

YALSA Board of Directors Meeting
ALA Annual Conference, San Francisco
June 26 - 30, 2015

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 and (5) Badges for Learning Project. This report was submitted by Nicole Gibby Munguia, YALSA Program Officer for Continuing Education.

Action Required: Information

(1) MEMBERS' ONLY LIVE WEBINARS AND ON-DEMAND WEBINARS

- January 15 *One Year Check-in: Changes in Libraries since the Futures Report*: 8 attendees
- February 19 *Library Policy Tune-up: Are Yours Teen Friendly*: 10 attendees
- March 19: *YALSA's New Teen Services Programming Guidelines: What Do They Mean for You and Your Library*: 12 attendees
- April 16: *Teen Services Programming: Opportunities and Outcomes*: 4 attendees
- May 21: *Navigating the Tides of Teen Behavior*: 19 attendees

Upcoming Members' Only Webinars in FY15

- June 18: *Cultural Competency in the Library*
- July 16: (Title TBD) Topic: *Serving Underserved Teen Populations*
- August 20: *Taking it to the Streets: Teen Outreach Beyond Your Library's 4 Walls*
- September 17: (Title TBD) Topic: *College Readiness Programming*

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

A one-question survey has been distributed to all YALSA members to assess awareness of the on-demand webinars and extend that the resource is used. To date, 136 responses have been received. Preliminary survey results are attached to this report. The results of this survey will be used to develop more targeted marketing for on-demand webinars.

First quarter net revenue for webinars (group registration) and on-demand webinars for FYTD is: \$606.00.

Webinar Registration vs Attendance vs Archived Views (as of 6/15/15)

