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## Q1: Chapter Contact Information
- **Chapter Name:** Colorado Association of Libraries (CAL)
- **Address:** 1201 Tejon St, Suite 700
- **City/Town:** Westminster
- **State:** CO
- **ZIP:** 80234
- **Primary E-mail Address:** cal@cal-webs.org

## Q2: Date Completing This Survey
- **Month/Date/Year:** 03/19/2015

## Q3: Report for Fiscal Year
- **Start Date/End Date:** 01-01-14 / 12-31-14

## Q4: List Contact Information for Survey Respondent Who Could Answer Questions about Survey from Chapter Relations Office.
- **Survey Respondent:** Elena Rosenfeld
- **E-mail address:** erosenfeld@highplains.us
- **Phone:** 970-506-8567

## Q5: Final Budget Totals for Fiscal Year (answer requires a figure rounded to the nearest dollar)
- **Revenue:** 229,725
- **Expenses:** 211,043
- **Unrestricted Net Assets:** 0
**Q6:** Were there changes made to your management or staffing during fiscal year?  
**No**

**Q7:** If yes, what changes were made to management or staffing?  
*Respondent skipped this question*

**Q8:** List the Number of FTE of PAID Staff (e.g., 0, 1, 2.5, 3 . . .).  
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**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  
*Graduated (fee levels based on salary)*

**Q13:** Please List Applicable Fee or Percentage for Regular Personal Members.  
- Highest graduated fee: 150  
- Lowest graduated fee: 45

**Q14:** Total Number of All Members (Regular Personal, Institutional, etc.) at End of Fiscal Year. Totals of all following membership categories should equal total entered here.  
711

**Q15:** Total Number of Regular Personal Members Only at End of Fiscal Year  
550

**Q16:** Total Number of Institutional Members Only at End of Fiscal Year.  
18

**Q17:** Please List Number of Chapter Members by Category (only by categories you use; do not count twice)  
- Personal: 550  
- Student: 69  
- Trustee: 48  
- Library/Institution: 18  
- Total of Any Other Categories: 26

**Q18:** Chapter Membership Compared to Last Year  
*Declined*

**Q19:** If Membership Grew or Declined . . .  
Declined by What Percentage (if known)?  
15
Q20: If Membership Increased or Decreased by 2% or More, Please Explain or Surmise Cause.

Decline in school librarians - both in the profession and in perceived value of CAL; continued drop of those interested paying for personal membership in an organization.

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>Revenue</th>
<th>152,091</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expenditures</td>
<td>97,473</td>
</tr>
</tbody>
</table>

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

| Month | October |
| Location | Loveland, CO |
| Total number of attendees | 625 |
| Total booths/tables of exhibits | 61 |
| Total Number of Program Offerings | 88 |

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

Exceeded

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.

This year was a rebuilding year for CALCON. We had a couple of years in a row with poor attendance (around 450) which we needed to revitalize. Our attendance goal was for 500+ if possible. We also needed to reinstate the vendor exhibit hall and bring new benefits to the vendors to entice them back. We had a 3 fold strategy to remake the conference:

1. The CAL board voted in a 5 year logo and tag line that will help us consistently brand the conference moving forward and save time and money reimagining and reworking the logo and program every year.
2. We organized our program and accepted submissions into tracks. Based on the track system for Internet Librarian, each program block could be a track. Our accepted programs fit nicely into 17 tracks throughout the 3 day conference and four of them were made up of more than one day: Makerspaces, Youth First, Future Forward and Leadership.
3. We brought the vendor hall back with some added bonuses:
   a. We had 3 games with ipad mini give aways- two for the attendees and 1 for the vendors. This was a huge incentive and we had lots of people interacting and in the vendor hall throughout the conference. We will be doing this again!
   b. We had a vendor track: vendors submitted programs and we put them in their own track for Friday and Saturday. This was moderately popular with vendors and attendees, but we still struggle really integrating the two groups. There was no extra charge for presenting and they went through the normal submission process.
   c. We offered a “Digital Playground” which was an opportunity for vendors to share some fun technology with the attendees in a hands on workshop. We needed more hands on deck to help make sure things worked, but having this got some new names to the conference: Littlebits, Birdbrain technologies, modular robotics, makeymakey, sparkfun, shpero were all there, many of them donated prizes! This was a morning session and we had a strong turnout.

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 most successful event was the vendor games and prize giveaway. In addition, we had great turn out for the makerspace track and digital playground workshop.

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

Our most popular keynote speaker was Mark Frauenfelder who spoke on makerspaces and making in general. It was a huge hit! We also had Corrine Hill who spoke about her community and what she has learned as a director after the recent scandal they went through as well as their triumph in creating the 4th floor.

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

Highlights from 2014 include:
Ending the year with a better financial picture than 2013
Working with the lobbyists to secure the $2M in State Grants for Libraries in the state budget for the second consecutive year
Creating the Communications Committee, which started producing a monthly newsletter in August
New leadership stepped forward in a variety of ways, from serving on the Conference Planning Committee, to chairing interest groups and committees, and scheduling Association and Division workshops
The 2014 CAL Conference was a successful mix of the group keynote and interactive sessions that we debuted in 2013 alongside a Program Track system that helped guide attendees through the myriad offerings. The associations representing school, public, academic, and special libraries all helped choose tracks and sessions that were of particular interest to their constituents.

The CAL membership voted to extend the terms of all current officers until the end of 2014. Going forward, elected Board members will serve a calendar year term, beginning January 1 and ending December 31. This decision was made to help with the budget and transition process into the future. Training with the new Board will take place in November or December, and the current Board will complete the 2015 budget process so that a functional document will be in place by January 1, 2015.

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

Financial stability continues to be a serious risk as our revenues are tied to a declining membership and the success of the annual conference.