# Chapter Contact Information

**Chapter Name:** Mississippi Library Association  
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**State:** MS  
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## Date Completing This Survey

**Month/Date/Year:** 09/18/2014

## Report for Fiscal Year

**Start Date/End Date:** January 1, 2013-December 31, 2013

## List Contact Information for Survey Respondent Who Could Answer Questions about Survey from Chapter Relations Office.

**Survey Respondent:** Ellen Ruffin  
**E-mail address:** Ellen Ruffin@usm.edu  
**Phone:** 601-266-6543

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## Final Budget Totals for Fiscal Year
Q5: Final Budget Totals for Fiscal Year (answer requires a figure rounded to the nearest dollar)

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>107,834.00</td>
</tr>
<tr>
<td>Expenses</td>
<td>109,411.00</td>
</tr>
<tr>
<td>Unrestricted Net Assets</td>
<td>109,683.00</td>
</tr>
</tbody>
</table>

Q6: Were there changes made to your management or staffing during fiscal year?
Yes

Q7: If yes, what changes were made to management or staffing?
Executive Secretary retired
Changed position to contract administrator

Q8: List the Number of FTE of PAID Staff (e.g., 0, 1, 2.5, 3 . . . ).
Respondent skipped this question

Q9: Were there changes made to your membership categories dues rates during fiscal year?
No

Q10: If yes, what changes were made to your membership categories dues rates?
Respondent skipped this question

Q11: Chapter Membership
Calendar Based

Q12: Dues Structure for Regular Personal Members
Graduated (fee levels based on salary)

Q13: Please List Applicable Fee or Percentage for Regular Personal Members.
Highest graduated fee 85.00 (60,000 and above)
Lowest graduated fee 20.00 (student)

Q14: Total Number of All Members (Regular Personal, Institutional, etc.) at End of Fiscal Year.
518

Q15: Total Number of Regular Personal Members Only at End of Fiscal Year
506
Q16: Total Number of Institutional Members Only at End of Fiscal Year.

12

Q17: Please List Number of Chapter Members by Category (only by categories you use; do not count twice)

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal</td>
<td>324</td>
</tr>
<tr>
<td>Student</td>
<td>21</td>
</tr>
<tr>
<td>Trustee</td>
<td>153</td>
</tr>
<tr>
<td>Retired</td>
<td>6</td>
</tr>
<tr>
<td>Library/Institution</td>
<td>12</td>
</tr>
<tr>
<td>Total of Any Other Categories</td>
<td>2</td>
</tr>
</tbody>
</table>

Q18: Chapter Membership Compared to Last Year

Grew

Q19: If Membership Grew or Declined . . .

Grew by What Percentage (if known)?

2%

Q20: If Membership Increased or Decreased by 2% or More, Please Explain or Surmise Cause.

Respondent skipped this question

PAGE 6: Annual Conference

Q21: 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>Financial Information</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>64,657.00</td>
</tr>
<tr>
<td>Expenditures</td>
<td>50,266.00</td>
</tr>
</tbody>
</table>

Q22: Please Provide the Following Non-Financial Information about Your Chapter's Annual Conference (if not applicable, insert n/a).

<table>
<thead>
<tr>
<th>Information</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Month</td>
<td>October</td>
</tr>
<tr>
<td>Location</td>
<td>Biloxi, MS</td>
</tr>
<tr>
<td>Total number of attendees</td>
<td>336</td>
</tr>
<tr>
<td>Total booths/tables of exhibits</td>
<td>32</td>
</tr>
<tr>
<td>Total Number of Program Offerings</td>
<td>43</td>
</tr>
</tbody>
</table>

Q23: Did Your Chapter Meet Its Budget Projections for Its Annual Conference?

Met

Q24: Did Your Association Try Something New at This Conference?

Yes
Q25: If So, Please Briefly Explain What It Was and What Your Association Hoped to Achieve.

The Section meetings were changed from luncheon events to speaker-only events, gaining more participation as there was not a cost associated for attending the event. We also paid for coffee to be served in the vendor area, increasing traffic in the exhibits. Poster sessions were up for a full day, with presenters available for an hour during the lunch period. This allowed more exposure for the posters, rather than exhibiting them for an hour as had been our practice in the past. Additionally, the final luncheon was moved to a brunch on the last day, allowing more time for travel home and increasing participation in the event.

Q26: Was It Successful? Yes

Q27: Will Your Association Offer This Again at Its Next Annual Conference? Yes

Q28: List Your Association’s Most Successful Events Held during Conference.

The Sunset Schooner Cruise sold out almost immediately when registration opened. The cruise was along the Mississippi Gulf Coast, and we received the most positive comments from it in the reviews. The Author Awards Dinner, the Public Libraries Breakfast, and the Black Caucus Luncheon were also well attended. Beta Phi Mu offered a program featuring the local brewery, Lazy Magnolia--to standing room only.

Q29: Share Outstanding Keynotes or Speakers (include topics, please).

Laura Damon-Moore and Erinn Batykefer from Libraries as Incubators generated a great deal of excitement about outreach and programming possibilities with the local art communities. The Alan Lomax Archive representatives, Don Fleming and Anna Lomax Wood, shared their involvement with repatriating Alan Lomax's recordings of musicians with Delta-area libraries, as well as programming possibilities for a young audience, all of which was very exciting for the audience.

Q30: List Major Activities, Accomplishments of Your Association during Fiscal Year (e.g., Library Legislative Day and number of attendees, legislative successes, new strategic plan, trainings, etc.).

The Association protested against an attempt by the Department of Education to introduce legislation making school librarians recommended instead of required. We defeated this effort by testifying at hearings and writing formal statements of protest.

Q31: List Major Issues Facing Your Association (e.g., budget, membership, structure, systems, competition, etc.).

The three main challenges for our association were overcoming previous accounting issues, establishing a new association website and database system, ensuring a smooth transition after our association executive secretary retired after 19 years, and increasing involvement and awareness around the association. We accomplished this by hiring a new bookkeeper and accountant as well as contracting an external audit. Additionally, the executive board worked closely with the new association administrator to create new procedures, creating association archives and a new filing system, and generally clearing out unused materials from the association office. We implemented a special association designed web and database tool, Wild Orchid, which has streamlined many back-office duties as well as creating personalized online presence and conference registration procedures for members. Finally, we dramatically increased our online presence through social media efforts by the Publicity Committee.