

**Fall Executive Committee Meeting
October 25-26, 2014, Chicago**

Topic: Annual 2015 Update

Background: ALA's 2015 Annual Conference is in San Francisco from June 26 – 30. Information about YALSA events at Annual is provided below. Due to the current state of the economy, YALSA needs to be proactive in promoting the event to members and YA librarians in the San Francisco area.

Action Required: Information

What's New:

- As part of our Dollar General grant, YALSA will be offering a full day preconference about addressing the needs of struggling readers who are African American and Hispanic. The event will be free to attendees, who will be selected via an application process.
- For 2014 YALSA's Board directed staff to pilot a new schedule for ticketed events. After talking to sponsors, the schedule is:
 - Printz: Fri. night
 - Coffee Klatch: keep Sunday morning
 - Edwards: brunch event on SaturdayThe turn-out and feedback from these changes was positive, so for 2015 YALSA will stick with this revised schedule
- San Francisco's annual pride parade will take place on Sun. during Annual. The parade will disrupt traffic throughout the city. ALA is working on solutions to help ensure that attendees can still get to sessions, exhibits, etc.

Attendance:

- Advance registration will open January 12.

Marketing:

- Information about YALSA events at the Annual Conference has been available on YALSA's wiki since August. So far the page has received about 990 hits (compared with 833 this time last year). The page can be viewed here: <http://tinyurl.com/YALSAan15>
- In January an email blast will go out to YALSA members within eight hours' driving distance of San Francisco, encouraging them to attend and providing highlights of certain YALSA events.
- Deadlines for registration, etc. will be included upcoming issues of *YALSA E-news* and via Facebook and Twitter.
- A handout featuring YALSA events will be created and made available to members to distribute in their libraries, at workshops, etc.
- Chairs of taskforces and committees that are planning events have been encouraged to send out messages on the discussion lists and blog.

- Crystle will recruit bloggers to post about upcoming YALSA events at Annual on the YALSAblog.

Sponsorships:

- Sponsorships are being sought for all the major receptions and ticketed events.

Ticketed Events:

- **Edwards lunch:** goal is for 150 attendees and a net revenue of \$5,000
- **Printz reception:** goal is 300 attendees and a net revenue of \$7,500
- **YA Author Coffee Klatch:** goal is for 250 attendees and a net revenue of \$3,000