

YALSA Board of Directors Meeting
ALA Midwinter Meeting, Seattle
January 19-24, 2007

Topic: Teen Tech Week Update

Background: March 4-10 is YALSA's first Teen Tech Week.

Action Required: Information

- **Registration:** just over 1,000 individuals have registered to participate in TTW
- **Partners & Sponsors:**
 - **Partners:** Abrams Publishing, E*Vanced Solutions, Rosen Publishing, Tutor.com
 - **Sponsors:** none, but Verizon and Motorola will be approached
- **Products:** sales are \$5,483 as of Jan. 8th. Sales are anticipated to pick up in February after everyone received the spring Graphic catalog and special TTW mailer.
- **Events:** We're considering a virtual event, instead of an in-library kick-off.
- **Press:**
 - **Articles:** SLJ and AL Direct have covered the event, and Booklist will have an article in their March 1st issue. The winter issue of YALS has a technology theme and the TTW poster is featured on the cover.
 - **Internet:** If you type "Teen Tech Week" (with the quotes) in to Google, you get 23,400 hits
 - **PIO:** YALSA hasn't yet worked with PIO on TTW
- **Web Site: ?**