

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

Action Required: Information

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1) Webinars

Webinar attendance in FY12 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.

#### 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 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 institutes in FY12, which have generated \$9,000 in revenue. We 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

