



California Library Association 2006 Annual Report

A Report from the 2006 President



Last year, I told you that I chose *Raise Our Voice* as the 2006 Conference theme because our focus would be centering around advocacy, public relations and intellectual freedom, three areas that are key in our long range

plan.

In the arena of advocacy, we had a very successful Legislative Day in April. Aside from learning the library cheer, all of our attendees, and I think all of our legislators, became better informed about those strange initials, PLF and TBR. Our visit to the Governor's office was so educational, in fact, that we received \$7 million increases to Public Library Fund and Transaction-Based Reimbursement. School libraries also won, receiving a one-time \$100 million in Prop. 98 funds for purchasing instructional and library materials. The Legislative Committee worked diligently on a number of other issues as well. RFID, the Cable Franchise Bill, and a host of other bills were reviewed and monitored.

The Dillons were instrumental in our success, and we are grateful for their continuing expertise and efforts on our behalf. But we played an important role. Our success is the direct result of repeated advocacy, repeatedly raising our voice. We have a host of newly elected legislators as of Tuesday, and I encourage all of you to become acquainted with yours and let them hear from you.

We were deeply disappointed by California voters' failure to pass a second library bond measure. Everyone on the Proposition 81 committee, Legislative Committee, and CLA staff worked extremely hard and they are now working on strategies to increase funding for library construction in the state.

In the area of Intellectual Freedom, our IF Committee responded to several challenges in the state. Our other committees, including Membership, Mentoring, and all the awards committees were also very active. Several sections presented mid-year programs this year, and other sections have been posting news and ideas to the CLA weblog.

The number-one rated priority in our Long Range Plan is the development of a statewide public relations campaign. We worked on trying to identify funding for such a project, but we needed to face the fact that it is beyond our resources to mount a multi-million campaign. At the Public Library Director's Forum this year, we received suggestions for what types of PR resources libraries would find useful, and the Public Relations Committee is in the process of developing a toolkit that will be available for libraries to easily and cheaply mount grassroots local campaigns.

Lastly, I want to mention our very successful statewide summer reading program, which CLA was able to coordinate thanks to an LSTA grant from the State Library. Our first year had 88% participation, and I'm hoping all of you are going to be on board and "Get A Clue" in 2007.

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A Report from the Treasurer



The California Library Association ended its fiscal year June 30, 2006 with a strong positive balance for the third year in row.

The positive year-end balance was achieved through record-breaking attendance at the 2005 conference, a booming Job Mart, a 9% increase in personal members and very careful money management by the CLA staff. Our investments continue to produce well in a sometimes difficult market. The LSTA summer reading grant allowed us to offer a very exciting new service for California libraries while contributing to the strong fiscal bottom line.

We used some of our positive balance to “catch-up” on deferred maintenance on our greatest investment, our building, this last year. We replaced the roof, cleaned up the landscaping, fencing and irrigation system, and remodeled the first floor for new tenants. Tenants moved into the first floor in May, after signing a five year lease for the space. The new tenants are fiscally sound and their use of the space is compatible with CLA and the neighborhood.

With all the good news of strong conference, advertising, and investment revenues, we continue to need to work on increasing institutional and business memberships, and on retaining personal members. We lost three of our 20 business members in 2005-06 but we added one new institutional membership. If your library or business does not have a current institutional membership, please consider joining. The benefits of institutional and business

memberships more than repay the cost of the membership. While personal membership is at a new high, we continue to have members retire.

We must continue to work to diversify our financial base and the Finance Committee continues to look at developing new sources of revenues. More new programs and services are needed to assure a strong future for CLA. Regular membership must continue to grow, and Institutional and business membership must increase. Conference attendance must remain strong.

The charts on the next page give you a picture of our income and expense. CLA's books will undergo a regularly scheduled audit in early December, and the audit results will be posted on the CLA website when they become available. We ask for your continued participation in CLA to assure a bright future for both the organization and California's libraries.

Annette Milliron, Treasurer

Year-End Fiscal Report for the Scholarships

CLA administers two scholarships for library students. In Fiscal Year 2005-06, \$14,382. was added to the Edna Yelland Scholarship Fund through contributions and interest and dividends and \$7500 was disbursed in scholarships. The fund also had \$828 in administrative expenses. The fund balance is \$138,463, an improvement of \$6,731 over FY 2004-05. The Begun Scholarship earned \$3861 in interest and dividends, and spent \$3000 on a scholarship. The Reference Services Press Fellowship, a \$3,000 award, is funded directly by Reference Services Press.

**California Library Association
Income and Expenses
2005-06**

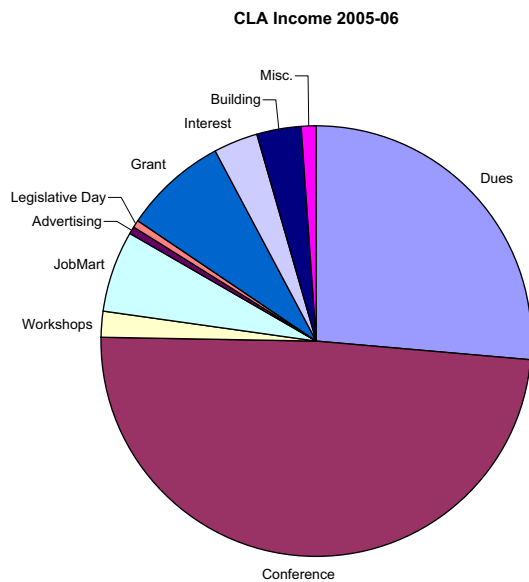
INCOME*

Dues	\$245,776
Conference	\$454,874
Workshops	\$17,245
Jobline/JobMart	\$56,735
Advertising	\$5,145
Legislative Day	\$5,710
Miscellaneous	\$10,600
Grant income	72,000
Building Rental Income	\$31,166
Interest & Dividends	\$31,480
TOTAL INCOME	\$930,731

