

**YALSA Board of Directors Meeting
via Conference Call
August 29, 2013**

Topic: Awards Events Pilot for 2014

Background: At their 2013 Annual Conference meeting, YALSA's board directed me to work with staff to pilot a new schedule for YALSA's book award events just for 2014. The recent changes to ALA's conference schedule, the changing attendance patterns at conferences and members' shrinking funds for conferences are what drove the decision to pilot something new. Our first step was to speak with the various award sponsors to get their feedback. Based on that feedback, Beth Yoke worked with staff to determine what is achievable within the limitations of the ALA conference schedule and that best meets the needs of YALSA, its members, the award sponsors and publishers. An outline of the pilot for 2014 is provided below.

Action Required: Information

2014 Pilot Schedule

- Move the **Printz** Program & Reception to the Friday 8:00pm – 10:00pm time slot at Annual. Booklist has agreed to re-envision their Fri. event that has traditionally been at that time and focus it on Printz (ticket sales will stay the same at \$34)
- Move the **Edwards** Luncheon to a slightly earlier time slot on Saturday at Annual and turn it into a brunch event (ticket sales will be reduced from \$59 to \$39)
- Keep the **Odyssey and Alex** awards events at Annual as-is
- Keep the **Morris & Nonfiction** celebration at the same Monday morning time at Midwinter (this will now be a ticketed event at \$19)
- Create a ticketed event at the **YA Literature Symposium** that features one or more of that year's award winners, based on availability. The next [symposium](#) is Oct. 31 – Nov. 2, 2014 (ticket prices TBD).

Factors Driving Decision Making

- Booklist suggested the Friday timeslot for Printz and is supportive of it. They had no interest in combining the event with another award or making any major changes to the overall format
- SLJ did not want to make any major changes to the Edwards event, including the possibility of combining it with another award. They are ok with the brunch format that will lower ticket prices and hopefully lead to increased attendance
- No additional ticketed events were added to the ALA Annual schedule because 1) the schedule is already very full and 2) adding more ticketed events would create a scenario where YALSA was competing with itself. Very few members can afford to attend all of the events. Adding more would mean that members would pick and choose, which could

lead to ticket sales staying the same overall, just spread out over more events. This scenario is not desirable because more events mean greater expense and because the financial goal is to increase net revenue in order to have more funds to support member programs and services.

- The Morris/Nonfiction time slot at Midwinter has become known among publishers and attendees, so keeping it the same made sense. Making it a ticketed event will provide some needed revenue to support member services. The event itself will likely be modified to ensure attendees get the most for their money.
- The Odyssey and Alex time slots are known among publishers and attendees, so keeping them the same made sense.
- Symposium attendees indicated a desire for more social events and more interactions with authors, so adding a ticketed event is a way to meet those needs.

After these events are implemented in 2014, the board will evaluate the success of the changes to see if they should continue for 2015, or if any refinements or changes are needed.

Additional Resources

- 2013 ALA Annual Board document #14, “Ticketed Events at Conferences,” <http://ow.ly/nXJwG> (.pdf)