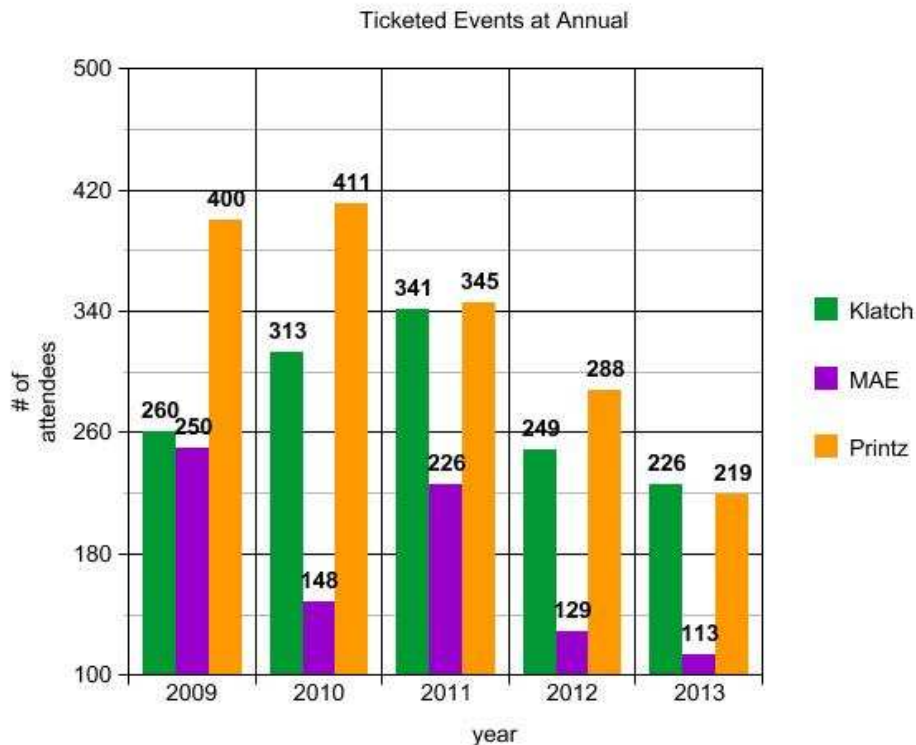


YALSA Board of Directors Meeting
ALA Annual Conference, Chicago
June 28 – July 2, 2013

Topic: Ticketed Events at Conferences

Background: Ticketed events at the ALA Annual Conference have served two purposes: 1) they have provided those YALSA members interested in interacting with YA authors a variety of opportunities to do so, and 2) they have been a reliable source of revenue for YALSA in the past, which the organization has used to support membership-wide programs and initiatives; however, various factors have led to a decline in attendance. The board will want to revisit YALSA’s portfolio of ticketed events in order to ensure they 1) continue to offer YA lit-focused activities for those members who value such opportunities and 2) generate enough funds to support membership-wide initiatives. Staff have provided some information for the board’s consideration, including a recommendation to pilot some changes in 2014, then evaluate their success to determine a direction for 2015 forward.

Action Required: Action



Factors influencing the data shown above

- Conferences were shortened by a day beginning Annual 2010
- YALSA Annual ticketed event prices were raised \$6 in 2012
- 2013 numbers are preliminary and current as of June 6th
- Annual Conference attendance has been declining for several years

Recommended activities

- Revisit the calendar of events at Annual to address the shift in member attendance
 - Move Printz out of the Monday night slot in order to make the event available to more members
 - Take advantage of the slot opened by All Committee and/or leverage Mon. morning
- Think bigger beyond ALA Annual to expand opportunities
 - Pilot a ticketed event at Midwinter to see if it can be successful
 - Leverage the YA Literature Symposium, where ticketed events have been strong and where attendee surveys have indicated a desire for more social events and chances to interact with authors
 - Explore opportunities for collaborative ticketed events beyond ALA, such as state conferences and BEA
- Address financial needs to ensure capacity
 - Keep the price points low so members can afford to attend
 - Seek sponsorships to help defray the steadily increasing A/V and food cost of the events
- Respond to member interest in social and educational outings, such as tours

Possible scenario for 2014

- Move the Printz Reception to Saturday at Annual before the Scholarship Bash, since many attendees are now leaving conference before Mon. evening
- Keep the Coffee Klatch Sun. morning at Annual
- Move Edwards to a breakfast event at Annual on Sat. or Mon. or to the symposium, determined after sponsor feedback. A breakfast event will be more affordable than a luncheon
- Combine Morris with Edwards or Printz, determined after sponsor feedback. Given the Morris authors are not often widely known, a combined event can ensure that members will get to interact with a good variety of authors
- Have a Nonfiction brunch ticketed event at Midwinter on Sun. or Mon. in part to meet the members' desire to have more social events at Midwinter and to give Nonfiction its own spotlight
- Organize a ticketed social event for Annual and Midwinter in order to meet member needs for these types of activities
- Create a luncheon or dinner at the symposium that features a variety of YALSA award winners, as they are available, in order to meet the member need for increased social activities at the symposium

YALSA Board of Directors – Annual 2013
Ticketed Events at Conferences

- Seek out appropriate sponsors to help defray the cost of putting on events and to keep ticket prices at a reasonable level

Next Steps

- Board approves in concept a pilot project for one year (2014)
- Get feedback from sponsors (SLJ and Booklist) and publishers
- Based on the feedback make adjustments, as necessary, and begin implementation of the pilot
- Put together an ad-hoc group of the board to explore longer term possibilities, such as collaborating on ticketed events at state or other conferences

Additional Resources

- Major events to avoid a conflict with at Annual:
 - Exhibits opening (Fri. evening)
 - ALA Scholarship Bash (Sat. night)
 - Newbery/Caldecott Dinner (Sun. night)
 - Also to consider: various publisher events that take place in the mornings and evenings, CSK Breakfast Sun. morning, Booklist Books for Youth Forum Fri. night, ALSC awards on Mon. morning