

TO: ALA Executive Board

RE: Implementation Plan/Progress, ALA Strategic Direction: Professional and Leadership Development

ACTION REQUESTED/INFORMATION/REPORT: Discussion

ACTION REQUESTED BY:

Mary Ghikas, Senior Associate Executive Director
Mary Mackay, Marketing Director

CONTACT PERSON:

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DATE: April 16, 2016

BACKGROUND: The ALA Professional and Leadership Development strategic direction approved in June 2015 includes two main areas of focus: active membership and participation in ALA and the profession, including mentoring/ peer-to-peer learning and other informal activities, and education—the deliberate acquisition and development of skills and knowledge.

FY16 Plans/Progress

METRICS: Attached Assessment Framework for Activity/Reach/Engagement/Impact shows proposed metrics.

STRATEGY 1: CENTRAL ORGANIZATION OF OPTIONS (top priority as requested by Board 4/15):

The ALA elearning ecommerce website is on track to meet its Phase 1 goal by June 2016: a comprehensive, easily navigated one-stop source for registering efficiently for elearning and small face-to-face events offered by ALA, its divisions, and units, with products discoverable in different ways (browse, search, calendar, etc.). Promet, the vendor also developing ALA's new ecommerce (join/renew/donate), is collaborating to achieve a more consistent ALA user experience as well as realizing cost- and time-savings from integrating the projects and building on the same ecommerce foundation. Specifically:

- Design (Nov.-March) is complete, and the build is underway. Soft launch goal: early June, 2016.
- Screenshots laying out the basic design and workflow have been demo-ed twice to internal stakeholders, and feedback integrated. (*Sample screenshots attached.*)
- The quote for displaying ALA Publishing's elearning on the site will no longer be needed if ALA Publishing confirms development of the new ALA Store with Promet (i.e., if integration is imminent).
- Phase 2 (FY17) and Phase 3 (FY18 and beyond): The site becomes more of a learning environment with an LMS, and tools such as self-assessment, tracking, and recognition of CE/professional activity.
- Late FY16/FY17: ITTS will work with ALA Publishing to combine Moodle courseware platforms.

STRATEGY 2: PATHWAYS/GUIDANCE; S3: CONTENT/RECOGNITION; and S8: CHANGING PRACTICE

Experiments in badging as a first step to creating coherent streams of content/microcredentialing:

The Center for the Future of Libraries is [actively working on badging experiments](#) with ALCTS, LITA, PLA, Spectrum Scholars, Emerging Leaders (HRDR), and UFL. YALSA's *Badges for Learning* program is centered around its Competencies for Libraries Serving Youth, currently being updated.

Libraries Transform: Change Agents/Leadership for Change: A scan of existing content offered by ALA units in leadership training with a focus on change (including the in-person ALA Leadership Institute) is complete. LLAMA's Leadership Competencies (due late 2016) will help provide an organizational structure for related content. This content stream aligns with 16-17 President Julie Todaro's Libraries Transform "Expert in the Library" focus.

Content in specific streams:

- The Center for the Future of Libraries, the Office for Diversity, Literacy, and Outreach Services, and other units offered new change-focused content at ALA Midwinter. [See *MW program book pages*.]
- A P&L and proposal are underway for developing on-demand content around the concept of a "Basics in/for those new to the field" cluster (ASCLA accessibility, OIF IF issues, copyright etc.).
- CE is increasingly being organized around updated competencies and frameworks across ALA. Updates and related implementations underway in FY16 include: LLAMA core competencies (Board review due June 2016); AASL learning standards and program guidelines (fall 2017); ACRL professional development initiatives and resources around the *ACRL Framework for Information Literacy for Higher Education*; ALSC's revised edition (2015) of its [Competencies for Librarians Serving Children in Public Libraries](#); PLA/ALSC's Every Child Ready to Read (ECRR); PLA training program (late fall 2016) with a focus on strategic planning; PLA's [Project Outcome](#), (launched June 2015), more than 1200 registered users representing 800 libraries enrolled; YALSA (requested).
- Still to be addressed: Certification programs (APA) and CPLA content, including courses under development (APA/ HRDR). UFL Academy. Specific topics—literacy, collections, knowledge organization, equity/inclusion, advocacy.

