Q1: Chapter Contact Information
Chapter Name: Texas Library Association
Address: 3355 Bee Cave Road
Address 2: Suite 401
City/Town: Austin
State: TX
ZIP: 78746
Primary E-mail Address: pats@txla.org

Q2: Date Completing This Survey
Month/Date/Year  9/19/2015

Q3: Report for Fiscal Year
Start Date/End Date  July 1, 2014 through June 30, 2015

Q4: List Contact Information for Survey Respondent Who Could Answer Questions about Survey from Chapter Relations Office.
Survey Respondent  Patricia H. Smith
E-mail address  pats@txla.org
Phone  512/328-1518

Q5: Final Budget Totals for Fiscal Year (answer requires a figure rounded to the nearest dollar)
Revenue  $2,945,144
Expenses  $2,937,412
Unrestricted Net Assets  $1,437,398
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?
A new position was created for a marketing and communications specialist, and the registration coordinator position became full time.

Q8: List the Number of FTE of PAID Staff (e.g., 0, 1, 2.5, 3 . . . ).
14

Q9: Were there changes made to your membership categories dues rates during fiscal year?  
Yes

Q10: If yes, what changes were made to your membership categories dues rates?
The membership approved a dues increase that increased most categories.

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
$170 for regular members and $230 for supporting members

Lowest graduated fee
$25

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.
6,351

Q15: Total Number of Regular Personal Members Only at End of Fiscal Year
6,302

Q16: Total Number of Institutional Members Only at End of Fiscal Year.
Institutional & Corporate Members total 49.

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>4981</td>
</tr>
<tr>
<td>Student</td>
<td>617</td>
</tr>
<tr>
<td>Trustee</td>
<td>226</td>
</tr>
<tr>
<td>Retired</td>
<td>417</td>
</tr>
<tr>
<td>Library/Institution</td>
<td>49</td>
</tr>
<tr>
<td>Total of Any Other Categories</td>
<td>61</td>
</tr>
</tbody>
</table>

Q18: Chapter Membership Compared to Last Year
Declined
Q19: If Membership Grew or Declined . . .
Declined by What Percentage (if known)?
1%

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).

Revenue $1,725,696
Expenditures $1,124,218

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

Month April
Location Austin
Total number of attendees 7,941 audited for attendees, exhibitors, guests, etc.
Total booths/tables of exhibits Approximately 500 exhibiting companies
Total Number of Program Offerings 350 sessions and meetings

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.
TLA created a very inviting commons area for attendees to collaborate, meet, and relax. Called "Sync Up Station: Your Destination for Imagination, Collaboration, and Innovation" after the conference theme, the space included a specially-made thousand piece TLA puzzle which attendees enjoyed assembling during the week.

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.
Among the many successful events were a "TRI-logy" with a fun run/fun walk, a cycling event, and an early morning cold swim in the Barton Springs. TLA also sponsored a photo wall with a custom made "I Love Libraries" sign which was very popular.

Q29: Share Outstanding Keynotes or Speakers (include topics, please).
David Baldacci, Cokie Roberts, Jerry Pinkney, Chris Van Allsburg, Drew Daywalt, Richard Blanco, and singer Tish Hinojosa were outstanding as were many authors and speakers from all types of libraries.

PAGE 7: Accomplishments/Concerns
Q30: List Major Activities, Accomplishments of Your Association during Fiscal Year (e.g., Library Legislative Day, legislative successes, new strategic plan, trainings, etc.).

1. Legislative gains for statewide electronic resources were outstanding as Texas libraries continue to rebuild after the economic downturn.
2. TLA continued to focus considerable effort on achieving the goals in its 2012-2015 strategic plan with particular attention on these three initiatives: demonstrating the value of libraries and librarians; enhancing diversity; and building organizational partnerships and relationships. Activities were initiated during the year for a new 2016-2019 planning process with a member survey and valuable conversations among 400 members and officers at our summer planning meeting.
3. The passage of the membership dues increase in the fall of 2014 by more than 3/4 of those voting was highly appreciated, particularly since the dues schedule does allow for possible annual adjustments based on the CPI index.
4. A new PR program and new leadership development activities are being developed.
5. TLA’s webinar program continued to attract strong participation from the library community, including a thousand library workers who subscribed to Julie Todaro’s monthly A-Z webinar series for support staff. TLA invested in a webinar platform to handle the large attendance.

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

Respondent skipped this question