

**YALSA Board of Directors Meeting
ALA Midwinter Meeting, Dallas
January 20-24, 2012**

Topic: Establishing the YALSA Academy

Background: YALSA members have expressed a desire for free continuing education. In addition, YALSA members have stated that they frequently use YouTube as a research source. YALSA Academy seeks to fulfill both of these needs by delivering free online continuing education via videos to YALSA members and non-members. In December the YALSA Board, via its space in ALA Connect, discussed the proposal and voted to adopt it on Dec. 14, 2011. Including the item as a part of this meeting simply ensures it will be entered into the official record of the association.

Action Required: Consent

Proposal:

Create a YALSA YouTube channel that would feature short learning videos on a variety of young adult services, including but not limited to: collection development, customer service, programming, advocacy, technology and marketing. The videos will be short, 3-7 minutes, and will serve an exact point of need. The videos are not intended to be an extended training session, but rather a quick and efficient explanation of a concept or idea or a demonstration of a technology program. The videos can point users to YALSA for more in-depth training on a particular topic.

The YouTube channel would launch in January to coincide with YALSA's book award announcements. The channel would be pre-populated with at least one video in the major subject areas. YALSA member experts would create and submit their videos for posting to YALSA Academy. YALSA's Continuing Education Advisory Board would review the submitted videos and respond to the submitter with required edits. If no edits are needed, the CE Advisory Board would post the videos to the YouTube channel. Producers who submit videos will not receive monetary compensation, but will receive the benefits of having their content promoted by YALSA.

Producers who are interested in making videos for YALSA will first need to attend a webinar training session or watch a recorded webinar, which outlines the core components of a YALSA Academy video. In addition, on YALSA's website there will be a webpage dedicated to the YALSA Academy where guidelines for video production will be posted. Guidelines will include: who is eligible to create videos, the reviewing process, requirements for video quality (360p, but 480p is encouraged, with a minimum frame rate of 30), as well as how to address having teens in videos. The Guidelines for YALSA Academy are also attached to this document.

Rationale:

- Video is a powerful learning medium. YouTube is the #2 search engine, second only to Google, and every single day YouTube receives over 3 billion views and users spend about 3 billion hours on the site each month.
- YALSA's strategic plan includes continuous learning as one of its five goals. Through creating this YouTube channel, YALSA would expand the scope of its continuing education to reach a wider audience of librarians, library support staff and library advocates
- YALSA surveyed its members this past summer and learned that many members trust and rely on YouTube for their information needs. Currently, YALSA has a very limited presence on YouTube.
- There is a dearth of information on how to serve young adults on YouTube. This is a major hole that YALSA is primed to step into and become a leader in this arena.
- YALSA Academy will help increase brand exposure for YALSA and increase knowledge of the other types of CE that YALSA offers.
- YALSA's Big (hairy) Audacious Goal is to be the driving force behind providing excellent library services to all teens. An important part of achieving this goal is to educate librarians and library support staff who work with teens on how best to understand and meet the needs on the teen patrons they serve.

Proposed Action:

Create the YALSA Academy YouTube channel to better meet the no-fee continuing education needs of YALSA members.

Additional Resources:

- Information on using video in nonprofits <http://slidesha.re/pixhh0>