

**YALSA Board of Directors Meeting  
 ALA Midwinter Meeting, Seattle  
 January 25 – 29, 2013**

**Topic:** Events & Conferences Report

**Background:** YALSA’s third Young Adult Literature Symposium was held Nov. 2-, 2012 in St Louis. Information about attendance and preliminary revenue figures are provided below. YALSA is also conducting an online survey to gain feedback from the Symposium.

**Action Required:** Information

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**Symposium Numbers:**

- Overall attendance: 500
- Preconference attendance (all were half day):
  - Shining the Light on Dystopian YA Lit, half day-135
  - What’s Next? Trends, Fads ...-113
  - Using Social Networking, Web 2.0 and Ereaders-57
- Luncheon attendance: 210
- St Louis Library Tour-48

**Symposium Comparison:**

	Nashville	Albuquerque	St Louis
Overall Attendance	600	400	500
Preconference Attendance	200	301	351
Luncheon	200	104	210
Registration Revenue	\$125,645	70,750	113,130
Ticketed events	22,000	26,724	28,595
Amount overhead paid to ALA	30,655	19,039	26,023
Revenue for YALSA	*54,000	32,000	40,000
	*(Includes almost \$18,000 in sponsorships)		

**Symposium Store:**

This year, there was a small Symposium store that sold YALSA t shirts, mugs, shot glasses, books, magnets, candles, bags, and other miscellaneous items. The net revenue generated from the store was almost \$3,000 (\$4,000 raised minus \$1,000 spent on products for the store). YALSA worked with ALA Graphics to purchase items for the store on consignment to help keep the costs down and generate more revenue. Additionally, YALSA will continue to sell logo products (t shirts, shot glasses, and mugs) that were left over at the ALA store at Midwinter and Annual.

**Feedback:**

Attendees were surveyed after the event. 151 responded, and results can be found at <http://ow.ly/gEdpv>. Some highlights and key findings are:

- People really liked networking and that the Symposium is all in one hotel.
- There were quite a few comments about people requesting YALSA not to hold the Symposium every year (all mentioned budgets as the reason), one comment asking for it to be held every year. A few comments wanted us to hold the Symposium on the years opposite of ALSC (which would make it the same year as AASL).
- The Ning was not popular. It is blocked by school libraries, sent SPAM to all the members.
- People consistently wanted more specific information earlier.
- A Friday evening activity is desired—like a dine around, program, or event.
- A Saturday networking reception plus optional dine around was also requested.
- One idea was to have the keynote speaker on Saturday evening since a lot of people have to leave on Sunday.
- Include a two day rate and a three day rate rather than having preconferences separate.
- Post signs around the conference area to promote the Twitter hashtag.
- Informal mingling with authors in addition to the Book Blitz was a popular recommendation.
- One idea was to have programs begin on Friday afternoon and end Saturday so people can travel home on Sunday (this isn't possible for 2014, since we're already locked into a contract w/ the hotel)
- Include more teens, teen panels, teen input. It is nice “when we talk about education or about teen lit in general or from different perspectives (publishers, book sellers, English teachers, teens themselves). It's nice to get that context that I don't get at library-specific conferences”.

**2014 Symposium:**

The 2014 Symposium will be held at the Hyatt Regency in Austin, Texas, October 31-November 2, 2014.

**Other Division Events**

- AASL’s Fall Forum has seen a drop in attendance over the last three offerings. The average attendance for 2008, 2010, and 2012 has been 225-250 people. Past institutes were capped at 500 attendees. Some of the comments they are receiving are “lack of money for professional development/travel” and the fact that people are not being allowed to leave their state for PD offerings. They see no substantial financial gain to this event and it is a considerable drain on resources for such a small turnout, so the AASL Board is reconsidering the future of this event at Midwinter.
- AASL’s latest biennial national conference saw about 2,000 practitioners, which is down significantly from recent years. AASL holds a national conference every other year because of the resources it takes to put on an event of that caliber – both staff and volunteer. There is no AASL staff member solely dedicated to the conference and they already see staff stretched too thin on conference years. Also, members simply cannot afford three conferences a year and AASL thinks they would really end up making them angry in the end. Another reason is that AASL assumes there would be a lot of push back from vendors that attend Annual, Midwinter and the other two division conferences. They are already seeing sponsorship, exhibitor and advertising numbers drop and might see even more of a drop if they went to every year.
- ALSC has talked about offering their fall institute every year, but the Board has yet to act. In 2010 they had about 300 attendees, and 2012 they had about 260.