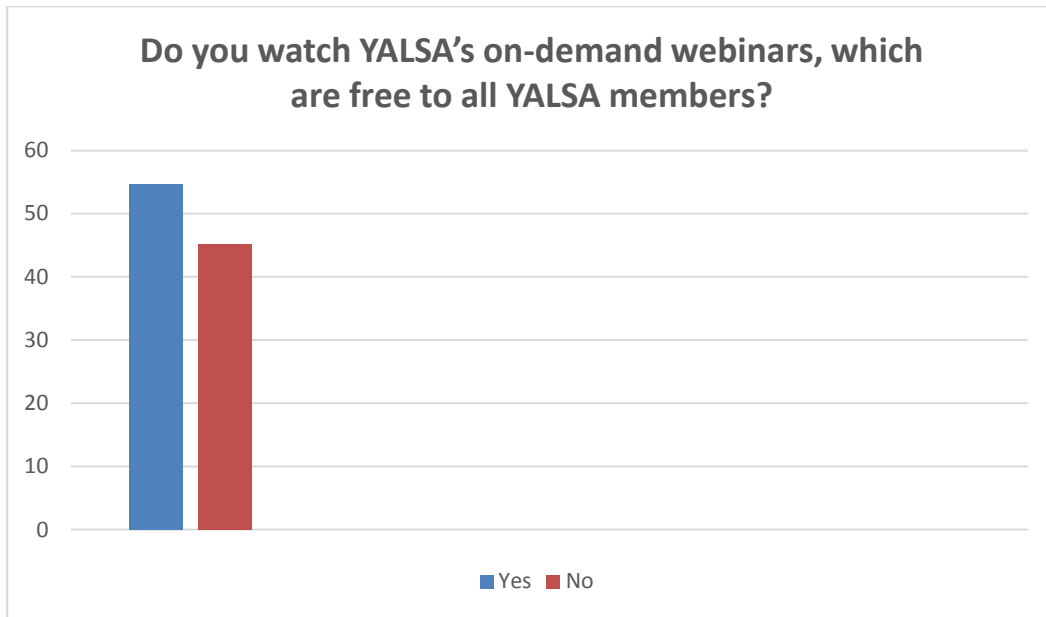
YALSA Board of Directors – Annual 2015

Topic: Continuing Education Update

| Date | Title | Reg | Attend | Archived Views |
|-------------|---|------------|---------------|-----------------------|
| Jan 2014 | What's Next for Teen Services? | 349 | 34 | 244 |
| Feb 2014 | Book-Talking the Best of the Best: 2014 Book Awards | 73 | 48 | 220 |
| Mar 2014 | Digital Badges: Show What You Know to Your Boss or Employer | 14 | 10 | 92 |
| April 2014 | Catapult Your Teens into a Summer of Learning | 57 | 37 | 98 |
| May 2014 | Everyone Can Advocate! Teen Services Advisory Benchmarks | 32 | 13 | 118 |
| 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 | 176 |
| Aug 2014 | Welcoming Spaces: Serving Patrons with ASD | 70 | 15 | 402 |
| Sept 2014 | Fencing Out Knowledge: The Impact of CIPA 10 Years Later and What It Means to You | 18 | 8 | 15 |
| Oct 2014 | Capturing the Kapow! Transform Your Teen Spaces to to Transform Your Teens | 46 | 15 | 81 |
| Nov 2014 | Soft Serve: Using Soft Skills to Enhance Communication w/ Colleagues and Improve Service to Teens | 52 | 10 | 38 |
| Dec 2014 | It's Fun to Partner with Y-M-C-A! | 20 | 11 | 20 |
| Jan 2015 | One Year Check-In: Changes in Libraries Since the Futures Report | 20 | 8 | 14 |
| Feb 2015 | Library Policy Tune-Up: Are Yours Teen Friendly? | 40 | 10 | 28 |
| Mar 2015 | YALSA's New Teen Services Programming Guidelines: What Do They Mean for You and Your Library? | 24 | 12 | 68 |
| Apr 2015 | Teen Services Programming: Opportunities & Outcomes | 33 | 4 | 19 |
| May 2015 | Navigating the Tides of Teen Behavior | 46 | 19 | 44 |

YALSA On-Demand Webinar Survey Preliminary Results (137 results received as of 6/15/15)

Question: Do you watch YALSA’s on-demand webinars, which are free to all YALSA members? Please check all that apply



Yes 54.74%

No 45.26%

| If you do not watch YALSA’s on-demand webinars, please indicate all reasons why below. | | |
|---|-------|-------------|
| | % | # responses |
| I did not know that YALSA offered on-demand webinars free to members | 37.7 | 23 |
| I do not know how to access YALSA's on-demand webinars | 24.59 | 15 |
| I do not have access to the bandwidth or technology necessary to access and play YALSA webinars | 0 | 0 |
| YALSA's webinar topics are not relevant to my work | 6.56 | 14 |
| I prefer to participate in professional development through other delivery methods (face-to-face programs; e-courses; publications) | 22.95 | 14 |
| I find the quality of the webinars to be poor | 1.64 | 1 |
| Professional development/CE is not a priority for me at this time | 3.28 | 2 |
| Other (please specify) | 32.79 | 20 |

Other (Open-Ended Responses)

- Of the 20 responses, 19 indicated that lack of time was the key reason for not viewing the webinars
- 1 individual responded that a need for the material hadn't arisen to date, but that he/she knew of their availability and would likely watch them in the future.

(2) ONLINE COURSES

From February 9 – March 22, YALSA offered, *Reading with a Critical Eye: Evaluating YA Literature*. The course achieved full registration with 30 individuals. Due to popular demand and a waitlist from the February offering, *Reading with a Critical Eye* was offered a second time, from April 6 to May 17. Nineteen (19) individuals registered.

In July, a new e-course, to be taught by Linda Braun and Renee McGrath will be offered: *Welcoming Spaces: Designing Library Space and Programming to Accommodate Teens on the Autism Spectrum*. This course will provide a deeper exploration on topics first introduced through YALSA's August 2014 webinar: *Welcoming Spaces: Serving Patrons with ASD*.

YALSA has been approached with a request for e-course offerings to the Pennsylvania Department of Education in September. At that time, three online courses will be offered: *Power Programming, Beyond Booklists, and Power Up with Print*.

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

(3) INSTITUTES

On March 16, 2015, Mary Hastler presented a full day of the *Beginner's Guide to Teens and Libraries* for the Western Maryland Regional Library. Mega Subramaniam presented a full day of the *Teens and Technology* institute for the Southern Maryland Regional Library Association on March 19.

Net revenue for licensed institutes for FYTD is: \$9,000.

(4) INSTRUCTIONAL KITS

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

Net revenue from the kits for FYTD is: \$1,102.

(5) BADGES FOR LEARNING PROJECT

Three important improvements have been made to the beta badge system:

- The contractor has finished the development of a database of artifacts to allow badge earners to easily access samples of artifacts that have received high ratings, and use those as reference points as they develop their own personalized artifacts for badge achievement.
- Updates have been applied to the badge system to mitigate spam.

- The manner in which the badge system reviews and “approves” has been refined, to ensure that the badge earning process is consistent and clearer to both administrators and badge earners.

Linda Braun and Nicole Gibby Munguia will meet virtually with the contractor in mid-June for final training and a review of the changes that have been made, to ensure that the badges are ready to go live later this summer.

II. Marketing

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

- Personalized email communications to all state contacts promoting curriculum kits and including a sample module from the teen behavior kit
- 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
- 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 one specific on-demand webinar
- 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