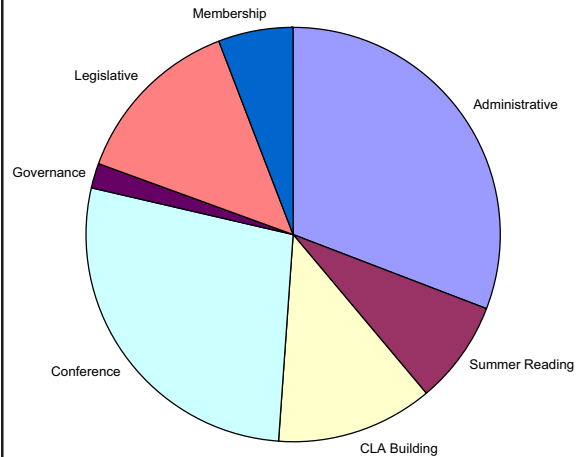
OPERATING EXPENSES*

Salaries & Benefits	\$205,366
Administration	\$63,542
Legislative Program	\$119,880
Membership Program	\$50,591
Grant Expense	\$71,486
Governance	\$16,265
Conference	\$239,006
Building	\$106,773
TOTAL EXPENSES	\$872,909
NET	\$57,822

* These figures are pre-audit



CLA Expenses by Cost Center 2005-06



From the President

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The successes and the activity we have seen this year are a direct result of those members who have gotten involved. I want to thank each of you who helped make a difference in the direction that CLA is taking. I encourage all of you to continue raising your voice to ensure that the California Library Association remains a dynamic, exciting and successful organization!

From the Director

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Committee, the Assembly, our magazine editor, Anne Turner, and our committee, section and round table chairs. You are the backbone of CLA. Laura Fisher, our communications director and Heidi Christensen, our administrative support staff member, have been my strong office support. And finally, thanks to you all for the privilege of serving as your Executive Director.

Susan Negreen, CAE

A Report from the Executive Director



We have been really busy at CLA! The Summer Reading Program, used by more than 88% of California's public libraries, our Job Mart, which is averaging over 5500 hits a month, our weblog and wonderful magazine, and

opportunities for continuing education outside the conference offered by several of our sections have all been well received. More than fifty students applied and five library students benefited from \$12,500 in financial aid through our scholarship programs.

This year saw record breaking conference attendance in Pasadena, pushing us out of that conference center for future meetings until it's renovated; a marked increase in registration from library vendors for library legislative day in Sacramento; and numerous web site enhancements, including new pages for CLA sections and potential exhibitors. Handouts from the 2005 conference were posted on the website as well, allowing access to that educational content. A first-time offer of early bird conference registration that gave significant discounts for online registration resulted in 554 registrations by August 31, compared to 50 registrations in the same time period in 2005. Clearly, our members love a bargain!

To expand our reach, CLA partnered with the California Teachers Association to support *Read Across America* for the third year, and partnered with Califa this fall to offer a new "virtual trade-show" which will be available long after the annual conference and will allow for easy access to the products and services offered by library vendors. We are partnering with the Riverside County Library System on an LSTA project to develop resources for a California based Día de los Niños/Día de los Libros celebration of reading, and year two of the Summer Reading Program is underway with a

recently launched new website. After three of us participated in training on legal issues around Intellectual Freedom, a plan was developed to offer training, with the support of Infopeople. The first of the web seminars have occurred, and more are planned in 2006-07.

We have tried to make things easier for our members by using technology to expand the reach of our small staff this year. We offered online submission of abstract proposals for the conference, group registration for Legislative Day, and a redesigned PR Excellence submission form to make the application simpler.

At the building, eight revisions to a five year lease and intense negotiations resulted in a new tenant for the first floor, and months of having various contractors at work resulted in not only a new look for the building but some badly needed improvements including a roof and landscaping.

We have been planning for CLA's future programs. When it became clear we could not return to Pasadena in 2007, we negotiated space in Long Beach and contracted with a housing company to facilitate hotel reservations. We also finalized hotel contracts for 2010 and 2012 in San Jose.

Membership continues to be one of the biggest challenges for CLA. While our numbers show a steady increase, a closer look reveals many of our more experienced members are retiring, and we have a pattern of "every-other year" renewal—membership that is tied to an individual's decision to attend the conference. Members have choices about where to spend their precious money—I want it to be with CLA.

Behind all the accomplishments has been a committed group of volunteer leaders, and a small, hardworking staff. I want to thank our volunteer leaders, without whom we would be lost—but especially I want to thank Margaret Miles and Margaret Todd. The three of us have talked at least weekly this last year, and their dedication to CLA and to librarianship is remarkable. Thank you also to the Executive

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