

**YALSA Board of Directors Meeting  
ALA Midwinter Meeting, Seattle  
January 25 – 29, 2013**

**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) YA Forum 5) Mentoring 6) YALSA Academy and 7) Instructional kits and 8) Badges for Learning Project and was submitted by Beth Yoke.

**Action Required:** Information

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**Staff**

The position of Program Officer for Continuing Education has been vacant since November 1, 2012. Interviews were conducted in December, and Nicole Munguia has accepted the position. She will start work at YALSA on Feb. 4, 2013. Her most recent position has been at the Turnaround Management Association where she worked as Certification Program Manager. She holds a bachelor's degree from the University of Michigan. In the interim, CE responsibilities have been divided among Linda Braun, who is project manager for the badges grant; Chris Shoemaker, who agreed to do some contract work to manage YALSA's webinars; and Beth Yoke.

**Overhead & Fees to ALA**

- As per the Operating Agreement, overhead is assessed at half the 25.5% rate for webinar and e-course registration and for institute fees
- ALA charges a rate of \$20 per person for any CE event that offers CEU credits
- ALA charges a rate of \$4.95 per registrant for online registration for webinars and e-courses

**1) Webinars & Webinars on Demand**

YALSA continues to offer webinars on the third Thursday of each month. April's webinar on addressing behavioral issues in the library proved so popular that the webinar was offered twice that month.

Members continue to ask for webinars that address programming with little to no money, ways to stay current with technology and advice on collection development. Members and non-members continue to ask that webinars be provided free of charge.

YALSA records all of its live webinars and makes the recording available for sale to non-members two months after the webinar initially airs. On-Demand webinars are sold for \$19 to individuals and \$99 to groups.

Gross revenue from Webinars and Webinars on Demand in FY12 was: \$16,344

Gross revenue from Webinars and Webinars on Demand in FY11 was: \$10,461

### **3) Online Courses**

In the fall of 2012 YALSA offered *Navigating the Divide between Teens and Tweens* to 13 registrants. YALSA will offer *Secrets of the Seal: The Michael L. Printz* course in the February 2013.

Gross revenue from Online Courses in FY12 was: \$8,535

Gross revenue from Online Courses in FY11 was: \$8,828

### **4) Institutes**

In December 2012 YALSA offered a Teens and Tech institute in Maryland. No other institutes have been licensed so far for FY13.

Gross revenue from Institutes in FY12 was: \$9,000

Gross revenue from Institutes in FY11 was: \$12,150

### **6) Mentoring**

YALSA's 2011-2012 mentoring year wrapped up at the end of July, with 28 mentors and 35 protégés participating in the program. For this latest year, 14 protégés and 9 mentors are participating in the program. The program was scaled back in order to make it easier to manage and to more carefully vet and match participants. Applications for the next round of the mentoring program will open in the spring of 2013.

### **7) YALSA Academy**

In January 2012, YALSA launched a new education initiative, YALSA Academy.

The launch included:

Creating guidelines for video creation

Designing a logo for the channel

Hosting a webinar for interested producers

Actively recruiting producers to populate the channel with content

Working with producers to revise video content

Establishing a presence on YouTube and establishing YALSA a non-profit educational provider

The Academy provides free educational videos on providing excellent service to teens. The videos focus on practical teen services issues. Videos cover a wide variety of topics including social media, technology tools, programming, advocacy, collection development, customer service, professional development and others. Videos continue to be added on an on-going basis. The Academy currently has 132 subscribers and 11,932 views.

### **8) Instructional Kits**

YALSA is currently nearing the completion of developing two self-paced instructional kits that trainers at large libraries or at the state level can use for trainings. The two kits focus on: Understanding Teen Behavior for a Positive Library Experience and Strengthening Teen Services through Technology.

The kit consists of a literature review and multiple learning modules. Each module contains a short introductory paper, a chapter overview that specifies connections to the YALSA Competencies and learning objectives and a PowerPoint with a complete script and 3 learning activities.

The kits are currently in the process of being reviewed by practicing librarians and state youth consultants. They are available for pre-order in the ALA Store and cost \$175 for a digital download and \$199 for a paper copy with CD. Bulk pricing is available.

### **9) Badges for Learning**

In March YALSA was named a winner in the Badges for Lifelong Learning Competition, which is held in collaboration with Mozilla and is part of the 4th Digital Media and Learning Competition, supported by the John D. and Catherine T. MacArthur Foundation and administered by HASTAC.

Since March, YALSA has worked with project manager Linda Braun to build curriculum for the badges, which will be based on the seven areas of the YALSA Competencies. At this time, an RFP is being developed in order to identify a company that can handle several key technical components of the project.