#1

**Chapter Contact Information**

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**Date Completing This Survey**  
Month/Date/Year: 09/03/2017

**Fiscal Year Reporting**  
Start Date/End Date: July 1, 2016/June 30, 2017

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

**Survey Respondent:** Patricia Smith  
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Page 3: Final Budget Totals for Fiscal Year
Q5 Final Revenue and Expense Total for Fiscal Year Being Reported (answer requires a figure rounded to the nearest dollar)

Revenue $3,389,365
Expenses $3,160,041
Unrestricted Net Assets $1,327,204

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?

TLA Executive Director Patricia Smith's announced retirement was postponed from June 30, 2017 to September 30. The new executive director will start on October 1. There was also a new IT Specialist employed in mid-August 2017.

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

13.5 FTE

Q9 List Paid Staff by Title and FTE (e.g., Director FTE 1.0)

<table>
<thead>
<tr>
<th>Staff</th>
<th>Title</th>
<th>FTE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Executive Director</td>
<td>1.0</td>
</tr>
<tr>
<td>2</td>
<td>Director of Administration</td>
<td>1.0</td>
</tr>
<tr>
<td>3</td>
<td>Director of Communications</td>
<td>1.0</td>
</tr>
<tr>
<td>4</td>
<td>Marketing &amp; Communications Specialist</td>
<td>1.0</td>
</tr>
<tr>
<td>5</td>
<td>Continuing Education Specialist</td>
<td>1.0</td>
</tr>
<tr>
<td>6</td>
<td>Information Technology Specialist</td>
<td>1.0</td>
</tr>
<tr>
<td>7</td>
<td>Conference Staff - FTE 3.5, Membership, Registration, &amp; Accounting Staff</td>
<td>4.0</td>
</tr>
</tbody>
</table>

Q10 List the Number of Board Members (whole number only; e.g., 6)

10

Q11 Is Your Chapter Councilor a Board Member?

Official

Page 5: Membership Information
Q12 Were there changes made to your membership categories dues rates during fiscal year?
Yes

Q13 If yes, what changes were made to your membership categories dues rates?
Incorporated into the budget was a small CPI adjustment that had been approved by the TLA membership. No adjustment was applied to the individuals (e.g., students, unemployed, retired, lay, and individuals in the lowest salary category).

Q14 Chapter Membership
Calendar Based

Q15 Dues Structure for Regular Personal Members
Graduated (fee levels based on salary)

Q16 Please List Applicable Fee or Percentage for Regular Personal Members.

<table>
<thead>
<tr>
<th>Flat fee</th>
<th>NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highest graduated fee</td>
<td>$172</td>
</tr>
<tr>
<td>Lowest graduated fee</td>
<td>$25</td>
</tr>
<tr>
<td>Salary percentage</td>
<td>NA</td>
</tr>
</tbody>
</table>

Q17 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.

6,480

Q18 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>4,924</td>
</tr>
<tr>
<td>Support Staff</td>
<td>NA</td>
</tr>
<tr>
<td>Student</td>
<td>616</td>
</tr>
<tr>
<td>Trustee</td>
<td>369 lay, including trustees, friends, &amp; individual vendors</td>
</tr>
<tr>
<td>Retired</td>
<td>459</td>
</tr>
<tr>
<td>Library/Institution</td>
<td>112, including companies &amp; exchange/Journal members</td>
</tr>
<tr>
<td>Total of Any Other Categories</td>
<td>6,480 grand total of all member categories</td>
</tr>
</tbody>
</table>

Q19 Chapter Membership Compared to Last Year
Grew

Q20 If Membership Grew or Declined . . .

Grew by What Percentage (if known)?
1.9%
Q21 If Membership Increased or Decreased by 2% or More, Please Explain or Surmise Cause.

For the past TLA has been experiencing slight fluctuations from year to year.

Page 6: Annual Conference

Q22 Please Provide the Following Financial Information about Your Chapter's Annual Conference During the Reported Fiscal Year (answer requires a figure rounded to the nearest dollar).

Revenue $2,139,4153
Expenditures $1,360,709

Q23 Please Provide the Following Non-Financial Information about Your Chapter's Annual Conference (if not applicable, insert n/a).

Month April
Location San Antonio, TX
Length of Total Conference (pre- and conference) in Days 4
Total Number of Attendees 7,071
$ Conference Registration Rate for Regular Member $290
$ Conference Registration Rate for Regular Nonmember $470
Total Booths/Tables of Exhibits 464 exhibiting companies
$ Charge for Standard Booth $1,610 for standard 10x10' booth
$ Charge for Standard Table $805 for 5x10' booth
Total Number of Program Offerings 350 approximately

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.

Among the many exciting new initiatives were the following: changed the session time blocks to predominately 60 minute sessions; encouraged moderated panel discussions to ensure more interactive, coordinated panels; invited 80+ classroom teachers to learn more about a library career to “Teacher Day @ TLA;” provided electronic badging as a new feature of a new conference mobile app; sponsored a very popular Escape Room; offered Ghost Tour and a new Cyclo-Social Bike Ride along with other health events; and the Executive Board sponsored its first ever program on civil conversations. TLA also sponsored its first Big Ideas Series in collaboration with the Texas State Library and Archives Commission designed to bring in outstanding speakers outside of profession. Kidlit-TV broadcast their author interviews throughout the conference. While in its second year, the Innovation Lab was overwhelmingly successful, and the Collaboration area was very popular.

