

YALSA Board of Directors Meeting  
ALA Midwinter Meeting, Boston  
January 8 - 12, 2016

**Topic:** Continuing Education Update

**Background:** This report focuses on the state of YALSA’s Continuing Education program in regard to (1) Webinars and On-Demand Webinars; (2) Online Courses; (3) Face-to-Face Institutes; (4) Instructional kits; (5) Badges for Learning Project; and (6) new educational products/services. This report was submitted by Nicole Gibby Munguia, YALSA Program Officer for Continuing Education.

**Action Required:** Information

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**(1) MEMBERS’ ONLY LIVE WEBINARS AND ON-DEMAND WEBINARS**

- June 18: *Cultural Competence in the Library*: 20 attendees
- July 16: “Remote” Does not Mean “Isolated”: *Creating Connections with Library Outreach in the Community*: 10 attendees
- August 20: *Identifying and Serving Homeless Youth*: 29 attendees
- September 17: *Commence Learning! College Readiness Library Programming*: 17 attendees
- October 15: *Community Collaborations: School and Public Library Partnerships*: 13 attendees
- November 19: *Teen Programming Development: Making It about the Teens from Start to Finish*: 48 attendees
- December 17: *Life Hacks 101: Strategies for Preparing Your Teens for Adulthood*: 34 attendees

**Upcoming Members’ Only Webinars in FY16**

- January 21: *What I Stopped Doing: Improving Services to Youth by Taking on Less*
- February 18: *Make the Leap from Summer Reading to Summer Learning to Increase Impact*
- March 17: *Partner with a Local Museum to Reach More Teens!*

Webinar registration vs archived views data for the period of January 2014 – December 2015 is attached to this report.

**First quarter net revenue for webinars (group registration) and on-demand webinars for FYTD is: \$95.**

## **(2) ONLINE COURSES**

From July 6 – August 2, a new e-course instructed by Linda Braun and Renee McGrath was offered: *Serving Teens on the Autism Spectrum*. There were twelve (12) participants for this first-time offering.

From October 5 – 31, a new e-course, instructed by Joslyn Jones was offered: *Creating a Welcoming Library Environment for & with Teens*. Fourteen (14) individuals registered for this course.

During the month of September, YALSA held three online courses that were delivered exclusively to individuals from the Pennsylvania Department of Education. Registration numbers follow below:

- *Beyond Booklists*: 30 attendees
- *Power Programming*: 29 attendees
- *Power Up with Print*: 27 attendees

From February 8 – March 20, 2016 YALSA will again offer *Reading with a Critical Eye: Evaluating YA Literature*.

**Net revenue from e-courses for FYTD is: \$13,270.**

## **(3) INSTITUTES**

YALSA did not hold any licensed institutes during the months of July through December 2015; however, promotional and marketing efforts have continued through advertisements, at state conferences, and through YALSA communications.

**Net revenue for licensed institutes for FYTD is: \$0.**

## **(4) INSTRUCTIONAL KITS**

Staff continues to promote the kits through social media, and through YALSA's in-person presence at state conferences.

**Net revenue from the kits for FYTD is: \$0.**

## **(5) BADGES FOR LEARNING PROJECT**

The Badges for Learning project has completed its beta testing phase and became active and available to all registrants in July. As of December 21, there are over 300 individuals with active badge accounts.

- While the badge system initially encountered issues with spam badge accounts, the web developer has added additional anti-spam protection, which has since resolved the issue.

- YALSA is in the final stages of implementing a communication mechanism in the badge system so that YALSA may communicate regularly with badge account holders, notifying them of time-sensitive issues and encouraging them to continually review and evaluate badge projects that have been submitted to the badging community for review.

**(6) NEW EDUCATIONAL PRODUCTS/SERVICES**

*Micro-Learning Activities*

Beginning in February 2016, YALSA will offer micro-learning opportunities, or educational “snack breaks”. These “snack breaks” will consist of 10-15 minute recorded videos that serve as a teaser for an upcoming YALSA educational event/program such as YALSA e-courses, webinars, and conferences/symposia.

Each “snack break” will provide a concentrated educational discussion, primarily offered prior to the YALSA event/program as a promotional teaser, but sometimes following the event/program as a post-event supplement. The “snack break” presenter will preferably be the same presenter as for the featured webinar, e-course or activity presenter, and YALSA will use Adobe Connect, Google Hangouts on Air, or another suitable program for recording the content.

