

YALSA Board of Directors Meeting
ALA Annual Conference, New Orleans
June 22 - 26, 2018

Topic: Edwards Award Celebration

Background: The YALSA Board recently voted to eliminate the requirement for an author to accept the Edwards Award in person as a condition of the award and directed the Executive Director to talk with the sponsor about the possibility of evolving the celebration itself to better meet attendee needs and adjust to changing attendance patterns. Information is provided below by Todd Krueger and Nichole O'Connor.

Action Required: Discussion

Proposal

In a bid to better match the audience of the larger event to the Celebration, move the Edwards Award Celebration from the Annual Conference to the YALSA Symposium, and add Member Awards to the event as a way to recognize those recipients in a manner befitting their accomplishments. This event should be piloted for two years. At the end of two years it should be evaluated and a recommendation concerning permanency should be made.

Rationale

School Library Journal (SLJ), sponsor of the Edwards Award, likes the in-person aspect of our current Edwards celebration; however, like the Board, they are open to rethinking when and how to offer the Edwards Award celebration. The Edwards Award Celebration has seen decreasing ticket sales (See Additional Resources). Rebecca Miller, SLJ editor, is enthusiastic about moving the Edwards celebration to the YALSA Symposium. Some possibilities that were discussed were:

1. **We could move it to Midwinter;**
 - a. The future of Midwinter is in question
 - b. There are fewer attendees at Midwinter
 - c. To celebrate at Midwinter would require the committee pushing up the timeline for announcing the award
 - i. Pro or Con: the announcement would not be part of ALA's Youth Media Awards
 - d. With the Morris and Nonfiction celebration happening already at Midwinter, there is not an appropriate time to have this additional celebration
2. **We could move it to the Symposium, add Member Awards, and have it as a ticketed meal event.**
 - a. Symposium-goers are always looking for something to do. Adding an event like this highlighting one author's accomplishments would be popular with Symposium attendees who are focused on teen services all weekend.

- b. Event expenses would likely be less at the Symposium, since it's typically held in smaller cities than Annual.
 - c. Would publishers be as willing to send an author to the Symposium as Annual?
 - i. Pro: at the Symposium, they are a big fish in a small pond.
 - ii. Con: there may be fewer opportunities beyond the award celebration for the author
 - d. If Edwards is moved to the Symposium, that would free up Saturday at Annual for Printz
 - e. Member Awards could be included along with the Edwards to draw members and their colleagues, families and friends to both the Symposium and the celebration event.
 - f. This would provide publishers and the author more time to prepare travel and remarks for the event.
 - g. Concern: Will Symposium attendees be able to afford both the Author lunch and an Edwards celebration event or choose one over the other? While they are very different (one highlights current authors and titles, one is for "lifetime achievement"), funds for some attendees will only go so far.
- 3. We could keep the Edwards celebration exactly the same as it is now**
- a. Pro: it's well-established that this is celebrated at Annual on Saturday at lunch
 - b. If an author is unable to attend Annual, we could determine when and where is the best place for an author celebration.
 - i. The celebration could happen at the Symposium, Midwinter, an add on ticketed event to a division or state conference, a standalone event, or virtually.
 - c. This allows us to have an additional ticketed event, if we need to fill the brunch/luncheon spot at Annual.
 - i. The luncheon could be an author luncheon where publishers pitch potential authors, so we get a big-name author that is sure to sell tickets, we could highlight another award like Alex, Morris, Nonfiction, or Odyssey, we could keep it an Edwards luncheon and invite past winners to speak.
 - d. Attendance at the Edwards Brunch has been declining as Annual Conference attendees are pulled in countless directions.
 - e. Based on the Board's vote in New Orleans, endowment funds will not be used to offset costs of an Edwards Award Celebration in the manner that it is currently established.

Evaluation

The President will create a board document providing evaluation and analysis of the two-year pilot after the 2020 Symposium.

Recommended Board Action

The Board directs the Executive Director to work with staff to move the Edwards Celebration to the Symposium starting in 2019, and explore combining the Member Awards with the Edwards Celebration.

Additional Resources

Ticket Sales

Event	2009	2010	2011	2012	2013	2014*	2015	2016	2017	2018
Printz	400	411	345	288	320	350	327	145	320	273
Edwards	250	148	226	129	144	190	135	135	143	91
Coffee Klatch	260 (sold out)	313	341	249	276	290	267	160	239	213
Symposium Authors' Lunch	N/A	99	N/A	208	N/A	208	141	138	129	TBD

*in 2014 Printz was moved from Monday night to Friday night

Edwards Net Revenue –staff time is factored into expenses

2017: \$8,140 (\$5,300 endowment interest was used to offset expenses)

2016: **-\$831** (no endowment interest was used to offset expenses)

2015: **-\$1,454** (no endowment interest was used to offset expenses)

2014: \$805 (no endowment interest was used to offset expenses)

2013: \$1,992 (no endowment interest was used to offset expenses)

2012: \$727 (no endowment interest was used to offset expenses)

2011: \$3,477 (no endowment interest was used to offset expenses)

2010: \$1,774 (no endowment interest was used to offset expenses)

2009: \$3,770 (no endowment interest was used to offset expenses)