TO: ALA Executive Board

RE: Implementation Plan/Progress, ALA Strategic Direction: Professional and Leadership Development

ACTION REQUESTED/INFORMATION/REPORT: Discussion

ACTION REQUESTED BY:
Mary Ghikas, Senior Associate Executive Director
Mary Mackay, Marketing Director

CONTACT PERSON:
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DATE: April 16, 2016

BACKGROUND: The ALA Professional and Leadership Development strategic direction approved in June 2015 includes two main areas of focus: active membership and participation in ALA and the profession, including mentoring/peer-to-peer learning and other informal activities, and education—the deliberate acquisition and development of skills and knowledge.

FY16 Plans/Progress

METRICS: Attached Assessment Framework for Activity/Reach/Engagement/Impact shows proposed metrics.

STRATEGY 1: CENTRAL ORGANIZATION OF OPTIONS (top priority as requested by Board 4/15):

The ALA elearning ecommerce website is on track to meet its Phase 1 goal by June 2016: a comprehensive, easily navigated one-stop source for registering efficiently for elearning and small face-to-face events offered by ALA, its divisions, and units, with products discoverable in different ways (browse, search, calendar, etc.). Promet, the vendor also developing ALA’s new ecommerce (join/renew/donate), is collaborating to achieve a more consistent ALA user experience as well as realizing cost- and time-savings from integrating the projects and building on the same ecommerce foundation. Specifically:

- Design (Nov.-March) is complete, and the build is underway. Soft launch goal: early June, 2016.
- Screenshots laying out the basic design and workflow have been demo-ed twice to internal stakeholders, and feedback integrated. (Sample screenshots attached.)
- The quote for displaying ALA Publishing’s elearning on the site will no longer be needed if ALA Publishing confirms development of the new ALA Store with Promet (i.e., if integration is imminent).
- Phase 2 (FY17) and Phase 3 (FY18 and beyond): The site becomes more of a learning environment with an LMS, and tools such as self-assessment, tracking, and recognition of CE/professional activity.
- Late FY16/FY17: ITTS will work with ALA Publishing to combine Moodle courseware platforms.

STRATEGY 2: PATHWAYS/GUIDANCE; S3: CONTENT/RECOGNITION; and S8: CHANGING PRACTICE

Experiments in badging as a first step to creating coherent streams of content/microcredentialing:
The Center for the Future of Libraries is actively working on badging experiments with ALCTS, LITA, PLA, Spectrum Scholars, Emerging Leaders (HRDR), and UFL. YALSA’s Badges for Learning program is centered around its Competencies for Libraries Serving Youth, currently being updated.
Libraries Transform: Change Agents/Leadership for Change: A scan of existing content offered by ALA units in leadership training with a focus on change (including the in-person ALA Leadership Institute) is complete. LLAMA’s Leadership Competencies (due late 2016) will help provide an organizational structure for related content. This content stream aligns with 16-17 President Julie Todaro’s Libraries Transform “Expert in the Library” focus.

Content in specific streams:
- The Center for the Future of Libraries, the Office for Diversity, Literacy, and Outreach Services, and other units offered new change-focused content at ALA Midwinter. [See MW program book pages.]
- A P&L and proposal are underway for developing on-demand content around the concept of a ”Basics in/for those new to the field” cluster (ASCLA accessibility, OIF IF issues, copyright etc.).
- CE is increasingly being organized around updated competencies and frameworks across ALA. Updates and related implementations underway in FY16 include: LLAMA core competencies (Board review due June 2016); AASL learning standards and program guidelines (fall 2017); ACRL professional development initiatives and resources around the ACRL Framework for Information Literacy for Higher Education; ALSC’s revised edition (2015) of its Competencies for Librarians Serving Children in Public Libraries; PLA/ALSC’s Every Child Ready to Read (ECRR); PLA training program (late fall 2016) with a focus on strategic planning; PLA’s Project Outcome, (launched June 2015), more than 1200 registered users representing 800 libraries enrolled; YALSA (requested).
- Still to be addressed: Certification programs (APA) and CPLA content, including courses under development (APA/ HRDR). UFL Academy. Specific topics—literacy, collections, knowledge organization, equity/inclusion, advocacy.

