**Q1: Chapter Contact Information**

Chapter Name: Wisconsin Library Association  
Address: 4610 South Biltmore Lane, Suite 100  
Address 3: 4610 Biltmore Lane, Suite 100  
City/Town: Madison  
State: WI  
ZIP: 53718-2153  
Primary E-mail Address: lovelace@wisconsinlibraries.org

**Q2: Date Completing This Survey**

Month/Date/Year: 10/01/2014

**Q3: Report for Fiscal Year**

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

**Q4: List Contact Information for Survey Respondent Who Could Answer Questions about Survey from Chapter Relations Office.**

Survey Respondent: Plumer Lovelace  
E-mail address: lovelace@wisconsinlibraries.org  
Phone: 608 245-3640
Q5: Final Budget Totals for Fiscal Year (answer requires a figure rounded to the nearest dollar)
Revenue $406,758
Expenses $309,053
Unrestricted Net Assets $262,255

PAGE 4: Management and Staffing

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?
New Executive Director was hired.

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

PAGE 5: Membership Information

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
Anniversary Based

Q12: Dues Structure for Regular Personal Members Percentage (e.g., $3 per $1,000 of salary)

Q13: Please List Applicable Fee or Percentage for Regular Personal Members.
Highest graduated fee 250
Lowest graduated fee 32

Q14: Total Number of All Members (Regular Personal, Institutional, etc.) at End of Fiscal Year.
1639

Q15: Total Number of Regular Personal Members Only at End of Fiscal Year
1334

Q16: Total Number of Institutional Members Only at End of Fiscal Year.
65
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>1334</td>
</tr>
<tr>
<td>Support Staff</td>
<td>148</td>
</tr>
<tr>
<td>Student</td>
<td>184</td>
</tr>
<tr>
<td>Trustee</td>
<td>238</td>
</tr>
<tr>
<td>Retired</td>
<td>223</td>
</tr>
<tr>
<td>Library/Institution</td>
<td>65</td>
</tr>
<tr>
<td>Total of Any Other Categories</td>
<td>1639</td>
</tr>
</tbody>
</table>

Q18: Chapter Membership Compared to Last Year

Declined

Q19: If Membership Grew or Declined . . .

Respondent skipped this question

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

Two contributing factors 1) retirement; and 2) funding provided by library system for trustee membership was discontinued

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>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>180,796</td>
</tr>
<tr>
<td>Expenditures</td>
<td>78,454</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>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Month</td>
<td>October 22-25</td>
</tr>
<tr>
<td>Location</td>
<td>Hyatt on Main &amp; KI Convention Center, Green Bay</td>
</tr>
<tr>
<td>Total number of attendees</td>
<td>821 (Not including exhibitors)</td>
</tr>
<tr>
<td>Total booths/tables of exhibits</td>
<td>60</td>
</tr>
<tr>
<td>Total Number of Program Offerings</td>
<td>90</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.

Organized sessions according to tracks and color coded the program “at-at-glance” insert; creation of a demo stage in the exhibit hall; developed a conference program app; created special signage for award winners and provided markers for attendees to add their congratulatory notes.

Q26: Was It Successful?  
Yes

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

Q28: List Your Association’s Most Successful Events Held during Conference.  
Respondent skipped this question

Q29: Share Outstanding Keynotes or Speakers (include topics, please).  
Respondent skipped this question

PAGE 7: Accomplishments/Concerns

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 most notable accomplishment for 2013 was filling the open position for the Executive Director. The position had remained open for several months as the WLA Board evaluated options, including the transition to an association management company. After months of review and discussion, the Board decided to hire a full-time Executive Director. A few months after the ED was hired, a series of new initiatives were introduced. A new volunteer database was created. Besides contact information, the database contains previous projects and transferrable skills. The objective is to ease the pressure of finding volunteers and to better align volunteers with open volunteer positions. The WLA Board established Board Liaisons. Each Board member serves as a primary contact for 1-2 units. The Board Liaison attends selected unit meetings, reviews unit reports and updates the Board regarding any issue that surfaces during the year. A Dropbox folder was created for each of the SIGs. All committee reports, timelines, budgets and templates are uploaded to the cloud for access by future volunteers. WLA does not have a Membership Committee. A Membership Task Force was created to review membership growth trends, satisfaction surveys, conference evaluations and submit recommendations to the WLA Board in December 2014. These recommendations will become the working plan for the Membership Committee that will be created in Q-1, 2015. A Leadership Task Force was created and given two responsibilities. The first task was to establish a set of leadership competencies, along with learning objectives that reflect the needs of Wisconsin libraries. The second task was to develop the framework for a 2 ½ to 3 day leadership training program.
Q31: **List Major Issues Facing Your Association (e.g., budget, membership, structure, systems, competition, etc.).**

A few of the challenges facing WLA over the next year include developing a comprehensive membership growth plan, increasing attendance by non-members at the annual conference and improving our volunteer experience. The association has a number of special interest groups that struggled to remain active over the last few years. We are currently reviewing each of the units to determine the reason for performance issues. The result may include the termination of some units, and (or) the creation of new SIGs. The WLA website is operating below expectations and is hugely unpopular with the membership. The website is relatively new. Therefore we are hopeful that the problems can be solved by doing a usability study, improving navigation and generating more engaging content. The lack of adequate staffing is an on-going problem. Currently there is one full-time staff and two part-time staff. Lastly, the association is in need of a marketing and PR campaign to redefine the image of Wisconsin libraries and help attract new patrons to libraries.