

YALSA Board of Directors Meeting  
ALA Annual Conference, Las Vegas  
June 26 – July 1, 2014

**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, and other educational initiatives. This report was submitted by Nicole Gibby Munguia.

**Action Required:** Information

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## I. YALSA's Portfolio of Continuing Education

### (1) Webinars and On-Demand Webinars

- January 16 *What's Next for Teen Services?* – 34 attendees
- February 20 *Booktalking the Best of the Best* – 58 attendees
- March 20 *Digital Badges: Show What You Know to Your Boss or Potential Employer* – 11 attendees
- April 17 *Catapult Your Teens into a Summer of Learning* – 38 attendees
- May 15 *Everyone Can Advocate! Teen Services Advocacy Benchmarks* – 13 attendees

#### Upcoming Webinars in FY14

- June 19 *Adventures in Teen Outreach: Creating Successful Community Connections and Partnerships*
- July 17 *Thinking Outside the Book to Meet Your Teens' Needs*
- August 21 *Welcoming Spaces: Serving Patrons with ASD (Autism Spectrum Disorders)*

**Net revenue for webinars and on-demand webinars for FYTD is: 1,572.**

### (2) Online Courses

From February 3 to March 17, YALSA offered the e-course *Connect, Create, Collaborate* with Linda Braun. A total of 15 individuals registered for the course. During the summer session, from July 1 – August 12, YALSA will offer a new e-course, *Reading with a Critical Eye: Evaluating YA Literature*. There are presently eight individuals registered for the course. The course is currently being promoted through Facebook, Twitter, the YALSA e-news, blast emails to various listeservs, and the CE e-news.

**Net revenue from e-courses for FYTD is: \$2,680.**

### **(3) Institutes**

In August 2014, Erin Downey Howerton will present ½ day of the *Teens and Technology* institute and ½ day of Power Up with Print at the Shreve Memorial Library. During the month of September, the Pennsylvania Department of Education has contracted with YALSA for an institution-specific offering of the e-course *Power Up with Programming*.

Increased efforts to promote institutes in state newsletters are underway for the remainder of FY14. Additionally, a one-page flyer is being created itemizing YALSA consulting/training products and programs and related pricing for ease of member use. The flyer will be posted to the YALSA website and distributed via social media and regular YALSA communication channels.

**Net revenue for licensed institutes for FYTD is: \$3,900.**

### **(4) Instructional Kits**

The *Young Adults Deserve the Best* curriculum kits (hard copy and digital) had brisk sales in April 2013. Based on FY13 & FY14 data, the teen behavior kit is far out-selling the teens and technology kit. In order to increase promotions of the kits, emails have been sent out to state contacts, an advertisement has been placed in the January 13 issue of *Hotline* and articles and ads are being submitted to state association newsletters. A coupon will also be created to distribute at conferences.

**Net revenue from the kits for FYTD is: \$20,245.**

### **(5) Badges for Learning Project**

In December 2013, badge testing began and early encouraging feedback has been received. As of January 8, 32 individuals are in the process of testing and earning badges. A hard launch of the badges is scheduled for Monday, July 28 when a press release will be distributed. Promotional materials are being created for distribution as part of a soft launch effective June 23, just prior to ALA Annual.

YALSA's technology partner, Palantir, will begin work on the development of an artifact database that badge earners may use to seek out high-ranking artifacts and gain a sense of the types of projects other individuals are creating.

Nicole Gibby Munguia and Linda Braun co-presented a session on the YALSA badges at the digitalNow 2014 Conference in Nashville, Tennessee in May. Nicole will also be presenting a session on YALSA's badges at the Forum Forward 2014 conference in Chicago, Illinois later this month.

## **II. The Future of Library Services for and with Teens: A Call to Action - E-Chats**

During each Monday throughout the month of March, a series of discussions was held via Adobe Connect or Google Hangouts, titled, *What's Next for Teen Services?*

**March 3: What's Next for Teen Services?: Connected Learning**

Due to technical difficulties, this discussion was held via Adobe Connect. Adobe Connect does not currently track viewings of archived programs; however, there were 25 individuals logged in for the live program.

**March 10: What's Next for Teen Services?: Literacies**

146 viewings through YouTube

**March 17: What's Next for Teen Services?: Librarians as Community Connectors & Education Facilitators**

Due to technical difficulties, this discussion was held via Adobe Connect. Adobe Connect does not currently track viewings of archived programs; however, there were 15 individuals logged in for the live program.

**March 24: What's Next for Teen Services?: Cultural Competencies**

159 viewings through YouTube

**March 31: What's Next for Teen Services?: Personal Learning Networks**

47 viewings through YouTube

For more detail regarding program descriptions, speakers, and recordings of each program, visit [www.ala.org/yaforum/resources](http://www.ala.org/yaforum/resources).

### III. Marketing

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

- Advertisement in January 13, 2014 issue of *Hotline* promoting curriculum kits
- Email communications to all state contacts promoting curriculum kits
- Updated YALSA segment of ALA Online Learning Offerings by Unit with upcoming e-course and webinar information
- Promotion of selected YALSA CE in ALSC quarterly e-newsletter
- Promotion of selected YALSA CE in IFLA Supplement
- Emails to YALSA listservs and PUB-YAC listserv promoting CE offerings
- Monthly messaging in YALSA's e-newsletter regarding upcoming CE opportunities
- 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

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