

**YALSA Board Meeting
2005 Annual Conference
Chicago, Illinois
June 23-29, 2005**

Topic: Online Courses: Curriculum & Fees

Background: One of the new Strategic Plan's goals is Continuous Learning. As part of an effort to provide more continuing education opportunities to its members and to librarians serving teens, YALSA is developing online courses. Currently we have about 20 course proposals from different individuals. At this stage it would be helpful for the Board to recommend the establishment of tuition fees and stipends for instructors, as well as a process for establishing a curriculum.

Action Required: For Discussion/Decision

Fees:

Some basic questions:

- What to charge for a registration fee? Here is what other Divisions are currently charging:

	Length of Course	Division Members	ALA Members	Nonmembers	Students
ACRL	3-4 weeks	\$135	\$175	\$195	\$60
ALCTS	4 weeks	\$99	---	\$119	---
PLA	4-6 weeks	\$195	\$250	\$295	---
RUSA	3-4 weeks	\$130	\$160	\$190	\$100

A library consortium in Canada is charging \$122 US for its 4-week online courses, and InfoPeople is charging \$75 for online courses, but it is partially funded by IMLS.

- What to pay course designers and instructors? Here is what other Divisions are currently paying:

	Length of Course	One time designer fee	Instructor fee
ACRL	3-4 weeks	?	?
ALCTS	4 weeks	\$2,000	\$200 per course
PLA	4-6 weeks	?	?

RUSA	3-4 weeks	\$1,000	\$20 per student
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Allen Nichols recommends a simple cost-plus formula guaranteeing a profit of 20-25%. This would take into consideration budgeted expenses (including ALA's 22% overhead) and then an added profit percentage. Based on that recommendation, here's a draft budget:

Proposed Budget for Online Courses

Anticipated Expenditures:

1. Promotion and Publicity			
Design (ad & flyers)	\$	0	
Ad space	\$	100	
Staff Time	\$	50	
			\$ 150
2. Instructor Fees			
Course Design	\$	250	(\$1,000 per course, taught 4x)
Teaching	\$	400	(20 students @ \$20 ea.)
			\$ 650
3. Operational costs			
Bank fees	\$	20	
Telephone	\$	20	
Postage	\$		
Misc (IUT)	\$		
			\$ 40
4. Miscellaneous contingency (minimum \$500)	\$	500	
			\$ 500
5. Subtotal of expenses (lines 1-4)			\$ 1,340
6. YALSA Profit (20% of line 5)			\$ 268
7. TOTAL ANTICIPATED EXPENSES (line 5 + line 6)			\$ 1,608

Anticipated Income

8. Registration Basic Fees (line 7 divided by 75% of anticipated attendance)	\$	107	
9. ALA Administrative Overhead (add \$24 per attendee) Adjusted Basic Fee	\$	131	
10. Anticipated income from registration fees (anticipated attendance x line 9)	\$	2,620	
11. Other sources of funding (Describe) _____	\$	0	
12. TOTAL ANTICIPATED INCOME (LINES 10 + 11)			\$ 2,620
13. "Breakeven" attendance figure (line 7 divided by line 9)			12.2

Curriculum:

- How will the Professional Development Committee handle the course proposals that YALSA received? What criteria will be used to decide which proposals are accepted?
- How often will courses be taught?
- How many courses will we offer at a time?
- What measures will be put in place to evaluate the success of the program and the individual courses?