



# California Library Association 2008 Annual Report

## A Report from the 2008 President



At the beginning of my presidential year, there were several activities that I knew we would be involved with most of the year. Fortunately, with the help of the CLA Office, the members, and the staff in Richmond, I

believe it was a successful year.

Perhaps the biggest project this year was the Bylaws changes, which were approved overwhelmingly by the membership in the recent election. Approval of these changes indicates your desire for a new way of reaching members, providing value, and making CLA a flexible organization. However, our work is not yet done! During this upcoming year, the Assembly, the Executive Committee, all the Committees and Round Tables, and the members themselves will experience a year of transition work. Some changes will be implemented fairly quickly so that we can begin developing leaders for the next 20 years. I urge you to participate as much as you can, because your input will be invaluable.

Technologically, there were changes and improvements this year as well. The CLA website continues to grow with the additional Forum Message Boards (<http://www.cla-net.org/resources/boards.php>) and a President's Blog, among other resources. I was especially excited about the special project for mentoring that took place in Second Life. I know that some of you were very excited about this opportunity to mentor new members and new librarians in a virtual space. Because of geographical limita-

tions, many of you had never mentored. Second Life gives you the opportunity even if you are a distance away from your mentee. Additionally, CLA has an office in Second Life. If you've never visited it, please take a moment to drop by.

Before I leave office, I am appointing a task force to look at return on investment for libraries in California. I am charging a task force to examine whether or not it is feasible for ROI to be calculated for California. ROI can be a useful tool when advocating for libraries and funding. This is potentially a leadership area for CLA, and in our role as advocates for libraries in California, it makes sense. I don't want to commit resources to this task, however, unless it is something that will be useful, thus, the task force. Barbara Roberts is supportive of this idea and feels that it's something I should continue during my year as Immediate Past President.

Last, the departure of Susan Negreen as Executive Director for CLA provides us with the opportunity to evaluate the day-to-day activities and operations of the organization. We wish Sue the best in her future endeavors. During this interim period, the Executive Committee has retained the services of Claudia Foutz, of the Foutz and Young Group, to serve as Interim Executive Director. Claudia will work with the elected representatives of CLA to examine exactly what CLA's goals and objectives are, especially in terms of the revised Bylaws. Based on her analysis of our operations, she will make recommendations that will allow us to choose the best management structure for CLA.

It's been an honor to be your president during such an exciting time. Thank you all for your support!

*Monique LeSage*

# A Report from the Treasurer



The California Library Association ended its fiscal year June 30, 2008 with a strong positive balance for the fifth year in row.

The positive year-end balance was achieved through strong attendance at the 2007 conference, continued use of Job Mart, a small increase in institutional membership and very careful money management by the CLA staff. Our investment portfolio has declined but not nearly as much as the Dow. The fiscal agent fees earned from three LSTA grants helped us remain in the black. The summer reading grant allowed us to continue supporting a very exciting service for California libraries. We also helped the State Library with the Boomer and Library Director Orientation grants.

This and future years will be a fiscal challenge. We have experienced the same asset decline and reversal of fortune that is challenging the nation. In August our tenant, Financial Title, stopped paying their rent as part of their move to stop doing business in California. We have initiated the proper paperwork to seek termination of the lease so that we may negotiate with a new tenant. Due to the downturn of the real estate market we should expect to rent the space at a lower rate. We also cannot count on a strong return on our portfolio nor high interest payments. Thankfully our strong fiscal position will allow us to develop the infrastructure needed to implement the new organizational direction approved by the membership in the recent election.

To preserve our financial strength we need to work on increasing personal, institutional and business memberships. There was very little growth in the membership categories this past year. Both personal and institutional budgets will be tight, but we need your renewed 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.

We will 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 are currently undergoing a regularly scheduled annual audit 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

Annette Milliron, Treasurer

---

## Scholarship Report

CLA administers three scholarships. In Fiscal Year 2007-08, the Edna Yelland Scholarship Fund lost \$3469 on investments and \$8,265 was disbursed in scholarships and administrative expenses. The fund balance is \$128,793. The Begun Scholarship spent \$3000 on a scholarship, and has a fund balance of \$144,161. The Reference Services Press Fellowship, also a \$3,000 award, is funded directly by Reference Services Press and was awarded in 2007 to a beginning library student.

