

**YALSA Board of Directors
Virtual Winter Meeting
January 13-14, 2023**

Topic:	YA Symposium Evaluation Taskforce Creation
Background:	After the approval of the 2023 YA Symposium, ALA Leadership paused contract negotiations and asked that the Executive Committee re-examine the Symposium Budget due to on-going revenue shortfalls. During this process the Executive Committee created a number of scenarios to examine the sustainability of one of YALSA biggest revenue generators. President Franklin Escobedo is proposing the re-establishment of the YA Symposium Evaluation Taskforce to get member feedback and input.
Action Required:	Action

Background

In 2013 the YALSA Board voted to move the YA Symposium from a bi-annual event to an annual event. Initially the Symposium was generating revenue for the Division, however prior to the onset of the Pandemic revenue targets were not being reached. Negotiations for the 2023 YA Symposium have concluded, the only outcome from the delay in negotiations was the loss of the weekend originally selected by the Board. The new date was the second option in the original proposal for St. Louis, November 10, 11, and 12, 2023,

Purpose

The taskforce will examine the four scenarios that the Executive Committee used to help determine the course for the 2023 YA Symposium.

Four Scenarios:

- Scenario 1: Continue annual in person symposium
- Scenario 2: Hybrid Symposium like the 2021 Symposium in Reno
- Scenario 3: Virtual Symposium
- Scenario 4: Biannual Model, return to Symposium every other year.

The taskforce will take up the four scenarios and work with the YALSA Program Officer and ALA Conference Services to fully examine the financial impact of each scenario with the addition of member feedback for each scenario. The ultimate goal is to examine the sustainability of the YA Symposium and to determine the best course of action beginning the YA Symposium in 2024.

Taskforce size: 3- 5 virtual members including chair.

Alignment to Equity, Diversity and Inclusion Goals:

The YA Symposium Evaluation Taskforce will also weigh the various scenarios with the goals outline in YALSA EDI and Strategic Plan.

Financial Impact:

If the YA Symposium is to continue in it's current format the cost of holding it will out pace the revenue that it was generating. The various scenarios will have an impact on YALSA membership but the outcome of the evaluation will help YALSA sustain the event for years to come.

Proposed Action:

The YALSA Board directs the YALSA President to appoint the members of to the taskforce beginning February 10, 2023 with a preliminary report presented at Annual 2023.

The YALSA Board Directs the interim ED to post the charge of the YA Symposium on the YALSA Website and to update the Volunteer Form with the Taskforce.

Additional Resources

ALA Midwinter 2013 Frequency of YA Lit Symposium:

https://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/SymposiumFrequency_MW13.pdf

ALA Midwinter 2012 Frequency of YA Lit Symposium:

https://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/workingwithyalsa/board/boarddoc/midwinter/mw12/17_symposium.pdf

YA SYMPOSIUM 2023

The Division has been asked to examine the costs surrounding the YA Symposium and the possible financial impact it can have on the Division. After suffering losses in membership and donations due to the pandemic and growing fiscal uncertainty with inflation. We need to examine the financial risks associated with the Symposium if we don't hit the marks that are outlined in the Symposium budget. These are four scenarios to weigh the possibilities for 2023.

Beyond this point, a new Symposium task force will need to be assembled to get member feedback and examine new models and best practices going forward in 2024.

Scenario 1: In-Person

Return programming to pre-pandemic levels. Continue to engage publishers and vendors to grow the symposium. Potential site St. Louis, MO.

- What is the anticipated attendance? *We are currently budgeted in 2023 for 476 attendees and I do have an increase in registration fees by \$10. Total registration income would be \$115,869*
- What are ALA Membership numbers for this region of the country?

ALA pulled these numbers of states surrounding or adjacent to Missouri. The first column are numbers if we would email and the second column is mail.