STRATEGY 2: PATHWAYS/GUIDANCE and STRATEGY 3: CONTENT/RECOGNITION
Providing tools that allow learners/members to take control and demonstrate success: Planning for where related information lives and where we build self-assessment and self-tracking for members should be completed in FY16/early FY17, with groundwork laid for implementation later in FY17.

Reauthorization of ALA as a provider of CEUs (Continuing Education Units): HRDR will submit an application and prepare for a site visit for re-accreditation through the International Association for Continuing Education and Training (IACET) in October, 2016.

STRATEGY 4: ENGAGEMENT IN ALA
A More Welcoming ALA: Various projects across ALA aim to help new and mid-career members more easily find their path to involvement in ALA as they set goals and build their career. They include: redesigned ala.org homepage (late summer 2016); kitchen-table conversations at conferences; Engage with ALA/ your division resources and web pages; FY16 plans in PLA, LITA, AASL and others that support this objective.

Resource for LIS Students: ALA Membership Development, with the Membership Committee, is in second-round edits of an LIS on-demand resource due for soft launch early summer 2016 that will introduce students to: what an association can do over time that individual or local-only action cannot; how membership fits into career goals; and points of entry to involvement, engagement, and impact.

STRATEGY 7: DIVERSITY
Divisions and offices have committed budget for FY16 to add more training and education opportunities for librarians around issues of diversity, inclusion, and equity, including conference content. Jody Gray, new Director of the Office for Diversity, Literacy, and Outreach Services, adds capacity and a fresh vision. More than 100 participated in the Midwinter workshop, “If I Hadn’t Believed It, I Wouldn’t Have Seen It: Exploring Systemic Racism and its Implications for Our Lives and Work.” This was cosponsored by the Task Force on Equity, Diversity, and Inclusion, which also cosponsored Senator Cory Booker’s appearance at Midwinter.
Appendix
Please note: The following six screenshots are just samples to show progress to date and are not final—the copy, images, and logos are placeholders.
LLAMA Face to Face: Create Your Future: A Transformative Goal Setting Workshop
In Person

The Library of Congress, the National Agricultural Library, and the National Library of Medicine have jointly determined that this is a valuable and useful related information for the future RDA: Resource Description & Access. This task was not conducted under any standard or contract governing the development of RDA. This document is not editorially balanced nor was it published without editorial review. This is an initial release of the RDA Task Force Draft Joint Committee Recommendations for RDA version 3.1.

Who Should Attend
Anyone interested in the subject matter is encouraged to listen to the discussion.

Presenters
Deanna Murton is Associate Librarian for Library Services at the Library of Congress. Brucker Wiggins is Director for Acquisitions & Bibliographic Access at the Library of Congress.

Registration

Online Registration Closes
May 28, 2013 - 5:00am

Cost
ALA Personal Members: $275
ALA Retired Personal Members: $225
Student Members: $200
Non-Member: $325

How to Register
Register online at www.ala.org/rda

Credits
A CEU application has been filed for this ALAford CEU credit. CEU credits will be awarded once this information becomes available. This tour week earns one category credits for 1 CEU credit.

Contact
For questions about accessibility or to request accommodations, contact the staff listed above. If you make requests for accommodations at least six weeks before the event, additional time will be needed.

Julie Reilly, AVETT Events Manager
jreilly@ala.org
1-866-550-4554 Ext. 5020
eLearning Search result sample
## eLearning Confirmation Screen Sample

### Your Cart Summary

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**YOUR TOTAL: $118.00**

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1234 Streetsname SW  
Cityname, St. 46537  
(000) 000-0000

### Billing Address

John Doe  
1234 Streetsname SW  
Cityname, ST. 46537  
(000) 000-0000

### Payment Information

Jane Doe  
Visa  
*** **** *** 4134  
Exp 7/2016

[View Cart]
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**YOUR TOTAL:** $550.00

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John Doe  
1234 Streetsame SW  
Cityname, ST 45637  
(200) 000-0000

### Billing Address

John Doe  
1234 Streetsame NW  
Cityname, ST 45637  
(600) 000-0000

### Payment Information

Jane Doe  
Vita  
*** **** 4154  
$37 78923