

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

Topic: Events & Conferences Report

Background: YALSA’s Program Officer for Conferences & Events has provided a communications report for the first quarter of FY12. The report includes information about conferences and award seals, which are key revenue streams for YALSA. Conference activities help support the Continuous Learning, Member Engagement and Research & Best Practices goals in the strategic plan. The seals support YALSA’s Capacity Building goal.

Action Required: Information

Grants:

YALSA received a lower number of applicants for Baker & Taylor and Great Books Giveaway, but Frances Henne had an increase in the number of applicants. Task forces are working to determine all grant winners; winners will be notified after Midwinter.

ABC-CLIO-Greenwood—3 applicants

Baker & Taylor—8 applicants

BWI—20 applicants

Great Books Giveaway—7 applicants

Henne—9 applicants

MAE—4 applicants

Symposium:

YALSA received 59 program proposals for the symposium and 17 paper proposals. The task force is currently working to determine the final slate of programs. I am also working to add extra ticketed events to the 2012 Symposium, such as a ‘canvas and cocktails’ event, library tours, two author luncheons, a Book Buzz Breakfast (publishers would sponsor), and possibly an evening event to the City Museum in addition to programs, preconferences, and the author happy hour. Registration is slated to open in April.

Annual:

For ticketed events at Annual, YALSA is offering two half-day preconferences, the Edwards Luncheon, YA Author Coffee Klatch, and the Printz Program and Reception. Ticket prices increased for some events this year. The last time there was a price increase was in 2006.

	Price in 2011	Price in 2012
Preconference (1/2 day)	\$129	\$129
Edwards Luncheon	\$59	\$64
Coffee Klatch	\$19	\$25
Printz	\$29	\$34

Seals:

YALSA continues to monitor the use of the digital seals, which are mostly used without permission. Any revenue gained from licensing the seal image is still new revenue that YALSA has never seen before. However, due to problems with the billing system of the vendor who produces ALA seals, no expenses (printing, shipping) were deducted from seal revenues last year. This year, there have already been about \$30,000 in seal expenses, which will negatively impact the revenue of seals sales this year.

Printz Seals

Fiscal Year	Gross sales
FY11	\$35,997
FY10	\$45,607
FY09	\$28,086

Nonfiction

Fiscal Year	Gross sales
FY11	\$7,880
FY10	\$9,412
FY09	N/A (award didn't exist)

Morris

Fiscal Year	Gross sales
FY11	\$11,575
FY10	\$3,360
FY09	\$7,942

Odyssey

Fiscal Year	Gross sales
FY11	\$0
FY10	\$0
FY09	\$0

Publishers have never purchased seals for Odyssey

Edwards

Fiscal Year	Gross sales
FY11	\$0
FY10	\$0
FY09	\$6,905**

** only year a publisher ever purchased bulk seals for Edwards

--respectfully submitted, Nichole Gilbert