

**Fall Executive Committee Meeting
October 26-27, 2012, Chicago**

Topic: Midwinter 2013 Update

Background: ALA's 2013 Midwinter Meeting is in Seattle, Jan. 25 - 29, 2013.
Information about YALSA events at Midwinter is provided below.

Action Required: Information

What's Different from Last Year

- ALA has changed the time slots for meetings and programs. The most notable difference is that they are all now one hour slots
- ALA is organizing a new type of session at Midwinter, called "Updates" that are meant to provide timely information on topics of interest to members YALSA will be participating in two:
 - YALSA will host an Update on its badges for lifelong learning project
 - ALSC, PLA and YALSA will host an update on summer reading
- Due to shrinking attendance and revenue for its past Friday activities at Midwinter, YALSA is not hosting an institute or Friday event
- Immediately prior to Midwinter on Jan. 23 – 24, YALSA is hosting the Summit on Libraries & Teens as part of its year-long National Forum on Libraries & Teens, funded by the IMLS. Learn more at www.ala.org/yaforum.

Marketing:

- Information about YALSA events at the Midwinter Meeting has been available on YALSA's wiki since August. So far the page has received 1,270 hits (as compared to 1,978 this time last year). The page can be viewed here: <http://tinyurl.com/YALSAmw13>.
- The 2013 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.
- mk will recruit bloggers to post about upcoming YALSA events at Midwinter on the YALSA blog.