

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:

Mary Ghikas, 312-280-2518, mghikas@ala.org
Mary Mackay, 312-280-1532, mmackay@ala.org

DATE: October 16, 2015

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.

Summary: Long-Term Goals

Providing professional development opportunities appropriate to all levels of experience and expertise, in multiple formats/venues; providing leadership development opportunities both within the association and for the field; maintaining strong but flexible accreditation standards and processes; providing coherent and accessible continuing education frameworks and clear pathways; attaching meaningful recognition to learning; increasing diversity and inclusion within the field; developing a pervasive culture that encourages continuous learning based on content and forms of recognition provided by ALA; aligning leadership development and continuing education with current thinking about the changing information environment and ALA's Center for the Future of Libraries.

FY16 Plans/Progress

STRATEGY 1: CENTRAL ORGANIZATION OF OPTIONS

In April 2015, the Board agreed that this should be the top priority in implementation.

- **RFP phase:** Finding a vendor to replace the current ALA Online Learning and get ALA elearning and small face-to-face events into one space with one shopping cart, with a user-friendly process for both group and individual registrations. After investigation of several options, including partnering with ALA Publishing in the new store (determined unfeasible for various

reasons), a contract was signed Oct 2015 with Promet, the vendor developing ALA's new ecommerce for join/renew/donate. Both cost- and time-savings will result from this integration.

- Activity: Promet is contracted to develop a site that will serve as a comprehensive, easily navigated one-stop source for elearning and small face-to-face events offered by ALA, its divisions, and units, with an interface that can present these products to users in different ways (browse, search, calendar, etc.) and efficiently move them through the registration process. It will be designed to help users find all the CE and professional development opportunities and resources. A workaround will be found to ensure that ALA Publishing's elearning can be shown on the site, even though their shopping cart will remain (for now) separate.
- Timeline: Go live goal is March/April 2016 (soft launch). Work will begin Oct 2015, with testing in Jan/Feb 2016.
- Future steps: Turning this site into more of a learning environment with related tools such as self-assessment, tracking, and recognition of CE/professional activity.
- Parallel activity: ITTS is working on updating the ALA Moodle platform to match ALA Publishing's Moodle platform.

STRATEGY 2: PATHWAYS/GUIDANCE, STRATEGY 3: CONTENT/RECOGNITION, and STRATEGY 8, CHANGING PRACTICE

Experiments in badging as a first step to creating coherent streams of content/microcredentialing

We have three kinds of badging in long-term view: ALA CE-related (which can eventually be microcredentialing, nanodegrees); badging for general professional development (volunteer service etc.); and badges for proof of specialized knowledge, wherever gained. YALSA has launched a badging project and a working group of ALA staff is considering other experiments with badging in FY16.

Libraries Transform: Change Agents/Leadership for Change

A scan of existing content offered by ALA units in the area of leadership training with a focus on change is complete (including the in-person ALA Leadership Institute). Significant gaps now need to be identified and solutions sought for providing/ creating content to round out a basic stream in this area. This "Libraries Transform: Change Agent" content stream might work as a further experiment in CE badging.

Content in specific streams: Environmental scan of topics/areas to be completed in FY16

- Certification programs (APA) and CPLA content, including courses under development (APA/HRDR)
- Specific topics—literacy, collections, knowledge organization, equity/inclusion, advocacy
- "Basics in/for those new to the field" stream (ASCLA accessibility, OIF IF issues etc.)
- UFL academy

STRATEGY 2: PATHWAYS/GUIDANCE and STRATEGY 3: CONTENT/RECOGNITION

Providing tools that allow learners/members to take control and demonstrate success

We're investigating where/how we can create tools for members to assess their personal needs and set goals, as well as track and show their learning and professional activities. Possibilities include iMIS

profiles, the new ALA Connect, or eventually as part of the centralized space being developed by Promet. FY16 should see planning completed for where this information lives and where we build self-assessment and self-tracking for members, with groundwork laid for implementation in FY17.

Reauthorization of ALA as a provider of CEUs

This process is underway in FY16 (HRDR).

STRATEGY 4: ENGAGEMENT IN ALA

A More Welcoming ALA

Various projects across ALA aim to help members—both new and mid-career—more easily find their path to involvement in ALA as they set goals and build their career. These include the redesigned ala.org homepage (launch projected before Midwinter 2016), the ongoing kitchen-table conversations at conferences, Engage with ALA/your division resources and web pages, and the More Welcoming ALA task force. PLA, LITA, AASL and other divisions are working on FY16 plans that support this objective.

LIS Resource

Working with the Membership Committee, ALA Membership Development is funding and overseeing an LIS on-demand resource that will articulate the value of a professional association in building a career. Membership Development has contracted with library trainer Paul Signorelli to help develop it. This will not be an ALA promotional resource, but aims to introduce students to what an association can do over time that individual or local-only action cannot, and how membership fits into career goals and offers points of entry to involvement, engagement, and impact. This is planned to be an evolving resource, and will be adapted over time for other audiences. Version 1.0 is due for a soft launch in early calendar 2016.

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. The incoming Director of the Office for Diversity, Literacy, and Outreach Services (Jody Gray) will add capacity and her fresh vision to this effort.

METRICS

One measure of progress will be specific data points, recognizing that registrations for learning events are influenced not only by good content, well delivered, but also by funding, anxiety points (e.g., introduction of RDA), and local requirements for CE. During FY16, we will add data points to what we track, including revenue.

Baseline metrics

	FY14 # of events	FY14 # registered	FY15 # of events	FY15 # registered
<i>ALA elearning—webinars, workshops, and ecourses processed internally by MACS</i>	196	5,441	217	5,491
<i>ALA Publishing elearning—webinars, workshops, and ecourses processed through the ALA Store</i>	77	5,004	101	4,958
<i>Small face-to-face events (division symposia, forums etc.) processed internally by MACS</i>	3	736	5	1,791
<i>Free webinars: Booklist and CHOICE sponsored webinars</i>	47	64,700	77	71,489
<i>Free streaming video broadcasts: AL Live</i>	9	13,917	8	8,132
<i>Totals</i>	332	89,798	408	91,861

CENTRAL COORDINATION

Moving towards some form of central coordination and central online space for professional and leadership development is underway in FY16 with a dedicated percentage of Mary Mackay’s time, plus support from former ALA/APA coordinator and certification manager Ian Lashbrook. This is a Senior AED project (Mary Ghikas).

RELATED DOCUMENTS

- [Strategic Directions](#), adopted by the ALA Council on June 28, 2015
- [Original Professional and Leadership Development Plan](#), reviewed by the Executive Board at the 2015 Spring Executive Board Meeting (April 18, 2015)