>
<tr>
<th>Q31: Please Provide the Systems/Vendors Used to Manage Your Association's Transactions and Member Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting System</td>
</tr>
<tr>
<td>Registration System</td>
</tr>
<tr>
<td>Database</td>
</tr>
<tr>
<td>Web Design/Administration</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.)

Missouri Library Advocacy Day 02/07/2012 - 76 participants;
MO Legislative Action Center (CapWiz) finally went live;
Completed revision of Handbook of Organization in 2012 after new bylaws were adopted in 2011;
Eight people attended National Library Advocacy Day in Washington DC 04/24/2012;
MLA received $12,000 grant from Verizon Reads Foundation to organize four workshops on Early Learning Spaces in Libraries - workshops held in four locations around state in early 2013;
MLA members approved a change in the 3 year term of future Chapter Councilors to align MO with the majority of Council terms beginning and ending at ALA Annual Conferences. To be phased in with the election of the next Chapter Councilor. Councilors to be elected nine months before they take office to allow outgoing Councilor to mentor and incoming Councilor to prepare.

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

Rebuilding trustee participation remains a challenge; retaining and growing personal members; re-inventing conference and promoting networking using branding and social media; educating the profession about privacy and IF in the online environment; recruiting diversity in the profession.

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