

**YALSA Board of Directors Meeting
ALA Midwinter Meeting, Chicago
January 30 – February 2, 2015**

Topic: Events & Conferences Report

Background: YALSA’s fourth Young Adult Literature Symposium was held Nov. 7-9, 2014 in Austin. Information about attendance and preliminary revenue figures are provided below by Nichole O’Connor, Program Officer for Conferences and Events. YALSA is also conducting an online survey to gain feedback from the Symposium for use with future events.

Action Required: Information

2015 Midwinter

- Information about YALSA at Midwinter can be found at <http://tinyurl.com/YALSAmw15>
- There is no Midwinter Institute on Friday; instead there is a free tour of **Chicago Public Library's YOUmedia** from 1-2pm and a program on Saturday morning; **Partnering Strategically to Reach Beyond Library Walls** 8:30-10:00am.
- The Morris & Nonfiction Award event is on track to sell out of its 200 tickets (\$19 ea). No nonfiction authors were able to make it; all 5 of the Morris authors will be attending.
- YALSA is hosting a Teen Tech Week™ booth on the exhibit floor, booth #5037
- Prior to Midwinter, YALSA will be exhibiting at ALISE in order to get the word out about *The Future of Library Services for and with Teens: a Call to Action*
- 3M Cloud Library is sponsoring the ALA Youth Media Awards webcast as well as the ALSC/YALSA Member Reception.
- Merrit Press, Scholastic, Penguin, Zonderkidz, a division of Zondervan, and Random House are all sponsoring the BFYA Teen Luncheon. Sponsorship is \$750 and enables each publisher to bring 2 authors to visit with local teens.

Annual 2015

- Registration opened January 12th at <http://alaac15.ala.org/>
- Information about YALSA at the conference can be found at <http://tinyurl.com/YALSAan15>
- YALSA will have one half day preconference. There will be no registration fee, so this will not be a revenue generating event for YALSA. Expenses for the event are covered by the Dollar General grant.
- The Printz Program & Reception will again be on Fri. night for 2015.
- The Edwards Award event will again be a brunch in order to reduce food and beverage expenses, thus decreasing ticket prices.

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- Blink YA is sponsoring the preconference lunch, the BFYA teen lunch and the coffee klatch.

Event	Attend. 2009	Attend. 2010	Attend. 2011	Attend. 2012	Attend. 2013	Attend. 2014
Full Day Preconference	92	27	n/a	n/a	n/a	50 (max)
Half Day Precon	0	79	51 (reluctant readers)	37 (books)	36 (TTT)	n/a
Half Day Precon			33 (nuts & bolts)	24 (tech)	34 (bloggers)	n/a
Edwards Luncheon (brunch beginning in 2014)	250	148	226	129	144	210
YA Coffee Klatch	260	313 (seats added in 2010)	341	249	276	285
Printz	400	411	345	288	320	360

Symposium 2014:

- Overall attendance: 500
- Preconference attendance (all were half day):
 - Keeping it Real: Using Nonfiction to Motivate Readers--89
 - Tough it Out! Rugged Characters in YA Books--51
 - Practical Ideas to Amp up your YA Literature Program-79
- Luncheon attendance: 210
- Boat Tour-58

Symposium Comparison:

	Nashville	Albuquerque	St Louis	Austin
Overall Attendance	600	400	500	500

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Preconference Attendance	200	301	351	219
Luncheon	200	104	210	210
Registration Revenue	\$125,645	70,750	113,130	113,986
Ticketed events	22,000	26,724	28,595	27,045
Amount overhead paid to ALA	30,655	19,039	26,023	22,389
Revenue for YALSA	*54,000	32,000	40,000	30,000
	*(Includes almost \$18,000 in sponsorships)			

2015 Symposium:

The 2015 YA Services Symposium will be held at the Portland Hilton Executive Towers
November 6-8, 2015

- The task force is working to determine the slate of programs now
- Registration will open in April
- Wordstock, a city wide literary event will be happening the same weekend. YALSA is working on developing a partnership with the organizers, Literary Arts.