Counts of ALL in database, if emailing				Counts of ALL in database, if mailing			
• Includes all types of members and non-members (individuals and organizations alike)				• Includes all types of members and non-members (individuals and organizations alike)			
• Optouts excluded, as are those w/no e-mail				• No Optout exclusion			
• Caveat: Older NonMember records likely 'stale'				• Caveat: Older NonMember records likely 'stale'			
State	MemberGroup	EMAIL	Counts	State	MemberGroup	Counts	
AR	ALAMember	Available	261	AR	ALAMember	357	
IA	ALAMember	Available	396	IA	ALAMember	611	
IL	ALAMember	Available	2,315	IL	ALAMember	3,653	
IN	ALAMember	Available	646	IN	ALAMember	1,017	
KS	ALAMember	Available	395	KS	ALAMember	601	
KY	ALAMember	Available	363	KY	ALAMember	547	
MO	ALAMember	Available	585	MO	ALAMember	882	
OK	ALAMember	Available	348	OK	ALAMember	525	
TN	ALAMember	Available	524	TN	ALAMember	764	
			5,833			8,957	

AR	NonMember	Available	1,777	AR	NonMember	3,972
IA	NonMember	Available	2,414	IA	NonMember	6,394
IL	NonMember	Available	14,468	IL	NonMember	38,919
IN	NonMember	Available	5,228	IN	NonMember	13,067
KS	NonMember	Available	2,827	KS	NonMember	7,501
KY	NonMember	Available	3,227	KY	NonMember	7,209
MO	NonMember	Available	4,223	MO	NonMember	10,190
OK	NonMember	Available	2,517	OK	NonMember	5,898
TN	NonMember	Available	3,941	TN	NonMember	9,305
			40,622			102,455

Fiscal Impact:

Possible Action: Continue with the current outline that was approved by the board in July. However, a revised contract would need to be obtained and we need to know if the dates would be the same or if we lost the dates.

Scenario 2: Hybrid

Have a hybrid symposium like Reno:

Live Programs & Panels

Recorded programs

- How do we make virtual attendance affordable without undercutting in-person attendees' ticket prices?
- How many people came back afterward to view what was recorded in Reno?
- What are the limitations to broadcasting at the St. Louis conference location?
- Has ALA or another division used any LiveStream Services?
- Revised hotel block contract because of the split of in-person attendees and virtual attendees.

Fiscal Impact:

Possible Actions: revise the Symposium budget for 2023 to adjust for additional technology costs and revise the St. Louis contract for fewer hotel rooms

Scenario 3: Virtual

Hold the Symposium as a full virtual conference:

Programs

Panels Live and Recorded

Networking and Interactive Events

Engaging members, non-members, and teens across the country

- How do we make this virtual conference unique and the one to attend?
- Is there a platform or program that is being used by ALA that we could use for Symposium?
- What programs should be live and interactive?
- How do we make it a networking opportunity?
- Is there a virtual conference model that has been successful?
- How much does it cost?
- How could we market the symposium to non-librarians who may be interested in attending, i.e. teens who may want to attend an author's panel?
- We can save money on fees associated with travel for staff and conference services, and also it could bring in non-librarians. But how do we recoup the loss of revenue from vendors who may not see the benefits of virtual marketing?

Fiscal Impact:

Possible Action: Notify St. Louis we are no longer holding an in-person conference. Begin planning for the virtual symposium.

Scenario 4: No Symposium

Return to the original bi-annual model with Symposium every other year. This would have a significant financial impact on the Division but it would save us money while continuing the process of hiring a new ED. Move St. Louis to 2024.

What would be the overall savings for the Division? What would be the estimated loss of revenue for the Division and how much would that revenue loss impact the operating budget?

Fiscal Impact:

Possible Action: Notify St. Louis and Conference Services and any contractors who have been helping that no symposium will take place in 2023 but will have the in-person Symposium in 2024. Adjust YALSA's 2023-24 budget to account for no Symposium

These scenarios were taken out of the equation for 2023 but will be looked into by the Symposium Taskforce.

- Scenario 5: Partnership Symposium with another division (Question for Taskforce)
- Scenario 6: Pre-conference to LibLearnX (Question for Taskforce)