

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

Topic: Midwinter 2015 Update

Background: ALA's 2015 Midwinter Meeting is in Chicago, Jan. 30 – Feb. 2, 2015. Information about YALSA events at Midwinter is provided below.

Action Required: Information

What's Different from Last Year

- YALSA will have a Friday afternoon pre-conference organized by the Futures of Teens and Libraries Taskforce (there will be no fee for attending this, but seating is limited)
- YALSA's working with Chicago Public Library to offer a tour of their YOUmedia space
- Mega Subramaniam will be presenting the Trends in YA paper on librarians as the connector in connected learning.
- If Best Buy sponsors Teen Tech Week™, we'll co-host a TTW booth.
- We'll be hosting a strategic planning session from 1:00 – 2:30 on Sunday.

Marketing:

- Information about YALSA events at the Midwinter Meeting has been available on YALSA's wiki since September. So far the page has received 686 hits (as compared to 487 this time last year). The page can be viewed here: <http://tinyurl.com/YALSAmw15>
- The 2015 Midwinter Meeting Marketing & Local Arrangements Taskforce has a timeline in place for marketing efforts. The group is using YALSA resources, such as the YALSA E-news, as well as their local networks to promote YALSA activities at Midwinter. They have also provided some local information for YALSA's Midwinter wiki.
- Deadlines for registration, etc. will be included upcoming issues of *YALSA E-news* and via Facebook and Twitter.
- Crystle and Allison will recruit bloggers to post about upcoming YALSA events and the youth media awards at Midwinter on the Hub and YALSAblog.