

California Library Association 2007 Annual Report

A Report from the 2007 President



Opportunity Knocks, this year's Conference theme reflects the work of our Association during 2007. Our financial status is good and membership remains stable with many students becoming members. In addition to our ongoing activities, CLA

developed a number of new collaborations with the State Library and CALTAC. In addition, the Statewide Summer Reading Program received another year of LSTA funding.

The Legislative Committee continued their innovative work with a successful Day in the District, Legislative Day and podcast as well as participation in Federal Legislative Day. Senator Simitian introduced a new public library construction bond measure. Although it did not pass the Legislature in 2007, the bill is on suspense and will be considered again in January 2008. While the Association was shocked when the Governor reduced PLF and TBR in August, our lobbyists and the Legislative Committee immediately developed a campaign to ask the Governor to restore those funds. The campaign will kick off at conference. Please make a phone call or write a letter to the Governor asking for the restoration of PLF and TBR.

At the beginning of the year, I challenged our association with this question, "Is CLA well positioned for the 21st Century?" In September 2006, our leadership retreat determined that we needed to take a look at how CLA's governance affected member value. We hired a consultant, Paul Meyer from Tecker Associates, who is an expert in nonprofit

associations to help us evaluate the governance of our organization. Paul conducted qualitative interviews with individuals who have knowledge of governance and an online survey of the membership. We discovered that members want a nimble, innovative organization. They envision an organization that can provide increased communication both for networking and member input as well as meaningful leadership opportunities. Our members want to use technology to allow more individuals to participate in the organization.

In order to address these findings, I appointed a task force who, with the assistance of our consultant, developed recommendations for ways we can adapt CLA to the needs of our members in the 21st Century. During Conference, these recommendations will be presented to both the outgoing and incoming Assembly for input. Immediately after Conference, these recommendations will be posted on the CLA website for your comments. All comments will be collected and provided to the Executive Committee at their meeting in January. I hope that you will find the time to look at these recommendations and provide comments by December 31, 2007.

Finally, I want to thank the CLA staff and all the members of our Association for a great year. It has truly been an honor to be the President of this organization.

A Report from the Treasurer



The California Library Association ended its fiscal year June 30, 2007 with a positive balance. The 2006/07 audit is still in progress, but

we estimate a balance of nearly \$135,000. This is the fourth consecutive year of good fiscal news.

The positive year-end balance was achieved once again through very careful money management by the CLA staff and through support from the membership with a very good level of attendance at last year's conference. High attendance numbers always help us meet our financial goals, as the conference is almost 50% of our income. Additionally, the CLA Job Mart continues to be very active, generating better than anticipated revenue. Our investments are producing a good return in the current market. As we continue to develop our Summer Reading Program partnership with the California State Library, we have also been very fortunate to be chosen to act as fiscal agent for two additional LSTA grants. The grants add to our fiscal bottom line.

This year we have also taken this opportunity to work with Tecker Consultants, an organization/management consulting firm, to help the Executive Committee and the CLA Task Force on Governance examine CLA's structure. We have observed a downward trend of new librarians joining CLA. We know that our profession is graying and many of our colleagues have retired or are planning to retire in the next 5 years. As an organization we need to make CLA attractive to new librarians. We need to identify their needs and figure out how

we can be the organization that can fulfill those needs. Working with Tecker Consultants is a first step.

With all the good news of strong conference, advertising, grant management opportunities and investment revenues, we still need to work on growing the membership and especially increasing institutional and business memberships. If your library or business does not have a current institutional membership, please consider joining. The benefits of institutional and business memberships help repay the cost of the membership especially when using the Job Mart. If you are a director please encourage your staff to join CLA. These are tough financial times, but if possible offer some financial support to staff to become members, especially the brand new librarians. We need to involve them in the organization to secure our future.

On the following page, you will find pre-audit year end balances and charts that show the major sources of income and expenses. A final year end report will be posted to the CLA Weblog once the audit is completed. With your help CLA will continue to be a vital and strong organization.

Annette Milliron, Treasurer

Scholarship Report

CLA administers three scholarships. In Fiscal Year 2006-07, \$17,051.67 was added to the Edna Yelland Scholarship Fund through contributions and interest & dividends and \$7500 was disbursed in scholarships. The fund had \$770 in administrative expenses. The fund balance is \$146,568, an improvement of \$8105 over FY 2005-06.

