

**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

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**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-

**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 dri