

**YALSA Board of Directors Meeting  
ALA Midwinter Meeting, San Diego  
January 7-11, 2011**

**Topic:** Continuing Education Report

**Background:** This report focuses on the state of YALSA’s Continuing Education program in regard to 1) Webinars 2) Online classes 3) Face to Face Institutes and 4) Mentoring and was submitted by Eve Gaus, YALSA’s Program Officer for Continuing Education.

**Action Required:** Information

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**1) Webinars**

Since launching its webinars in March 2010, YALSA has seen a rise in participation in the webinars. A post-webinar evaluation shows that participants like the webinar format because it enables them to keep up with their professional development without requiring a large commitment of either time or money.

The increase in registration for the webinars is a positive sign that YALSA’s membership is becoming aware of these monthly events, and that the webinars are priced at a manageable rate for the membership. While the webinars do generate revenue for YALSA, there are several costs associated with creating, hosting and presenting a webinar.

Costs associated with webinars

Webinar software – Adobe Connect Pro	\$540/year
Registration services	\$4.75 per participant
ALA overhead	12.5% of gross profit
Presenter fee	\$100

An average webinar with 23 individual participants will produce net revenue of approximately \$630. In September, YALSA switched from a monthly plan with Abode Connect to a yearly planned, which produced a net savings of \$120/year. I am working to increase revenue from YALSA’s webinars by promoting the group rate option of \$195 for an unlimited number of webinar attendees to the state youth consultants.

Starting in November 2010, YALSA began to offer webinar recordings for sale to non-members for a reduced price of \$19. The recorded webinars are embargoed for two months before being offered for sale. YALSA continues to offer the webinar recordings for free to members two months after the webinar occurred. Members can find these free recordings in the Members Only section of the YALSA website.

**2) Online Courses**

In the fall of Fiscal Year 2011, YALSA offered two new online classes. A total of 32 students enrolled in the fall session. YALSA's gross revenue from these two classes was \$4,895. Total expenses from the courses, which include overhead expenses to ALA, and payment for the design and instruction of the courses, totaled \$3,351.87. YALSA's net revenue for the FY 2011 fall courses totaled \$1,543.13.

Overall expenses for the FY11 fall online course session were high due to the development of two new courses. While the development of new course material represents a high upfront cost to YALSA, it is a long-term investment since YALSA now has two new courses to offer to its members either as an online course or to be presented as a face-to-face institute.

Compared to the FY10 fall online course session, the FY11 fall online course registration was stronger; 32 students registered for the FY11 fall online course session, while 22 students were registered for the FY10 fall online course session. The increase in enrollment for the online courses is a positive turn from the lower enrollment numbers that YALSA experienced in FY10.

### **3) Institutes**

As of November 2010, YALSA has scheduled 3 Institutes for FY11. All of these institutes will be presented to the Southern Maryland Regional Library. I have received inquiries from other libraries about YALSA's Institute, but similarly to FY10, budget constraints are the number one reason cited for why libraries are not able to book an Institute.

### **4) Mentoring**

YALSA launched a new mentoring program in April 2010. The application process closed at the end of June, and applicants were notified in mid-September on whether they were accepted into the program. Throughout the month of October, both mentors and protégés went through a four week mentoring training program. At the beginning of November, applicants were notified of their mentor/protégé match. The program will officially begin on January 1, 2011.

YALSA has 44 mentors and 58 protégés participating in the program. YALSA has created a community space in ALA Connect for mentors and a separate space in Connect for protégés so that mentors and protégés can have the opportunity to network with others in their mentoring community. I will host quarterly chats with mentors and with protégés to check in with them and address any questions or concerns that may arise. In addition, during the year I will have one individual check-in with each mentoring program participant to see how the program is progressing for them and to answer any questions or concerns.

In addition, I have been in correspondence with the Chair of the Mentoring Task Force to discuss the matching process and how it can be streamlined for future Task Forces.

Respectfully submitted by Eve Gaus