

**YALSA Board of Directors Meeting  
ALA Midwinter Meeting, San Diego  
January 7 - 11, 2011**

**Topic:** FY11 Update

**Background:** FY11 began September 1, 2010. As of Dec. 21st, fiscal reports are available through November and an overview is provided below.

reports, but about half of the expenses are not. Estimated net revenue for the symposium is \$36,086, which is better than projected due to keeping a tight limit on expenses.

**Implications for the remainder of FY11**

Net revenue for FY10 was off significantly from projections. Even though expenses came in under budget, the savings was not enough to offset the reduced revenue from ticketed events at conferences, e-learning, dues, products and sponsorships. So far this trend has continued in FY11. If it goes unaddressed by the YALSA leadership, YALSA may see its net asset balance shrink to an unhealthy level. Key areas of concern so far in FY11 are revenues from ticketed events, including the Midwinter Institute, which only had 19 registrants as of Dec. 22. Sponsorships and products are other areas of concern. It is critical for YALSA leaders to work together with staff now to create, implement and regularly monitor a plan to ensure that revenues for FY11 stay closer to projections than in FY10. One possible course of action is to establish a Board ad-hoc committee to work on t recommended that the Fiscal Officer and Executive Director serve on the group. Another option is to assign this task to the Executive Committee.

**The plan might explore ways to boost revenues in areas that are lagging:**

**Weak revenue areas**

**Possible tactics for increasing revenue**

	half day event on Friday afternoons
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**The plan might also explore opportunities for new revenue:**

<b>Opportunities to explore</b>	<b>Rationale</b>	<b>Concerns</b>
YALS subscription drive		

	<p>helping them establish or improve their overall teen program</p> <ul style="list-style-type: none"> <li>• The updated competencies and new evaluation tool could be used in a consulting effort</li> <li>• used to offer a consulting service that brought in about \$15,000 to \$20,000 a year.</li> </ul>	<p>agencies, etc. have funds to put toward this type of service?</p> <ul style="list-style-type: none"> <li>• revenue until FY12, since this effort would take a while to get established</li> </ul>
<p>Research journal</p>	<ul style="list-style-type: none"> <li>• Charge a subscription or access fee</li> <li>• Seek advertising</li> </ul>	<ul style="list-style-type: none"> <li>• Charging a fee could limit access, which would oppose the goal in the strategic plan to increase access to and awareness of YA focused research</li> </ul>
<p>Revisit dues structure</p>	<ul style="list-style-type: none"> <li>• Could providing an ala cart structure increase revenue? For example, there could be a basic membership w/ no YALS included, a more expensive membership that includes YALS, etc.</li> <li>•</li> </ul>	

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	the revenue from the course. ALA-APA only charges a \$100 application fee to become an approved course provider.	
Other?		

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		<p>virtual publication as much as a print one?</p> <ul style="list-style-type: none"> <li>• Would advertising revenue, which was \$35,000 in FY10, drop off or have a different (possibly lower) pricing schedule?</li> <li>• Would the switch to all virtual have a negative reputation?</li> <li>• Would the 300 or so subscribers continue to pay the same price for an all virtual format?</li> <li>• Would likely be a one-time expense to design web presence for journal</li> </ul>
Other?		