

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

**Topic:** Frequency of YA Literature Symposium

**Background:** The first YA Lit Symposium was held in 2008 and netted about \$27,000 in revenue. The second was held in 2010 and netted about \$40,000 in revenue. Based on the past success of the symposium, the board may want to consider if moving the event to an annual format is desirable.

**Action Required:** Action

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**POTENTIAL BENEFITS:**

**Net Revenue**

- The net revenue from the 2010 symposium was just over \$40,000. This is a significant revenue generator for YALSA. For example, in FY11, YALSA netted a combined total of \$23,003 for its online courses, webinars and licensed institutes. If YALSA could approach that sum every year instead of every other year it would add needed revenue to YALSA's budget.

**Strategic Plan Support**

- The symposium directly supports multiple goals in the strategic plan: continuing education, research and best practices and member engagement & recruitment.

**Increased Local/Regional Presence**

- Member survey results indicate that members still strongly value face-to-face events. If YALSA held an annual event in a different region of the country each year, this could help meet the member need for a more visible YALSA at the local level.

**Increased Member Engagement**



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- Try moving to an annual symposium format for 2013 and 2014 symposium to see how successful they are, and then in 2014 evaluate whether to continue with an annual format or move back to a biennial one.
- Try moving to an annual symposium format for 2013 and 2014 and for 2014 explore the feasibility of connecting it to a major state library association conference (either just prior or just after).

## **PRELIMINARY PLANNING FOR 2013**

### **Dates &/or Locations to Avoid**

It's imperative to avoid ALA Midwinter, ALA Annual and PLA's National Conference. This eliminates January, March and June as options. It's also desirable to avoid the AASL National Conference, which can be in Oct. or Nov. Since hotel rates are generally better in Nov. than in Oct., AASL seems to be moving their conference into Nov. December isn't a good month for conferences, due to the major holidays that are celebrated that month.

- **Holidays:**
  - Oct 14 Columbus Day
  - Oct 15 Eid-al-Adha
  - Nov 4 Election Day
  - Nov 5 Muharram (Islamic New Year)
  - Nov 11 Veterans Day
  - Nov 28 Thanksgiving Day & first day of Chanukah
  
- **Library & Literary Related Events:**
  - 2012 ALSC Institute is in Indianapolis, Sept. 20 – 22
  - 2013 ALA Annual Conference in Chicago, IL: June 27- July 2, 2013
  - National Book Festival (in Sept. or Oct.—they won't know the exact date until 12 months in advance)
  - 2013 Teen Read Week, Oct. 12-18
  - 2013 ALA/Divisions Fall Executive Committee Meeting, Oct. 25 - 27
  - 2013 USBBY conference, sometime in Oct.
  - 2013 AASL National Conference National in Hartford, CT, November 13-17
  - 2013 NCTE/ALAN Boston, Massachusetts, November 21-24
  - 2014 ALA Midwinter Meeting in Philn

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- The location is preferred, because many of the other library events happening around the same time are on the East Coast or in the Midwest.