

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

**Topic:** Continuing Education Report

**Background:** This report focuses on the state of YALSA's Continuing Education program in regard to 1) Webinars 2) Online classes & CEUs 3) Institutes 4) Mentoring 5) YALSA Academy 6) Instructional Kits and 7) McArthur Badges for Lifelong Learning and IMLS National Leadership Grant and was submitted by Eve Gaus, YALSA's Program Officer for Continuing Education.

**Action Required:** Information

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**1) Webinars**

Webinar attendance in FY12 is lighter than in FY11. YALSA faces considerable competition in webinar audience both from other ALA divisions and from outside organizations. Continued budget pressures at many libraries also make it difficult for some librarians to afford the webinars. Evaluations of the webinars continue to be very positive, but cost of the webinars is an overarching theme for participants.

In fall of FY12, YALSA had 61 people participate in webinars and grossed \$2,716.

Member and Customer Service, who handles YALSA's registration, increased their per person registration fee \$.15 to \$4.90 per person.

Costs associated with webinars

Webinar software – Adobe Connect Pro	\$540/year
Registration services	\$4.90 per participant
ALA overhead	12.75% of gross profit
Presenter fee	\$100

YALSA continues to offer its recorded webinars free of charge to all YALSA members 2 months after the webinar originally occurred. YALSA is currently the only ALA division that offers this perk to its members. YALSA also offers its recorded webinars for sale to non-members for \$19.

**2) Online Courses & CEUs**

In fall of FY 12, YALSA offered one new online course, Secrets of the Seal: The Michael L. Printz Award. A total of 16 students enrolled in the course and YALSA's gross revenue from the course was \$2,280. Development of this course was sponsored by Friends of YALSA.

Fees associated with online courses

Course software – Moodle	Provided by ALA
Registration services	\$4.90 per participant
ALA overhead	12.75% of gross profit
Instructor fee	\$20/per student
Course development fee	\$1,000

In fall 2011, ALA was certified by the International Association of Continuing Education and Training (IACET) to offer Continuing Education Units (CEUs). In order to be eligible for CEUs, a continuing education event must:

- Track participants’ attendance
- Conduct pre and post tests
- Have measurable learning outcomes
- Have vetted instructors
- Demonstrate a needs assessment for why the CE event is being offered.

1 CEU is equivalent to 10 contact hours. Contact hours are defined by the number of hours spent with active instruction. As an example, a learning event scheduled for 7 hours, with 1 hour devoted to breaks, would equal 6 contact hours or .6 CEUs.

In order for an event to be CEU eligible, it must go through a review process at ALA, which takes 4-6 weeks. If an event is accredited to offer CEUs, the division will pay an additional charge of \$20/per student to ALA. Currently, if an event is offered for CEUs, all students in the event will receive CEUs and the unit will be charged the \$20/per student fee for all students enrolled in the event.

In winter 2012 YALSA is offering two online classes, both are currently being reviewed by ALA for their CEU eligibility.

Preconferences at Annual and Midwinter will be CEU eligible, but the 90 minute “drop-in” programs at Annual will not be eligible for CEUs because of the inability to reliably track attendance at the sessions. Since webinars would only be able to offer 1/10 of a CEU and given the high per person cost of having a webinar CEU certified, it is not recommended that webinars be CEU certified.

### **3) Institutes**

As of December 2011, YALSA has conducted two face-to-face institutes in FY12, which have generated gross revenue of \$9,000. I have received inquiries from other libraries about YALSA’s Institute, but similarly to FY10 and FY11 budget constraints are the number 1 reason cited for why libraries are not able to book an Institute.

### **4) Mentoring**

In December, YALSA wrapped up the 2010-2011 mentoring program. YALSA is currently collecting evaluations of the program. Early evaluations indicate that both mentors and protégés found the program valuable but that not having enough time to devote to the program, physical distance and inconsistent communication between

mentor and protégé were issues that some mentoring partnerships faced. A full review of the evaluations will be conducted in January 2012 and the 2012-2013 mentoring application and mentoring process will be adjusted to better address the needs of the program participants.

YALSA's 2011-2012 mentoring class is a third of the year through the program. An all mentor and protégé online chat will take place at the end of January.

### **5) YALSA Academy**

YALSA Academy, YALSA's new online educational video channel launches in January 2012. The channel currently has 9 videos ready for viewing covering a variety of topics including customer service, ereaders, holding a Mock Printz award and advocacy. I am currently working with production services to create logo design for YALSA Academy.

Video producers will be recruited on an on-going basis. Both members and non-members are eligible to produce videos for the channel.

### **6) Instructional Kits**

YALSA is currently working on creating two new instructional toolkits. One kit will cover teens and technology and the other will address teen behavior management. The kits will contain scripted PowerPoints that trainers at the state level can customize and then present to librarians in their states. I am currently working with production services to design a logo and PowerPoint template for the kits. Projected launch of the kits will be at Annual 2012.

### **7) MacArthur Badges for Lifelong Learning and IMLS National Leadership Grant Proposal**

MacArthur Badges for Lifelong Learning Project

YALSA successfully passed stage 1 of the MacArthur Foundation's Digital Media and Learning Competition. The badge competition is a four stage process. In second stage of the competition design and technology teams submit proposals for creating the technological side of the badge system. Once the stage 2 winners are announced, YALSA will be matched with a design and technology partner. YALSA and its partner will have from February 1-27 to create a complete badge system. YALSA and its partner will participate in the Finals round on February 28 and 29, after which the winners of the project will be announced.

IMLS Leadership Forum Grant Proposal

YALSA has developed an IMLS National Leadership Grant proposal, which will be submitted in February 2012. The proposal is for a National Forum that bring together key stakeholders to meet virtually and face to face to explore the world of young adults and young adult library services. If funded, the face-to-face summit will occur in January 2013 and the white paper produced from the event will be disseminated in August 2013.

Respectfully submitted by Eve Gaus