Q27 Was It Successful?  Yes

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

Q29 List Your Association's Most Successful Events Held during Conference.

The conference theme, "Own Your Profession," really resonated with the attendees. The pre-conference, Tech Camp that brought the latest in technology skills for school librarians, was a major success. Both the Exhibits Grand Opening Reception and the President's Program were well-attended and great fun. There were rave reviews for all programs, including the expanded offerings for academic librarians. Battledecks that featured four competing teams and the Ultimate Children's Picture Book Sketch-Off received great reviews.

Q30 Share Outstanding Keynotes or Speakers (include topics, please).

Cory Doctorow, Carmen Agra Deedy, Chelsea Clinton, and Veronica Roth led the all-conference speakers with Kevin Henkes speaking to the Children's Round Table and Scott Westerfeld speaking to the school librarians. Speaking at the TSLAC's Big Ideas sessions intended to highlight creativity, innovation, and passion were Anita Schjoll Brede (founder of Iris AI); Tamara Kleinberg (Shuuk.com & creator of the Innovation Quotient Edge (IQE) Assessment; and Donavon Roberson (Zappos team huddle innovator). Speaking at the Directors Symposium were Sara Kelly Johns, Joe Lucia, and Felton Thomas. Other speakers included Helen Adams, Carolyn Anthony, Susan Benton, Brian Matthews, Megan Oakleaf, Andrea Saenz, Audrey Church, David Lewis, Pam Sandlian-Smith, Sara Trettin, Tiffany Whitehead, Curt Witcher, and many others.

Q31 How many attendees participate in your State Advocacy/Legislation Day, If Held? (whole number only; e.g., 20)

NA
Q32 List Major Activities, Accomplishments of Your Association during Fiscal Year (e.g., Library Legislative Day, legislative successes, new strategic plan, trainings, etc.).

1. The 85th legislative session ended on May 29, 2017, and was shortly followed up with a special session. In a difficult legislative session, the Texas State Library and Archives Commission's state general revenue appropriation was reduced by 4.9%. However, the overall agency budget increased 1.5% to approximately $66 million dollars. The Legislature also passed SB 196 which would have required school districts with more than 10,000 students to notify parents if they did not have a full-time librarian. The Governor subsequently vetoed the Legislation. SB 810, which seeks to encourage increased use of Open Educational Resources at the college and university level, also passed and was signed by the Governor.

2. TLA focused considerable attention on its partnerships with corporations, foundations and other organizations (e.g., Texas PTA, Texas Association of Museums, etc.). A task force reviewed policies and attributes surrounding our successful collaboratives and made recommendations for the future.

3. The current TLA President has organized a Community Engagement Task Force to make recommendations for libraries and for TLA. Their activities were highlighted during a hot topics planning session this summer at the 2017 Annual Assembly.

4. TLA's PR and Marketing Committee has continued its popular "Ideas Powered: It's What We Do" initiative. A road trip to libraries in west Texas resulted in powerful videos that are available along with a toolkit on the poweredlibraries.org website.

5. TLA is proposing to membership a new structure that permits new groups to form as membership discussion groups and to permit small round tables to convert to this less bureaucratic structure. Members will vote on this initiative in the spring 2018.

6. Two major membership surveys were conducted in 2017 that were led by the TLA Diversity and Inclusion Committee and the Community Engagement Task Force.

7. TLA staff is in the beginning stages of revamping TLA's website over the next few years.

8. TLA implemented a new policy prohibiting the open carry of weapons at TLA conferences and meetings.

9. TLA's commitment to partnerships extended to a new partnership between the Automation and Technology Round Table (ATRT) and the Conference Program Committee whereby the round table assumed planning responsibilities for the many Hands-On-Labs at conference.

10. TLA's webinar program continued with several outstanding programs, including an overwhelmingly positive response to year 2 of the A-Z Support Staff series featuring Julie Todaro.

11. TLA's TALL Texan Leadership Development Institute completed its 24th year with Maureen Sullivan and Jack Siggins. The second Executive Leadership Immersion program led by Julie Todaro received accolades.

12. Hurricane Harvey first hit the Texas coastal areas on August 25 and has ravaged millions of people in a huge geographic area.

13. TLA successfully was able to shift its 2018 conference dates to April 3-6 after the Commissioner of Education announced new STAAR testing dates. Making such a move within a 8-month window of conference involves huge support from our partners in the hospitality and association community.

Q33 List Major Issues Facing Your Association (e.g, budget, membership , structure, systems, competition, etc.).

Technology upgrades remains a continuing priority and challenge. Like many organizations, TLA continues to be challenged by tight budgets and over-stretched staff who desire to provide excellence in service to our members. A new executive director will begin in October and will assuredly take the association to new heights. The impact of Hurricane Harvey will be felt throughout the next fiscal year as recovery continues and local budgets suffer enormously.