

**YALSA Executive Committee Meeting
October 21-22, 2011**

Topic: YALSA Academy Proposal

Background: YALSA members have repeatedly expressed a desire for free continuing education and YALSA has struggled to earn revenue from CE when the market is glutted with free options. In addition, YALSA members indicated via the spring Social Media Survey that they frequently use YouTube as an educational source. The YALSA Academy seeks to fulfill the need for free CE by delivering continuing education via videos to YALSA members and others. The videos can also serve a promotional purpose for YALSA. The videos can be tied strategically to fee based CE options, as a means of encouraging individuals to further their knowledge through more in-depth CE provided by YALSA's webinars and e-courses.

Action Required: Action

Proposal:

Create a YALSA YouTube channel that would feature short learning videos on a variety of young adult services topics (as addressed in Competencies for Librarians Serving Youth), 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 will point users to YALSA for more in-depth training on a particular topic.

The YouTube channel could 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 be recruited to create and submit their videos for posting to YALSA Academy. To launch the effort, 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. Member experts who submit videos will not receive monetary compensation, but will receive the benefits of having their content promoted by YALSA.

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 provide library services to 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.
- The educational videos can increase awareness of YALSA as a quality, trusted source for CE, which could increase sales of other CE options such as webinars and e-courses.
- The videos can increase awareness of YALSA’s national guidelines, such as Competencies for Librarians Serving Youth
- The Kahn Academy is an enormously successful and well-respected model (funders include the Gates Foundation) that indicates not only a need for CE in video format but is setting a standard for 21st century education and helping to usher in a new way of teaching and learning. The Kahn Academy provides a mold YALSA can adapt for its own efforts.
- The YALSA Academy can become part of the Badges for Lifelong Learning project that is currently in progress with the Mozilla Foundation.

Proposed Action:

Refine the proposal if necessary, and recommend to the Board that YALSA create the YALSA Academy YouTube channel to better meet the no-fee continuing education needs of YALSA members.

Additional Resources:

- Competencies for Librarians Serving Youth: www.ala.org/ala/mgrps/divs/yalsa/profdev/yacompetencies2010.cfm
- Information on using video in nonprofits <http://slidesha.re/pixhh0>
- Kahn Academy: <http://www.khanacademy.org/>
- YouTube’s Nonprofit Program: <http://www.youtube.com/nonprofits>
- Draft guidelines for YALSA Academy

--respectfully submitted by Linda Braun and Eve Gaus