

**YALSA Board of Directors Meeting
ALA Annual Conference, Las Vegas
June 27 – July 1, 2014**

Topic: Expanding the Focus of the Symposium

Background: During the Midwinter 2013 meeting, the YALSA Board voted to change the frequency of the Young Adult Literature Symposium from every two years to every year beginning in 2014. 2014 also marks the release of the *Future of Library Services for and with Teens* report, which will require YALSA to provide leadership and support to members on “Futures” topics through professional development, training, and with networking/discussion opportunities. The Board may want to discuss the advantages of broadening the focus of the Young Adult Literature Symposium to encompass teen literature, services, and programming. Shannon Peterson has provided the information below for the board’s consideration.

Action Required: Discussion

Proposal

Beginning with the 2015 event, expand the content of the Young Adult Literature Symposium to include teen services and programs and to update the name to something like the Teen Library Services Symposium to reflect the change.

Rationale

Member Feedback

- In 2012, a Young Adult Literature Symposium Taskforce surveyed members about possible changes to the event. One question that was asked was whether the event should remain literature focused. A majority of respondents (60.5%) were in favor of expanding beyond literature. The majority of respondents (73.7%) were also in favor of a mix of YA authors and professionals.

Professional Development and Member Engagement Opportunities

- Expanding the event’s focus would provide members with needed continuing education opportunities beyond collection development and readers’ advisory.
- Members may obtain broader support from administrators to attend, since the symposium would provide more holistic professional impact.
- An expansion will provide an opportunity for more members to become engaged in the organization, as presentation proposals will cover a broader range of knowledge and expertise.
- Although YALSA does rely on the Symposium as a revenue source, because of the capacity to engage a broader range of members, who may have increased organizational support to attend, registration rates are unlikely to experience

significant negative impact.

Organizational Scan

- ALSC and AASL hold successful conferences which focus on children's and school library services rather than specifically on literature.

Capacity Building

- An expansion would provide YALSA with a potential capacity building opportunity, by being able to work with vendors, sponsors, and partners from non-book related fields and organizations.

Current YA Literature Symposium Marketing and Planning Taskforce Charge

To assist YALSA's Program Officer for Conferences & Events with the planning, marketing and implementation of YALSA's Young Adult Literature Symposium, including the creation and maintenance of an online social networking site (via Ning) that will be the primary marketing tool for the event, vetting symposium papers and proposals, vetting scholarship applications and more. Members will regularly add content to the social networking site in order to build excitement for and share information about the event. Members will work with YALSA's Communications Manager to create and assist with the implementation of a marketing plan. Members will work with presenters leading up to the symposium to ensure high quality programs. Size: 5 to 7 members, including the chair. Term July 1, 2013 through January 31, 2015. Members conduct taskforce work virtually, but are expected to attend the symposium.

Proposed New Charge

To assist YALSA's Program Officer for Conferences & Events with the planning, marketing and implementation of an annual teen services conference, including the creation and maintenance of an online social networking site that will be the primary marketing tool for the event, vetting papers and proposals, vetting scholarship applications and more. Members will regularly add content to the social networking site in order to build excitement for and share information about the event. Members will work with YALSA's Communications Specialist to create and assist with the implementation of a marketing plan. Members will work with presenters leading up to the event to ensure high quality programs on a full range of topics relating to teen services. Size: 5 to 7 members, including the chair. Term July 1, 2014 through January 31, 2016. Members conduct taskforce work virtually, but are expected to attend the event.

Recommended Actions

The Board vote to expand the focus of YALSA's symposium beginning with the 2015 event in Portland, to update the name and charge of the planning taskforce, and to direct staff to begin planning with the updated focus.

Resources

- ALSC Institute Programs <http://bit.ly/1kMVhNE>
- AASL National Conference and Exhibition <http://bit.ly/1mDOjav>
- *Future of Library Services for and with Teens* Project Report <http://bit.ly/1n6PoKS>