

YALSA Board of Directors Meeting
ALA Annual Conference, New Orleans
June 22 - 26, 2018

Topic: Edwards Award Celebration

Background: The YALSA Board recently voted to eliminate the requirement for an author to accept the Edwards Award in person as a condition of the award and directed the Executive Director to talk with the sponsor about the possibility of evolving the celebration itself to better meet attendee needs and adjust to changing attendance patterns. Information is provided below by Todd Krueger and Nichole O'Connor.

Action Required: Discussion

Proposal

Keep the Edwards Award Celebration the same, and only change it if an author is not able to attend in person.

Rationale

SLJ likes the in-person aspect of our current Edwards celebration; however, like the Board, they open to rethinking when and how to offer the Edwards Award celebration. Some possibilities that were discussed were:

1. **We could move it to Midwinter;**
 - a. The future of Midwinter is in question
 - b. There are fewer attendees at Midwinter
 - c. To celebrate at Midwinter would require the committee pushing up the timeline for announcing the award
 - i. Pro or Con: the announcement would not be part of ALA's Youth Media Awards
 - d. With the Morris and Nonfiction celebration happening already at Midwinter, there is not an appropriate time to have this additional celebration
2. **We could move it to the Symposium** and have it be a ticketed meal event (breakfast, lunch or dinner)
 - a. In 2017, we sold the same number of tickets for the Symposium author lunch as for the Edwards brunch (130)
 - i. Would people be willing to purchase tickets to another event with just one author? The current ticketed event at the Symposium has 4-5 authors, so an event with one author might not be as appealing.

- b. Event expenses would likely be less at the Symposium, since it's typically held in smaller cities than Annual
 - c. Would publishers be as willing to send an author to the Symposium as Annual?
 - i. Pro: at the symposium, they are a big fish in a small pond
 - ii. Con: there may be fewer opportunities beyond the award celebration for the author
 - d. If we moved it to the Symposium, that would free up the lunch time slot on Saturday for Printz
 - i. The Printz format would have to change, it could not be in a meal slot with the program as is.
- 3. We could keep the Edwards celebration where it is at Annual but combine it with member awards.**
- a. Could draw a bigger crowd to Edwards and shine a brighter light on member awards
 - b. There are a lot of member awards, it might only make sense to feature the Outstanding Achievement Award, since Edwards is also outstanding achievement
 - c. The presentation could happen after people have received their meals, so would not add onto the length of the ceremony or take away from the Edwards winner.
- 4. We could keep the Edwards celebration exactly the same as it is now**
- a. Pro: it's well-established that this is celebrated at Annual on Sat. at lunch
 - b. If an author is unable to attend Annual, we could determine when and where is the best place for an author celebration.
 - i. The celebration could happen at the Symposium, Midwinter, an add on ticketed event to a division or state conference, a standalone event, or virtually.
 - c. This allows us to have an additional ticketed event, if we need to fill the brunch/luncheon spot at Annual.
 - i. The luncheon could be an author luncheon where publishers pitch potential authors, so we get a big-name author that is sure to sell tickets, we could highlight another award like Alex, Morris, Nonfiction, or Odyssey, we could keep it an Edwards luncheon and invite past winners to speak.