**California Library Association  
Income and Expenses  
2007-08**

**Income**

Investments	-11,392
Dues	260,586
Conference	509,053
Administrative Fees	51,865
Donation	2,500
Grant	375,824
Workshops	3,670
Job Mart	50,045
Advertising - Clarion	5,827
Sales & Publications	5,523
Misc. Income	2,000
Legislative Day	5,555
Rental Income	51,639
<b>Total Income</b>	<b>1,312,696</b>

**Expense**

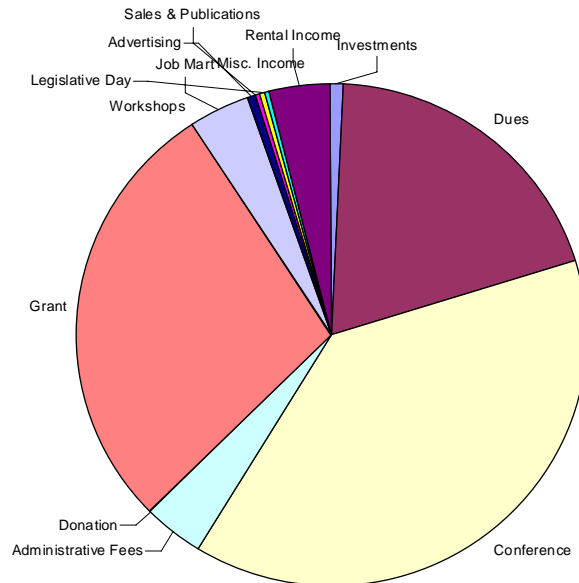
Grant Reimbursement	13,154
Salaries and Benefits	228,084
Accounting	7,150
Technology Support	36,558
Bank Charges	7,370
Dues and Subscriptions	3,889
Equipment	5,457
Interest - Loan	18,138
Legal	1,396
Legislative Advocacy	89,083
Miscellaneous	2,366
Scholarship	3,000
Printing	53,362
Postage and Delivery	17,549
Shipping	1,164
Rent	1,496
Staff & Vol. Development	14,480
Supplies	24,379
Taxes	21,794
Telephone	7,613
Travel	52,098
Contract Service	398,933
Audio Visual	27,379
Speakers	79,952
Meals	106,088
Pres. Reception & Gifts	87
Workshop Expenses	280
Utilities	6,766
Building Maintenance	9,264
<b>Total Expense</b>	<b>1,238,330</b>

**Net Ordinary Income**

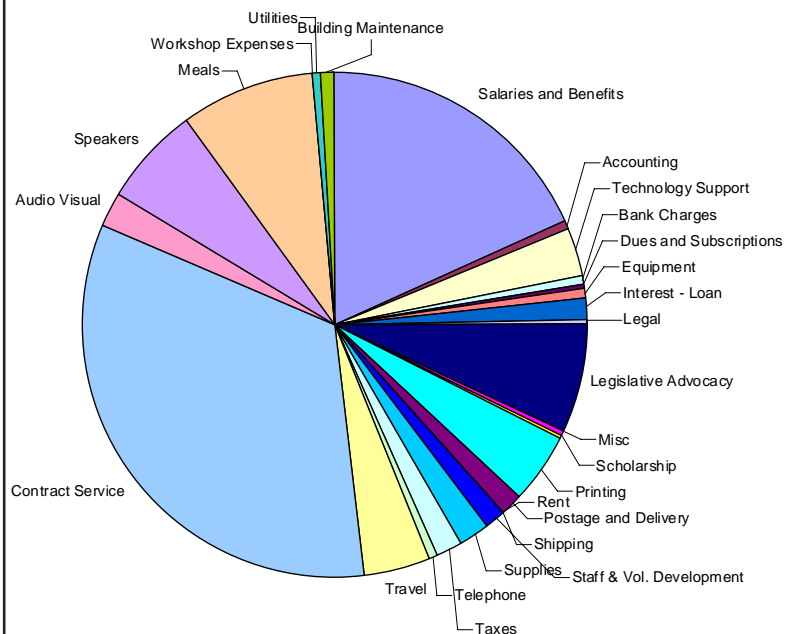
**74,365**

\* These figures are pre-audit

**2007-08 Income**



**2007-08 Expenses**



# A Report from the Executive Director



It's been a busy year at CLA, and we are facing a year of substantial change for the organization.

