

**Fall Executive Committee Meeting
October 21-22, 2011, Chicago**

Topic: Midwinter 2012 Update

Background: ALA's 2012 Midwinter Meeting is in Dallas, Jan. 20 - 24, 2012. Information about YALSA events at Midwinter 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 Dallas area.

Action Required: Information

Attendance:

- 331 YALSA members registered via bundled registration (compared to 340 last year). Regular registration and registration for ticketed events opened Sept. 1st. As of 10/13/101, 3 people had registered for the institute (compared to 7 last year).

Marketing:

- Information about YALSA events at the Midwinter Meeting has been available on YALSA's wiki since August. So far the page has received 1,978 hits (as compared to 500 this time last year). The page can be viewed here: <http://tinyurl.com/YALSAmw12>.
- The 2012 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.
- In early November an email blast will go out to YALSA members within eight hours' driving distance of Dallas, 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 at Midwinter is available to members to distribute in their libraries, at workshops, etc.
- Chairs of committees and taskforces that are planning events have been encouraged to end out messages on the discussion lists and via the blog.
- mk will recruit bloggers to post about upcoming YALSA events at Midwinter on the YALSA blog.

Ticketed Events:

- **Innovations in Essential Teen Services** (half day institute). Goal is to get 50 attendees and net \$4,000 in revenue

- **YA Lit Trivia Night FUNdraiser** (Friday night event). Goal is to get 100 attendees and collect \$2,000 in donations