The Begun Scholarship earned \$17,214 in interest and dividends, and spent \$3000 on a scholarship. The Reference Services Press Fellowship, also a \$3,000 award, is funded directly by Reference Services Press and was awarded in 2006 to a beginning library student.

**California Library Association
Income and Expenses
2006-07**

Income*

Administrative Fees	4,981.82
1150 · Investments	67,426.07
3000 · Dues	258,467.38
3100 · Conference	422,165.29
3260 · Donation	2,000.00
3265 · Grant	43,303.92
3300 · Workshops	22,585.16
3307 · Jobline/Job Mart	68,105.00
3400 · Advertising - Clarion	4,352.25
3500 · Sales - Mailing Labels	562.60
515 · Sales - Promotional Items	0.00
3525 · Publications	262.42
3550 · Misc. Income	60.08
3600 · Legislative Day	5,715.00
4000 · Rental Income	46,470.85
Total Income	946,457.84

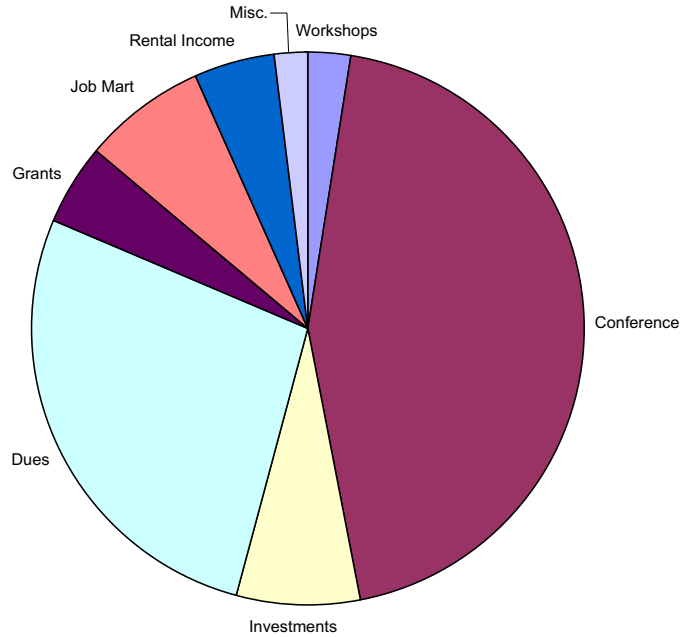
Expense*

5000 · Salaries and Benefits	218,735.84
5200 · Accounting	7,050.00
5205 · Technology Consulting/Support	4,786.76
5210 · Bank Charges	10,261.26
5380 · Depreciation	0.00
5385 · Building Depreciation Expense	0.00
5400 · Dues and Subscriptions	1,545.50
5430 · Equipment	3,690.27
5530 · Interest - Loan	19,295.70
5560 · Legal	1,984.50
5570 · Legislative Advocacy	86,474.16
5590 · Miscellaneous	1,624.33
5595 · Scholarship	3,000.00
5650 · Printing	37,597.78
5660 · Postage and Delivery	9,676.36
5661 · Shipping	616.27
5680 · Rent	1,532.00
5700 · Staff & Volunteer Development	23,716.71
5710 · Staff Recruitment	75.00
5760 · Supplies	13,218.82
5800 · Taxes	21,534.03
5900 · Telephone	8,962.17
5950 · Travel	21,875.03
6000 · Contract Service	177,795.88
6005 · Audio Visual	18,129.58
6040 · Speakers	34,126.32
6045 · Meals	56,049.58
6050 · Pres. Reception & Gifts	119.78
6100 · Workshop Expenses	1,002.00
7000 · Utilities	6,179.62
7050 · Building Maintenance	11,658.07
7060 · Building Renovation	7,805.29
7070 · Building Repairs	578.00
Total Expense	810,696.61