Year three of the Summer Reading Program was rolled out, a vibrant and energizing annual conference was held in Long Beach with record attendance despite the terrible wild fires that raged in

Southern California as the conference opened; two themed issues of the CLA magazine were published; numerous entries were posted on the weblog bringing current news to California library staff; and \$15,000 was awarded in scholarships in 2007-08, helping five California library students pay for their library education.

Planning went on throughout the year for this year's conference. Well known speakers, a great program, and a well subscribed Awards Dinner are the result. Seeking to create a greener organization, 89% of our members chose to register for the conference online. Nearly 1,000 attendees preregistered, despite the bleak economic environment we are currently in.

The CLA Public Relations Committee's PR Toolkit for libraries was posted on the CLA website, and the Mentoring Committee generate new interest in the program. A pilot project resulted in a CLA presence in Second Life, and the California library community participated in a number of virtual activities. CLA partnered with the State Library on two large grants. The orientation for new Library Directors was held in Sacramento in September, and a very well received training program on working with California's Boomer population was held in November. CLA partnered again with the California Teachers Association on *Read Across America* in March.

The office provided administrative support to CALTAC this year, taking on the maintenance of their member records and producing their newsletter quarterly. Thanks to Alan Smith, President of CALTAC this year, for his leadership and to Richard Moore for his fine work on their newsletter.

CLA's bylaws were revised by the Organization and By Laws Committee with staff help after a year's careful study and input from members, and were presented to the membership in the summer election. Members voted overwhelming in support of what will be a substantial change to CLA's governance structure.

Looking ahead, for the fourth year, CLA will be providing materials and training from the Collaborative

Summer Library Program (CSLP) to public libraries in California. Manuals and order forms for incentives were shipped in October for every public library building in California. Natalie Cole, who so ably led this effort in 2007-08, will again be working with an Advisory Committee of California librarians to make this program useful and relevant. Natalie will also be working with several of CLA's current Sections and Roundtables on a spring 2009 continuing education event we are calling "A Spring Fling." Each program will include relevant content and networking opportunities. CLA is partnering with the California Teachers Association to support *Read Across America* again.

Our office building continues to provide us an opportunity to strengthen our organization financially in the long term, while providing economical office space to house CLA's operations. As Annette mentioned in her Treasurer's report, it has been a challenge dealing with tenants suffering from the real estate malaise that is impacting us all. We are fortunate to have someone interested in leasing space once it becomes available, even though it will mean less revenue for the short term.

Membership continues to be one of the biggest challenges for CLA. After eight years of steady increases, we saw a small decline in regular members this last year. Thanks to the support of the Faculty and Administration at San Jose State University SLIS, our student membership has nearly tripled, so that students now represent nearly 50% of our voting members. This is a valuable group for the association, and CLA needs to work hard in the next year to demonstrate its value to this important group. 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 small, hard working and very dedicated group of people. Laura Fisher, our communications director, Heidi DeVilbiss, our administrative support staff member, Natalie Cole, our summer reading coordinator, Paul Graller and Tina Vickery, our conference team from Hall-Erickson, Inc., Westmont, IL, have all worked together to serve CLA and have been the backbone of our operations. I thank them for their support.

As many of you may know by now, I am moving on. It has been an honor to get to know you and your profession. I came into this job as a lifelong library user, and I leave with heartfelt admiration for the job you do every day. It has been a privilege to serve as your Executive Director for the last nine years. I am staying in California, moving on to another association, so I will see you at your library!

Susan E. Negreen, CAE