

**YALSA Board of Directors Meeting
ALA Midwinter Conference, Chicago
January 30 – February 3, 2015**

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, YALSA Program Officer for Continuing Education.

Action Required: Information

I. YALSA's Portfolio of Continuing Education

(1) Members' Only Live Webinars and On-Demand Webinars

- July 17 *Thinking Outside the Book to Meet Your Teen Patrons' Needs* – 25 attendees
- August 21 *Welcoming Spaces: Serving Patron with ASD (Autism Spectrum Disorders)* – 55 attendees
- September 18 *Fencing Out Knowledge: The Impact of CIPA 10 Years Later and What It Means for You* – 9 attendees
- October 16 *Capturing the Kapow! Transform Your Teen Spaces to Transform Your Teens* – 15 attendees
- November 20 *Soft Serve: Using Soft Skills to Enhance Communication with Colleagues and Improve Service to Teens* – 10 attendees
- December 18 *It's Fun to Partner with Y-M-C-A!* – 11 attendees

Upcoming Members' Only Webinars in FY15

- January 15 *One Year Check-in: Changes in Libraries since the Futures Report*
- February 19 *Library Policy Tune-up: Are Yours Teen Friendly?*
- March 19: *YALSA's New Teen Services Programming Guidelines: What Do They Mean for You and Your Library?*
- April 16: *Teen Services Programming: Opportunities and Outcomes*
- May 21: *Navigating the Tides of Teen Behavior*
- June 18: *Professional Development: Navigating Interpersonal Conflict in the Workplace*

Additional webinars are scheduled to support Teen Tech Week; however, these are offered free to anyone who joins the TTW site.

First quarter net revenue for webinars (group registration) and on-demand webinars for FYTD is: -\$672.00.

(2) Micro-Learning

Beginning in 2015, YALSA will test monthly episodes of “Snack Breaks”: 15-20 minute episodes of micro-learning which will provide condensed educational panel discussions or conversations related to a more in depth CE resource of YALSA’s. “Snack Breaks” will not only allow YALSA to provide educational content to members and non-members in a unique format, but will serve as an opportunity to encourage interest in and promote other CE resources.

(3) Online Courses

From July 1 – August 12, YALSA offered a new e-course, *Reading with a Critical Eye: Evaluating YA Literature*. 21 individuals completed the course. In September, *Power Programming* was offered to 29 individuals from the Pennsylvania State Department of Education who completed the course. The course was also provided as YALSA’s fall e-course offering. Three individuals completed the course. In February 2015, YALSA will offer *Reading with a Critical Eye* for a second time. There are presently 25 individuals registered for the course. Two additional e-courses are being developed for summer and fall 2015: an e-course adaptation of the successful webinar, *Welcoming Spaces: Serving Patrons with ASD*; and an e-course focusing on the development of teen spaces within libraries. This latter e-course would emphasize cost-effective strategies that smaller and more rural libraries would find applicable.

Net revenue from e-courses for FYTD is: \$3,752.

(4) Institutes

In August 2014, Erin Downey Howerton presented a ½ day of the *Teens and Technology* institute and ½ day of Power Up with Print at the Shreve Memorial Library. On March 16, 2015, Mary Hastler will present a full day of the *Beginner’s Guide to Teens and Libraries* for the Western Maryland Regional Library. Mega Subramaniam will present a full day of the *Teens and Technology* institute for the Southern Maryland Regional Library Association on March 19.

Net revenue for licensed institutes for FYTD is: \$0.00.

(5) Instructional Kits

In order to increase promotions of the technology kit, a promotion code was made available from June 2014 through January 1, 2015 and distributed through social media flash sales. Records indicate that the use of promotional code in kit purchases was limited. Staff will continue to promote the kits through advertisements, social media, and through YALSA’s in-person presence at state conferences.

Net revenue from the kits for FYTD is: \$501.

(6) Badges for Learning Project

There are two remaining tasks that need to be completed before the badges can officially go live:

- The contractor is finishing the development of a database of artifacts to allow badge earners to easily access samples of artifacts that have received high ratings, and use those

as reference points as they develop their own personalized artifacts for badge achievement.

- The contractor has come up with a fix for mitigating spam that needs to be implemented.

II. Marketing

The following CE marketing efforts have been undertaken by YALSA's Program Officer for Continuing Education and Manager of Communications:

- CE Advertisement in Illinois Library Association 2014 Annual Conference Program Book
- 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 to state leaders 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
- House ads placed in *YALS* and on the blogs

Additional Resources

- Consulting and Training from YALSA, www.ala.org/yalsa/consulting/institutes
- YALSA Online Learning, www.ala.org/yalsa/onlinelearning