STRATEGY 2: PATHWAYS/GUIDANCE and STRATEGY 3: CONTENT/RECOGNITION

Providing tools that allow learners/members to take control and demonstrate success:

Planning for where related information lives and where we build self-assessment and self-tracking for members should be completed in FY16/early FY17, with groundwork laid for implementation later in FY17.

Reauthorization of ALA as a provider of CEUs (Continuing Education Units): HRDR will submit an application and prepare for a site visit for re-accreditation through the International Association for Continuing Education and Training (IACET) in October, 2016.

STRATEGY 4: ENGAGEMENT IN ALA

A More Welcoming ALA: Various projects across ALA aim to help new and mid-career members more easily find their path to involvement in ALA as they set goals and build their career. They include: redesigned ala.org homepage (late summer 2016); kitchen-table conversations at conferences; Engage with ALA/ your division resources and web pages; FY16 plans in PLA, LITA, AASL and others that support this objective.

Resource for LIS Students: ALA Membership Development, with the Membership Committee, is in second-round edits of an LIS on-demand resource due for soft launch early summer 2016 that will introduce students to: what an association can do over time that individual or local-only action cannot; how membership fits into career goals; and points of entry to involvement, engagement, and impact.

STRATEGY 7: DIVERSITY

Divisions and offices have committed budget for FY16 to add more training and education opportunities for librarians around issues of diversity, inclusion, and equity, including conference content. Jody Gray, new Director of the Office for Diversity, Literacy, and Outreach Services, adds capacity and a fresh vision. More than 100 participated in the Midwinter workshop, "If I Hadn't Believed It, I Wouldn't Have Seen It: Exploring Systemic Racism and its Implications for Our Lives and Work." This was cosponsored by the Task Force on Equity, Diversity, and Inclusion, which also cosponsored Senator Cory Booker's appearance at Midwinter.

Appendix

Please note: The following six screenshots are just samples to show progress to date and are not final—the copy, images, and logos are placeholders.

eLearning Home Page

ALA | eLEARNING

ALA.org ALA Connect Contact GiveALA Join / Renew Sign in

TOPICS > EVENT TYPES > DIVISIONS > OTHER ALA PROVIDERS > FAQs > View Cart

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Use this quick keyword search option or the drop-downs below to browse and find what you need.

OR

1 What Topic?

2 Delivered How / When?

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Upcoming Calendar Events

NOV 26	Fundamentals of Electronic Resources Acquisitions web course Nov 26	
NOV 28	Community Collaborations: School and Public Library Partnerships Nov 28	
DEC 02	After Hours: Circulating Technology to Improve Kids' Access Dec 2	
DEC 08	Cloud Computing for Librarians: An Introduction Dec 8	

Full Calendar >

CEUs / Certification

Learn more

Free Resources

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In-Person Learning Events

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	Lorem Ipsum set amet Nov 26 - Nov 29	
	Lorem Ipsum set amet Nov 26 - Nov 29	

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ALA American Library Association
50 E. Huron St. Chicago IL 60611 | 1.800.545.2433

eLearning Listing Page Sample

[← BACK TO SEARCH RESULTS](#)
Type Keywords Here...

LLAMA Face to Face : Create Your Future : A Transformative Goal Setting Workshop

1
ADD TO CART

* Please have the name, ALA ID#, and email address of each attendee that you are registering in order to complete the checkout process.

Live

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The Library of Congress, the National Agricultural Library, and the National Library of Medicine have jointly determined that to achieve a viable and robust metadata infrastructure for the future, RDA—Resource Description & Access should be in that future. This decision was not made lightly, but based on a substantive test using RDA in which 23 libraries and the three U.S. national libraries participated. This shares the thoughts of LC's Associate Librarian for Library Services, Deanna Marcum, and its Director for Acquisitions & Bibliographic Access, Beacher Wiggins. Marcum gives her reactions to reviewing and accepting the recommendations of the U.S. RDA Test Coordinating Committee. Wiggins, a Coordinating Committee co-chair, describes the test, findings, and analyses that led to the recommendation to implement RDA not sooner than January 2013.

Originally presented on Monday, August 1, 2011.

recording (.wmv)

presentation slides (.ppt)

Learning Outcomes

Marcum gives her reactions to reviewing and accepting the recommendations of the U.S. RDA Test Coordinating Committee. Wiggins, a Coordinating Committee co-chair, describes the test, findings, and analyses that led to the recommendation to implement RDA not sooner than January 2013.

Who Should Attend

Anyone interested in the subject matter is encouraged to listen to the session.

