

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

Topic: Annual 2012 Update

Background: ALA's 2012 Annual Conference is in Anaheim from June 22 - 26. 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 Anaheim area.

Action Required: Information

Attendance:

- Advance registration will open January 2nd.

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 769 hits (compared with 200 this time last year). The page can be viewed here: <http://tinyurl.com/YALSAan12>
- In January an email blast will go out to YALSA members within eight hours' driving distance of Anaheim, 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 end out messages on the discussion lists and blog.
- mk will recruit bloggers to post about upcoming YALSA events at Annual on the YALSA blog.

Sponsorships:

- Sponsorships are still needed for the Leadership Development and All Committee Breakfasts. We are also seeking sponsorships for the Printz Reception, preconferences and YA author breakfast.

Ticketed Events:

- **Half day preconferences:** goal is 100 total attendees and a net revenue of \$6,000
- **Edwards lunch:** goal is for 350 attendees and a net revenue of \$6,000
- **Printz reception:** goal is 400 attendees and a net revenue of \$10,000
- **YA Author Coffee Klatch:** goal is for 300 attendees and a net revenue of \$1,900