

YALSA Board of Directors Meeting
ALA Annual Conference, Chicago
June 28 – July 2, 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) Mentoring; (5) YALSA Academy; (6) Instructional kits and (7) Badges for Learning Project, and was submitted by Nicole Gibby Munguia.

Action Required: Information

I. YALSA’s Portfolio of Continuing Education

(1) Webinars and On-Demand Webinars

YALSA will continue to hold webinars on the third Thursday of every month in FY2014. In an effort to honor requests from participants for content centered on YA lit and programming, YALSA will, for FY2014, develop a webinar schedule rotating in cycles of three between YA lit; programming; and “hot” topics. The Continuing Education Advisory Board will play an increased role in working with the Program Officer for Continuing Education to identify presenters and content for FY2014.

Net revenue for webinars and on-demand webinars for FYTD is: \$6,043

(2) Online Courses

YALSA will offer the e-course *Navigating the Divide between Teens and Tweens* for the July session. The e-course *AIMing at Teens* will be offered in the fall of 2013.

Net revenue from e-courses for FYTD is: \$3,125

(3) Institutes

At this time, YALSA has received a tentative request for an institute in early fall FY2014 from the South Central Kansas Library System. Further arrangements are pending.

Net revenue for licensed institutes for FYTD is: \$3,926

(4) Mentoring

At the time of this report, YALSA has received 19 “protégé” applications and 11 “mentor” applications for the 2013-2014 Virtual Mentoring Program. In an effort to accommodate as many of the eligible protégé applicants as possible, the Mentoring Task Force has agreed to extend the application date for mentors. The application form for protégés has been closed for the 2013 – 2014 program year.

Requests have been made of YALSA volunteers to encourage individuals to apply to be a mentor, and messaging via Twitter and Facebook have been increased accordingly. The mentor application process will conclude during the week of June 24; the Mentoring Task Force will receive copies of all applications during the week of July 1 and will make final determinations by Wednesday, July 17.

(5) YALSA Academy

At this time, YALSA has not received any new video content for the YALSA Academy.

Increased messaging via social media is scheduled to take place in coming weeks, as part of an attempt to increase awareness of YALSA’s variety of training content.

(6) Instructional Kits

The *Young Adults Deserve the Best* curriculum kits (hard copy and digital) were fully launched in Q3 of FY13, with all pre-orders processed in full at that time.

Gross revenue from the kits for FYTD is: \$16,990

(7) Badges for Learning Project

YALSA has concluded its contract with Badgeville and is in the process of signing a contract with a new technology partner, Palantir. An introductory conference call was held between Palantir staff and YALSA staff on April 30 to provide an overview of the project and establish broad timelines. The project is scheduled to be completed by the end of FY2013

II. Overhead and Fees to ALA

YALSA has received the FY2014 registration services agreement from the Member and Customer Services department.

- ALA will charge a rate of \$20 per person for any CE event that offers CEU credits, consistent with FY2013.
- ALA will charge a rate of \$5.15 per registrant for online registration for webinars and e-courses, an increase of \$0.25 per registrant from FY2013.
- ALA will charge an additional rate of \$2.50 per on-demand webinar purchase.
- Online CE is assessed at 50% of the overhead rate. In other words, in FY14, 12.1% of gross registration revenues will go to ALA

III. Marketing

Since January of this year, the following CE marketing efforts have been undertaken by YALSA's Program Manager for Continuing Education and Manager of Communications:

- Development of an extensive marketing contacts list, compiled from personal networks of YALSA staff and volunteers
- Development of contacts list comprised of various subsections of ALA divisions
- Advertisement in Winter 2013 issue of *YALS*
- Article promoting YALSA webinars in Summer 2013 issue of *YALS*
- 2013 CE promotional postcard mailed to approximately 2000 non-members
- Updated pod on right margin of the YALSA web page with upcoming webinar information
- Emails to YALSA listservs promoting CE offerings
- Monthly messaging in YALSA's e-newsletter regarding upcoming CE opportunities
- Online and print coverage in state publications as a result of YALSA staff reaching out to chapters and state associations regarding CE opportunities
- Daily content posted to *Young Adults Deserve the Best* Facebook page
- Weekly CE content tweets and posts to YALSA Facebook page
- Promotion of Teen Tech Week™
webinar and Summer Reading webinar on respective Ning pages

On the Horizon

- With the Program Officer for Continuing Education role filled, YALSA will resume the distribution of its monthly Continuing Education newsletters.