

YALSA Board of Directors Meeting
ALA Midwinter Meeting, Dallas
January 20 – 24, 2012

Topic: Use of Morris Funds for FY12 – FY14

Background: A taskforce was established in 2004 to determine how best use the interest from the then newly established Morris Endowment. As stipulated by Bill Morris, YALSA may only use the funds "for the purpose of funding programs, publications, events or awards in promotion of young adult literature." At the 2004 Annual Conference, the YALSA Board approved three uses of the funds: to establish a debut author award; to establish a conference with a focus on YA literature; and to support Teen Read Week activities. In 2006, the YALSA Board also approved using the Morris funds to cover start-up costs for the Odyssey Award. The money has been invested as a part of the ALA Long Term Investment Fund and only the interest generated by the endowment may be used. At their October meeting, the Executive Committee reviewed possible uses for the Morris funds and developed a proposal for Board consideration, which is provided below.

Action Required: Action

Background Information

- Morris Award Expenses to date:
 - Start up cost for the Odyssey Award (one-time cost) \$6,200 split between YALSA & ALSC
 - Stipends for two members to travel to the 2008 & 2010 YA Symposiums - \$4,000
 - Start up costs for the Morris Award for first-time YA Authors - \$6,100
 - Start up costs for the Nonfiction Award -- \$6,500
 - Teen Read Week™ – the board voted in 2010 to use FY11 funds for a Teen Read Week impact study (implementation in progress. Cost is estimated at \$10,000)
- Estimated available funds for FY12: \$14,000
- Considerations reviewed by the Executive Committee:
 - Where is the greatest need?
 - What would most closely support both Bill Morris' wishes and YALSA's strategic plan?
 - How might members benefit?
 - What are the pros and cons of designating the funds for an ongoing project vs. a one-time project?
 - Is it preferable for the board to vote every year on funding a specific project, or for the board to vote on putting funds toward a broad area (similar to what FAC does with FOY funds)?

Proposal

Use the interest from the Morris Endowment for the purpose of promoting YALSA's book and media awards and selected lists for FY12 through FY14.

Rationale

- Dedicated funds for supporting the awards and lists is an on-going need. A reliable funding source can help ensure adequate marketing from year to year.
- A long term solution could help ensure a gradual increase of awareness about the awards and lists.
- Members have repeatedly asked for YALSA to do more to raise awareness about the awards.
- A marketing goal was not included in the latest Strategic Plan on the understanding that it would be incorporated throughout the plan and its implementation. Having dedicated funds for marketing helps support the current strategic plan, including:
 - Objective 1e: Increase YALSA's reach and impact.
 - Objective 3b: Teen and young adult services librarians and secondary school librarians stay up to date on their skills and knowledge.

Recommended Board Action from the Executive Committee

Approve the use of Morris Endowment interest for the purpose of promoting YALSA's book and media awards and selected lists for FY12 through FY14, at which time the board will review the use of funds and decide whether or not to continue directing them toward award and list promotion or to reallocate them toward another project.

Additional Resources

- 2011 Fall Executive Committee Meeting document #16: <http://bit.ly/swNKao> (.pdf)

--respectfully submitted by Penny Johnson and Beth Yoke