Presenters

Deanna Marcum is Associate Librarian for Library Services at the Library of Congress. Beacher Wiggins is Director for Acquisitions & Bibliographic Access at the Library of Congress.

Registration

Tech Requirements

Computer with Internet access (high-speed connection is best) and media player software. Headphones recommended.

If you receive a Codec error when playing the recorded file with Windows Media Player, download the gowebinar codec file from: <https://www.gowebinar.com/codec/WhatIsGowebinarCodec.com> The Codec acts as a patch that allows the recording, which is created with a higher version of Media Player, to play in version 7. For more information on playing the recording, [see the FAQ](#).

Cost

ALA Personal Member: \$295
 ALA Discounted Personal Member: \$125
 Sponsoring Unit: \$325
 Non-Member: \$425

How to Register

Register with the buttons below.

**Online Registration Closes
 May 25, 2016 3:30pm**

Credits

A CEU application has been filed with ALA's HRDR office. CEU credit status will be posted here when that information becomes available. This four-week course may be eligible for 1 CEU credit.

Contact

For questions about accessibility or to request accommodations, contact the staff liaison listed below. Please make requests for accommodations at least two weeks before access will be needed.

Julie Reese,
 ALCTS Events Manager
jreese@ala.org
 1-800-545-2433, ext. 5034

1
ADD TO CART

Filter
CLEAR

Search within these results...

Topics:

- American Association of School Librarians (AASL)
- Assn. for Library Collections and Technical Services (ALCTS)
- Assn. for Library Service to Children (ALSC)
- Assn. of College Research & Libraries (ACRL)

Event Types:

- In-Person Learning Events
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- Courses

Divisions:

- American Association of School Librarians (AASL)
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- Assn. of College Research & Libraries (ACRL)

Other ALA Providers:

- American Association of School Librarians (AASL)
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Your Search:

Webinars | Assn. for Library Service to Children (ALSC) | Lorem Ipsum Set Amet Lorem Ipsum Set

A 21st-Century Approach to School Librarian Evaluation (AASL)

Webinar
ON DEMAND
FREE

Writer Patricia Owen discusses AASL's newest publication, *A 21st-Century Approach to School Librarian Evaluation*. In this workbook, Owen uses the AASL Empowering Learners program guidelines as a basis for a school librarian evaluation rubric—one that can be adapted or duplicated by school librarians and shared with school administrators. Owen walks participants through the workbook's suggested readings, action tips, and evidence collection to help school librarians engage in rigorous self-evaluation and to shape school administrator evaluations.

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Before the Mud Flies: Conversations for Banned Books Week

Webinar
ON DEMAND

Writer Patricia Owen discusses AASL's newest publication, *A 21st-Century Approach to School Librarian Evaluation*. In this workbook, Owen uses the AASL Empowering Learners program guidelines as a basis for a school librarian evaluation rubric—one that can be adapted or duplicated by school librarians and shared with school administrators. Owen walks participants through the workbook's suggested readings, action tips, and evidence collection to help school librarians engage in rigorous self-evaluation and to shape school administrator evaluations.

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Louise Gruenberg	 Regular Member		\$59.00
Lorem Ipsum Set : Set Amet Lorem Ipsum Set Amet Lorem Webcast	Webcast	1	
<i>Registrants</i>			
Louise Gruenberg	 Regular Member		\$59.00

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Lorem Ipsum Set : Set Amet Lorem Ipsum Set Amet Lorem Webcast	Webcast	1	
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Item	Type	Quantity	Amount (\$)
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<i>Registrants</i>			
Louise Gruenberg	 Regular Member		\$59.00 Edit
Jane Doe	 Retired Member		\$49.00 Edit
Sarah Smith	 Regular Member		\$59.00 Edit
Joe Shmoski	 Student Member		\$29.00 Edit
John Bookman	 Non-Member Guest		\$79.00 Edit
(Advance Pricing)			
Lorem Ipsum Set : Set Amet Lorem Ipsum Set Amet Lorem Webcast	Webcast	1	
<i>Registrants</i>			
Matt Wickert	 Regular Member		\$59.00 Edit
Jane Doe	 Retired Member		\$49.00 Edit
Sarah Smith	 Regular Member		\$59.00 Edit
Joe Shmoski	 Student Member		\$29.00 Edit
John Bookman	 Non-Member Guest		\$79.00 Edit

YOUR TOTAL: \$550.00

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