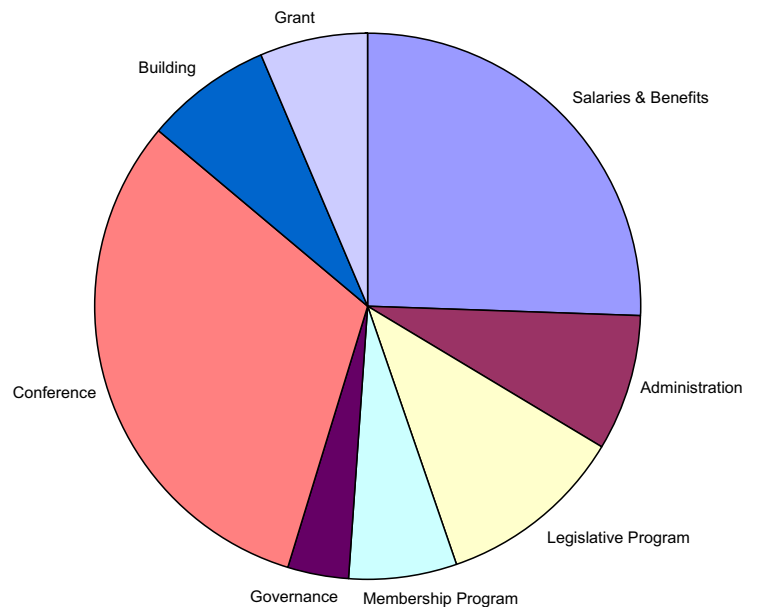
Net Ordinary Income 135,761.23

* These figures are pre-audit

2006-07 Income



2006-07 Expenses



A Report from the Executive Director



It's been a busy year at CLA because we have worked hard to deliver a variety of very successful products and services for the membership.

Year two of the Summer Reading Program was rolled out, a vibrant and energizing annual conference was held in Sacramento with record attendance for a northern

California meeting; JobMart saw increased usage by employers and job seekers; four well attended workshops were offered around the state; the Intellectual Freedom Committee partnered with Infopeople on a series of webcasts related to legal issues in libraries; two themed issues of the CLA magazine were published—one on mysteries, and one on California history; more than 60 entries were posted on the weblog bringing current news to California library staff; And \$14,500 was awarded in scholarships in 2006-07, helping five California library students pay for their library education.

Planning went on throughout the year for this conference. Internationally known speakers, a streamlined program, and a well subscribed Awards Dinner are the result. Seeking to create a greener and more efficient organization, 85% of our members chose to register for the conference online. Approximately 1200 attendees pre-registered, and we expect another 300 to have registered onsite before the conference ends. With our exhibitor personnel, there are nearly 2,000 library staff and supporters in Long Beach.

The CLA Public Relations Committee has worked on a PR Toolkit for libraries that made its debut during this conference. This new tool kit will be posted on the CLA website for use by the library community shortly. The committee plans to update the toolkit regularly. The Mentoring Committee streamlined their procedures for the Mentor/Protégé Program, and this has helped generate substantial new interest in the program. We partnered 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 we launched a "virtual tradeshow" with Califa to showcase the vendors who serve California's libraries.

Looking ahead, for the third year, CLA will be providing materials from the Collaborative Summer Library Program (CSLP) to public libraries in California. Manuals and order forms for incentives are due to be shipped at the end of this month for every public library building in

California. We are partnering with the State Library on two other LSTA grants—one was the recently completed orientation for new library directors and the second is the Boomer Project that is underway. To continue to expand our reach, CLA is partnering with the California Teachers Association to support *Read Across America* again.

We are working to make things easier for our members by using technology to more efficiently expand the reach of our small staff. This year we offered online submission and review of abstract proposals for the conference, group registration for Legislative Day, and a redesigned PR Excellence submission form to make the application process simpler.

Our office building continues to provide us an opportunity to strengthen our organization financially while providing economical office space to house CLA's operations. Maintaining our most valuable asset, this last year we improved outside lighting on the building, and finished the landscaping begun the previous year. We also recently re-carpeted the upstairs walkway, replacing indoor/outdoor carpet that had outlived its usefulness.

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 do have choices about where to spend their precious money—and I want it to be with CLA.

Behind all our accomplishments there has been a committed group of volunteer leaders, and a small, hardworking staff. I want to thank all our volunteer leaders, without whom we would be lost—but especially I want to thank Margaret Todd and Monique le Conge. The three of us have talked regularly this last year, and their dedication to CLA and to librarianship is remarkable. Thank you also to the Executive 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 office support, and Paul Graller and Tina Vickery, our conference team from Hall-Erickson, Inc., Westmont, IL, have been my partners in the implementation of this conference.

I thank our volunteers and staff for all their hard work on our behalf, and especially, I thank our members for the privilege of serving as your Executive Director.

Susan E. Negreen, CAE