## Q1: Chapter Contact Information

**Chapter Name:** Wisconsin Library Association  
**Address:** 4610 S Biltmore Lane  
**Address 2:** Suite 100  
**City/Town:** Madison  
**State:** WI  
**ZIP:** 53718  
**Primary E-mail Address:** wla@wisconsinlibraries.org

## Q2: Date Completing This Survey

Month/Date/Year 07/11/2013

## Q3: Report for Fiscal Year

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

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

On most of your association's pages?

## Q5: What is your Facebook web address?

https://www.facebook.com/WisconsinLibraries

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

On most of your association's pages?
Q7: What is your Twitter handle?
WisconsinLibs

Q8: Where is the link to your association's "Take Action" page (e.g., Capwiz) found? On your association's advocacy (legislation) page?

PAGE 4: Association Primary Contacts

Q9: Primary Contacts
President Paula Ganyard
Executive Director vacant
Chapter Councilor Marge Loch-Wouters
Other (include title) Krista Ross (Vice-president / President-elect)

Q10: Budget Totals for Year (answer requires a figure rounded to the nearest dollar)
Revenue 382000
Expenses 388000
Unrestricted Net Assets 165000

PAGE 5: Management and Staffing

Q11: Does Your Association Use a Management Company? No

Q12: List the Titles of Paid Staff
Title 1 Executive Director
Title 2 Financial Manager
Title 3 Membership Services Coordinator

PAGE 6: Membership Information

Q13: Chapter Membership Anniversary
Q14: Chapter Membership Includes School library association separate association
Q15: Chapter Membership Includes ACRL Chapter
Q16: Dues structure for PERSONAL members Percentage (e.g., $3 per $1,000 of salary)
### Q17: Please List Applicable Fee or Percentage for PERSONAL members
Salary percentage 3%

### 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>1311</td>
</tr>
<tr>
<td>Support Staff</td>
<td>169</td>
</tr>
<tr>
<td>Student</td>
<td>159</td>
</tr>
<tr>
<td>Trustee</td>
<td>253</td>
</tr>
<tr>
<td>Retired</td>
<td>224</td>
</tr>
<tr>
<td>Library/Institution</td>
<td>69</td>
</tr>
<tr>
<td>Total of Any Other Categories</td>
<td>79</td>
</tr>
</tbody>
</table>

### Q19: Chapter Membership Compared to Last Year
Declined

### Q20: If Membership Grew or Declined
Declined by What Percentage (if known)? 12%

### Q21: Chapter Membership Was at Its Highest . . .
In year? 2007
With how many total members? 2054

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**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)
- Revenue: 159000
- Expenditures: 92000

### Q23: Please Provide the Following Non-Financial Information about Your Chapter's Annual Conference (if not applicable, insert n/a)
- Month: October
- Location: La Crosse, Wisconsin
- Total number of attendees: 731
- Total booths/tables of exhibits: 63
- Total number of vendor chat tables: 0
- Total number of vendors participating in conference sessions: 0
- Total Number of Program Offerings: 103

### 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
Career Fair, Consultant's Table, 5K Run/Walk

Q27: Was It Successful?
Yes

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

Q29: List Your Association's Most Successful Events Held during Conference
Respondent skipped this question

Q30: Share Outstanding Keynotes or Speakers (include topics, please)
Lew Feldstein, Peter Yarrow, Eli Neiburger, Joyce Sidman
Betsy Hearne, Tom Thibodeau*, Dave Skogen*, Richard Kyte* (*Servant Leadership speakers)

PAGE 8: Association Management Systems

Q31: Please Provide the Systems/Vendors Used to Manage Your Association's Transactions and Member Data
Accounting System: Peachtree
Registration System: Member Clicks
Database: Member Clicks
Web Design/Administration: Joomla

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.)
Legislative Day attendance: 182
WAAL Conference: 206
WAPL Conference: 261
Support Staff & Circulation: 61
Government Information Day: 20
Leadership Conference: 49

PAGE 10: Chapter-Identified Areas of Concern/Distress
Q33: List Major Issues Facing the Association (e.g., budget, membership, structure, systems, competition, etc.)

Membership retention and recruitment
Volunteer retention, recruiting and training
Funding

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