

**YALSA Board of Directors Meeting
ALA Midwinter Meeting, Chicago
January 30 – February 2, 2015**

Topic: CE Advisory Board Recommendations

Background: YALSA's CE Advisory Board was tasked with analyzing the results of the CE survey and presenting a summary of findings and recommendations to the board. Portia Latalladi, the CE Advisory Board Chair, has provided the report below.

Action Required: Discussion

Committee Function Statement:

To provide feedback to YALSA's Program Officer for Continuing Education on:

- 1) Appropriate and timely topics for continuing education offerings
- 2) Identifying qualified individuals to facilitate continuing education sessions
- 3) To assist the Program Officer for CE as requested with promoting CE opportunities and recognizing the contribution of facilitators, presenters, etc.

The Continuing Education Advisory supports YALSA's continuing learning and professional development strategic plan goal to provide YALSA members and those in the library community who work for and with teens and young adults have the knowledge and skills they need to effectively serve them.

Overview

The Continuing Education Advisory Board met several times over the past few months to discuss the results of the Members' CE Needs survey which was administered in May – June and garnered 303 responses (or 6% of the membership). This survey expresses the opinions of YASA members and not CE instructors. A few of the emerging themes from the results were:

- Lack of time to participate in professional development training
- Lack of funding to attend CE training
- Youth participation, programming and community outreach were the 3 continuing education topics that members were most interested in right now that will help their career and/or daily work responsibilities.
- About a third of members responded that was somewhat important to receive continuing education credits for completing CE activities.
- Almost half responded that they were aware of but hadn't accessed either all monthly live YALSA webinars or archived webinars.
- Over half were aware but hadn't accessed the YALSA member discount rate on e-courses.

- Over 80 percent responded that they were not aware that they could host a YALSA institute at their institution.
- Webinar (on-demand) was the top requested delivery method for members' continuing education needs.
- The highest selected time frame for live webinars was 2:00 p.m. – 4:00 p.m. (EST)
- Most members responded that while there is some funding to support their travel costs and registration for courses and workshops, there is no employer financial support for membership fees in professional organizations.

Tasks already completed or in progress include:

- The Continuing Education Advisory Board has begun to brainstorm ways to increase awareness of webinars and other YALSA sponsored CE opportunities. In January 2015, members of the Continuing Education Advisory Board will begin posting general training comments, tips or discussion points for stimulating conversation on the Young Adults Deserve the Best Facebook page.
- Beginning in 2015 YALSA will experiment with mini training sessions of 15 – 20 minutes in length. The goal is that these sessions will provide short, focused training on a subtopic that relates to one addressed more comprehensively in an e-course or webinar. Shorter training will help address the issue members expressed regarding a lack of time for CE. This new small-bite training can be used to create interest in YALSA's other CE offerings. These training sessions will be recorded.

Based upon the survey results, the Continuing Education Advisory Board will recommend topics and themes for future webinars and speakers for these webinars. Some of the requested CE topics include collection development, time management and soft skills development, and overcoming funding challenges. Potential webinar presenters will be identified by reaching out to the general membership for suggestions.

Possible Next Steps:

The Continuing Education Advisory Board proposes following recommendations to the YALSA Board upon our review of the survey results:

- Marketing for classes should include testimonials and from past participants demonstrating how the skills learned from the sessions has impacted their work.
 - 60 second infomercial on a webinar's registration page
- Distribute the CE survey specifically for trainers and analyze feedback

Additional Resources

- YALSA's online learning opportunities, www.ala.org/yalsa/onlinelearning
- YALSA Facebook page for trainers, <http://ow.ly/eSGDz>