

## **Annual Report of the West Virginia Reading Association**

The purpose of this annual report is designed to give the total West Virginia Reading Association (WVRA) membership a brief summary of the organization's activities during the last 2020-21 year.

The West Virginia Reading Association was established July 1, 1968 and just celebrated its 53th Anniversary.

The WVRA Executive Board meets quarterly throughout the year to conduct business of the organization.

Connie Mundy will serve as the 53th president starting July 1, 2021. "Fill the Mountains with Literacy--Back to Our Roots" is the theme of this year's 63rd Annual Conference to be held on November 18-19 2021 at the Greenbrier Hotel in White Sulphur Springs, WV. President Elect Dr. Shelly Ratliff is the conference coordinator. This theme recognizes the reading skills are essential to successful lives. The WVRA annual conference still remains the largest staff development opportunity for reading educators in West Virginia.

WVRA is a non-profit 501 association with no paid staff but governed by a thirteen-member Board of Directors. During the 2019-2020 fiscal year, the association's budget was \$21,130.00 with an actual income of \$17,810.69 and expenses of \$9,822.12. Income exceeded expenses with a net gain of \$7,988.57. However, \$12,000.00 of income was taken from WVRA's Certificate of Deposit. A portion of these funds were used to contract with LLC and Associates marketing firm in Elkins, WV. The work included updating the organizational logo and website. Many hours of committee meetings went into evaluating membership benefits with a goal of increasing membership to 500+ members. A three-year strategic plan was developed and can be assessed on the website.

During the 2020-2021 program year, WVRA held its first online Reading Symposium, February 14-28, 2021 with (331) registered members. Board Members Angela Curfman, Shelly Ratliff, Beverly Kingery, Tony Nichols and Brian Bailey collaborated to create the new professional development venue. It was deemed a success by participants and plans are to hold a second symposium again in February 2022 based on feedback.

Brian Bailey, the current WVRA Membership Chair, reports WVRA as of August 31, 2021 has 311 Regular Members, 82 Lifetime members, 1 Honorary Lifetime Member, 41 Student Members, and 3 Associate Members for a total Membership of 438. Brian is currently developing a new membership brochure and ways to promote WVRA events across West Virginia.

