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

**Q1: Chapter Contact Information**
- **Chapter Name:** Virginia Library Association
- **Address:** PO Box 56312
- **City/Town:** Virginia Beach
- **State:** VA
- **ZIP:** 23456
- **Primary E-mail Address:** vla.lisav@cox.net

PAGE 2: Report for Fiscal Year

**Q2: Date Completing This Survey**
- Respondent skipped this question

**Q3: Report for Fiscal Year**
- Respondent skipped this question

PAGE 3: Website and Social Media

**Q4: Where is the link to your association's page on Facebook found?**
- Respondent skipped this question

**Q5: What is your Facebook web address?**
- Respondent skipped this question

**Q6: Where is the link to your association's twitter account found?**
- Respondent skipped this question

**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?**
- Respondent skipped this question
### PAGE 4: Association Primary Contacts

<table>
<thead>
<tr>
<th>Q9: Primary Contacts</th>
<th>Respondent skipped this question</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q10: Budget Totals for Year (answer requires a figure rounded to the nearest dollar)</td>
<td>Respondent skipped this question</td>
</tr>
</tbody>
</table>

### PAGE 5: Management and Staffing

| Q11: Does Your Association Use a Management Company? | Respondent skipped this question |
| Q12: List the Titles of Paid Staff | Respondent skipped this question |

### PAGE 6: Membership Information

| Q13: Chapter Membership | Respondent skipped this question |
| Q14: Chapter Membership Includes | Respondent skipped this question |
| Q15: Chapter Membership Includes | Respondent skipped this question |
| Q16: Dues structure for PERSONAL members | Respondent skipped this question |
| Q17: Please List Applicable Fee or Percentage for PERSONAL members | Respondent skipped this question |
| Q18: Please List Number of Chapter Members by Category | Respondent skipped this question |
| Q19: Chapter Membership Compared to Last Year | Respondent skipped this question |
| Q20: If Membership Grew or Declined | Respondent skipped this question |
Q21: Chapter Membership Was at Its Highest . . .  
Respondent skipped this question

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)  
Respondent skipped this question

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

Q24: Did Your Chapter Meet Its Budget Projections for Its Annual Conference?  
Respondent skipped this question

Q25: Did Your Association Try Something New at This conference?  
Respondent skipped this question

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)  
Respondent skipped this question

PAGE 8: Association Management Systems

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

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.)  
Respondent skipped this question

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

Q1: Chapter Contact Information
Chapter Name: Virginia Library Association
Address: PO Box 56312
City/Town: Virginia Beach
State: VA
ZIP: 23456
Primary E-mail Address: vla.lisav@cox.net

Q2: Date Completing This Survey
Month/Date/Year  07/22/2013

Q3: Report for Fiscal Year
Start Date/End Date  January 1, 2012-December 31, 2012

PAGE 2: Report for Fiscal Year

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/VALibraryAssociation?ref=hl

Q6: Where is the link to your association's twitter account found?
Elsewhere (please specify) we only have twitter for conferences, we don't maintain an account

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?
- On your association's advocacy (legislation) page?

PAGE 4: Association Primary Contacts

Q9: Primary Contacts

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Lisa Lee Broughman</td>
</tr>
<tr>
<td>Executive Director</td>
<td>Lisa Varga</td>
</tr>
<tr>
<td>Chapter Councilor</td>
<td>Jessica Scalph</td>
</tr>
<tr>
<td>Other (include title)</td>
<td>Kevin Smith (President-Elect)</td>
</tr>
<tr>
<td>Other 2 (include title)</td>
<td>Connie Gilman (Past President)</td>
</tr>
</tbody>
</table>

Q10: Budget Totals for Year (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>315,450</td>
</tr>
<tr>
<td>Expenses</td>
<td>293,961</td>
</tr>
</tbody>
</table>

PAGE 5: Management and Staffing

Q11: Does Your Association Use a Management Company?

- No

Q12: List the Titles of Paid Staff

<table>
<thead>
<tr>
<th>Title 1</th>
<th>Executive Director</th>
</tr>
</thead>
</table>

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

<table>
<thead>
<tr>
<th>Fee Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highest graduated fee</td>
<td>$120</td>
</tr>
<tr>
<td>Lowest graduated fee</td>
<td>$15</td>
</tr>
</tbody>
</table>
Q18: Please List Number of Chapter Members by Category
Total of Any Other Categories: this information is not collected by VLA

Q19: Chapter Membership Compared to Last Year
Grew

Q20: If Membership Grew or Declined
Grew by What Percentage (if known)? 25%

Q21: Chapter Membership Was at Its Highest . . .
   In year? 2008
   With how many total members? 1016

Q22: Please Provide the Following Financial Information about Your Chapter's Annual Conference
(answer requires a figure rounded to the nearest dollar)
Revenue: 110,252
Expenditures: 74,597

Q23: Please Provide the Following Non-Financial Information about Your Chapter's Annual Conference (if not applicable, insert n/a)
Month: October
Location: Williamsburg, VA
Total number of attendees: 660
Total booths/tables of exhibits: 70
Total number of vendor chat tables: 0
Total number of vendors participating in conference sessions: 8
Total Number of Program Offerings: 91

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
We offered a Book Club with an author and sold a limited number of tickets. We hoped to connect attendees with authors in an intimate gathering.

Q27: Was It Successful?
No
Q28: Will Your Association Offer This Again at Its Next Annual Conference?

No

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

Exhibitor Bingo. Each attendee got a blank bingo card and each exhibitor had stampers. Participants had to talk to vendors to get a stamp, and when their card was filled it was entered into a drawing to win a $100 amazon gift card. Very well received, by vendors and attendees.

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

Nancy Dowd, the co-author of ALA’s bestselling book, Bite-Sized Marketing: Realistic Solutions for Overworked Librarians. She has recently joined NoveList as the product lead for the Development of a new marketing tool that is expected to revolutionize the way libraries promote their programs, products and services. She writes the ‘M’ Word Blog and has spoken on the topic of marketing throughout the US and in Canada and Europe. In her previous position as director of marketing for the New Jersey State Library she earned many marketing awards including the prestigious John Cotton Dana Award.

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

<table>
<thead>
<tr>
<th>Accounting System</th>
<th>Quicken</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration System</td>
<td>Email/paper</td>
</tr>
<tr>
<td>Database</td>
<td>Access</td>
</tr>
<tr>
<td>Web Design/Administration</td>
<td>done by Executive Director</td>
</tr>
</tbody>
</table>

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

Our New Members Round Table was rejuvenated in 2012 and brought in a record number of new members. They also initiated social activities in each of our regions; these casual events forged networking and increased membership and enthusiasm for the organization.
| Q33: List Major Issues Facing the Association (e.g., budget, membership, structure, systems, competition, etc.) | Respondent skipped this question |

**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 |