The aim in creating these micro-learning opportunities is to:

- increase YALSA’s ability to reach members where they are
- develop educational content that fits more readily into members’ busy schedules
- increase visibility and awareness of YALSA’s longer form educational content within new audiences
- create a pipeline of current and relevant content that can automatically be incorporated into YALSA’s existing Academy Videos library

*2016 Schedule as of December 21, 2015*

<b>Month of Snack Break</b>	<b>Focus</b>
February	February e-course
March	March webinar
April	April webinar
May	May webinar
June	ALA Annual: YALSA session
July	July e-course
July	July webinar
August	August webinar
September	YALSA Symposium
October	Oct e-course
November	Nov webinar
December	Dec webinar

**II. Marketing**

The following CE marketing efforts have been undertaken by YALSA’s Program Officer for Continuing Education and Manager of Communications:

- Updated YALSA segment of ALA Online Learning Offerings by Unit with upcoming e-course and webinar information
- Promotion of selected CE in ALSC quarterly e-newsletter
- Promotion of selected CE in IFLA Supplement
- Promotion of CE products and services at state library conferences
- Emails to YALSA listservs and PUB-YAC listserv promoting CE offerings
- Monthly messaging in YALSA’s e-newsletter to state leaders regarding upcoming CE opportunities
- Monthly blast email to YALSA members featuring specific on-demand webinars
- Content posted to *Young Adults Deserve the Best* Facebook page
- Content promoted via YALSA Twitter account and regular posts to YALSA Facebook page
- Promotion of Teen Tech Week™ webinars, Summer Reading webinar, and Teen Read Week on respective Ning pages

**Webinar Registration vs Attendance vs Archived Views (as of 12/18/15)**

<b>Date</b>	<b>Title</b>	<b>Reg</b>	<b>Attend</b>	<b>Archived Views</b>
Jan 2014	What’s Next for Teen Services?	349	34	246
Feb 2014	Book-Talking the Best of the Best: 2014 Book Awards	73	48	228
Mar 2014	Digital Badges: Show What You Know to Your Boss or Employer	14	10	128
April 2014	Catapult Your Teens into a Summer of Learning	57	37	100
May 2014	Everyone Can Advocate! Teen Services Advisory Benchmarks	32	13	123
June 2014	<i>N/A Repeated Efforts to reschedule with presenters failed</i>	N/A	N/A	N/A
July 2014	Thinking Outside the Book to Serve Your Teen Patrons’ Needs	118	24	178

**YALSA Board of Directors – Midwinter 2016**

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Aug 2014	Welcoming Spaces: Serving Patrons with ASD	70	15	461
Sept 2014	Fencing Out Knowledge: The Impact of CIPA 10 Years Later and What It Means to You	18	8	17
Oct 2014	Capturing the Kapow! Transform Your Teen Spaces to Transform Your Teens	46	15	95
Nov 2014	Soft Serve: Using Soft Skills to Enhance Communication w/ Colleagues and Improve Service to Teens	52	10	50
Dec 2014	It's Fun to Partner with Y-M-C-A!	20	11	27
Jan 2015	One Year Check-In: Changes in Libraries Since the Futures Report	20	8	19
Feb 2015	Library Policy Tune-Up: Are Yours Teen Friendly?	40	10	167
Mar 2015	YALSA's New Teen Services Programming Guidelines: What Do They Mean for You and Your Library?	24	12	86
Apr 2015	Teen Services Programming: Opportunities & Outcomes	33	4	79
May 2015	Navigating the Tides of Teen Behavior	46	19	112
June 2015	Cultural Competence in the Library	43	20	121
July 2015	Remote not Isolated: Using Library-Partnership Communications to Revitalize Community Outreach	19	10	82
August 2015	Identifying and Serving Homeless Youth	57	29	22
Sept 2015	Commence Learning! College Readiness Library Programming	48	17	20
Oct 2015	Community Collaborations: School and Public Library Partnerships	41	14	58
Nov 2015	Teen Programming Development: Making It about the Teens from Start to Finish	127	47	70
Dec 2015	Life Hacks 101: Strategies for Preparing Your Teens for Adulthood	85	34	N/A