

**Spring Executive Committee Meeting
April 19th, 2011 via Conference Call**

Topic: Sub-Committee Report on Revenue Options

Background: At the 2011 Midwinter Meeting, the Board directed the President to establish an ad-hoc committee to evaluate existing revenue streams and to explore new ones. The group is comprised of Jack Martin (chair), Sarah Flowers, Mary Hastler, Shannon Peterson and Beth Yoke. They have provided a preliminary report below and will submit a final report to the Board to consider at their June meeting.

Action Required: Discussion

YALSA Revenue Streams Ad-hoc Committee Draft Report:

The ad-hoc committee of the Board analyzed YALSA's current revenue streams, brainstormed new possibilities based on these findings and made the following recommendations:

1. Focus on demand. YALSA's biggest draws to both membership and beyond are its connections to young adult literature and the membership's deep knowledge of young adult programming. Where possible, revenue streams--particularly eLearning, ticketed events and publishing--should be themed around these two topics to capitalize on the demand for any and everything having to do with these two topics.

Examples could include:

- Design new eLearning and PD inspired by ALSC's already-successful Newbery history eCourses by creating an eCourse series around the history of MAE or Printz winners.
- Create showstopper programming and YA Lit eCourses with expert or well-known superstars from the membership.
- Create programming lesson plans on-demand that can be purchased online. Or a programming blog (that might not necessarily generate revenue, but we could link to either A or B). Make sure that content is meatier than what's already available on the YALSA wiki or other resources.
- Bolster publishing revenue by capitalizing on user-driven resources such as YAAC or YALSA-BK or the YALSA Blog and create print resources that can be sold via ALA Editions or outside of the library publishing world.
- Tap young adult literature authors and young adult programming gurus to build outside-the-box ticketed events for both Annual and Midwinter conferences. Create niche Cafe Press products that can be advertised at these events.

- Build new subscription options to meet the diverse needs of YALSA’s membership and beyond.

2. Focus on Marketing. Successfully marketing YALSA’s revenue-producing products can help bolster both awareness and revenue for both our products. Currently marketing efforts are primarily carried out by YALSA staff. Possible recommendations could include:

- Create a marketing committee from membership to drum up exciting new ideas and pathways to market all of the resources YALSA has to offer.
- Refine marketing of revenue-producing resources to focus on specific audiences, i.e. reach out to state consultants or system consultants to promote eLearning opportunities.
- Turn Cafe Press into a marketing vehicle for other YALSA-sponsored initiatives, such as Teen Read Week, Teen Tech Week, awards and ticketed events at conferences.
- Expand our social media footprint to market more of our products, including *YALS*.
- Design marketing linkages between YALSA free products and those that generate revenue.

3. Continue to educate the Board on how to make strategic decisions when seeking out and leveraging sponsorships.

--Respectfully submitted, Jack Martin, ad-hoc committee chair