

TO: LITA Board of Directors

TOPIC: New eLearning Coordinator Proposal

ACTION / INFORMATION / REPORT: ACTION

SUBMITTED BY: Jenny Levine, LITA Executive Director

DATE: April 15, 2019

SUMMARY

After preparing the draft FY20 budget, I am proposing an alternative approach to outsourcing LITA's elearning logistics than the plan approved earlier this year.

BACKGROUND

In January 2019, the LITA Board approved a proposal to outsource LITA's elearning logistics to ALA Publishing's eLearning Solutions (eLS) unit. However, when the revenue share was entered in the LITA budget using ALA's budget software, the projected deficit in net revenue at the end of FY20 had doubled.

Instead of outsourcing the logistics to ALA eLS, which would have saved us a lot of ramp-up time, I'm proposing we create a new member volunteer position for an *eLearning Coordinator*. This person would handle all the logistics from scheduling to synchronous support to handling evaluation surveys. It would be similar to our editor positions but with a larger stipend since it will be a lot more work.

The position would be for 4 hours a week, 52 weeks a year, for a 3-year term. That level of capacity would still allow us to double the number of sessions we offer, increasing our revenue to help us end deficit budgets.

In order to also increase registration numbers, we still need to use the ALA eLS mailing list target group with its 60,000+ subscribers, so I talked with them about canceling our current agreement but still paying them 10% of our revenue for use of their list. They've agreed to this new version of our partnership.

If we pay this new position \$20 an hour for 4 hours per week (208 hours total), that's a stipend of \$4,160 a year. Using the same projected revenue in the previous proposal, we'd give eLS \$10,680 (10% of our gross revenue) to use their marketing list.

This would save us \$33,220 over the previous proposal, which means a projected total deficit of only -\$13,370 for FY20 instead of -\$46,599.

However, there are some trade-offs with this approach:

1. Increased initial time investment to get the new volunteer position up to speed.
2. The LITA Director will have to devote more time to managing this position.
3. There will be turnover in the position every 3-6 years (depending on appointment renewals), requiring us to run a search for a new volunteer periodically.
4. There's always the risk that the volunteer will resign during their term and suddenly have to be replaced.

Despite these issues, I believe the reduction in the budget deficit is worth it. As I'm writing the new job description for Mark's replacement, I'm focusing it on member engagement and marketing. The new staff person would still have to create and send out the marketing, but at least they won't have to spend time on the more manual, administrative tasks of CE implementation logistics.

I've shared this proposal with the Financial Advisory Committee, and they agree with trying this new approach.

PROPOSED POSITION DESCRIPTION

The eLearning Coordinator is charged with handling all of the logistics for scheduling, running, and completing LITA's webinars and courses.

Responsibilities

- Works with instructors and LITA staff to schedule webinars and courses at least 10 weeks in advance;
- Maintains a year-round calendar of elearning opportunities based on content selected by the LITA Education Committee and LITA Education Acquisitions Editor;
- Obtains signed letters of agreement from instructors;
- Provides ALA Member and Customer Service (MaCS) with information about each session to list it in ALA's registration system (or enter the information in ALA's eLearning site when it goes live);
- Creates a web page with all the information about the session;
- Provides LITA staff with content about each session to market each elearning opportunity;
- Works with facilitators prior to each session to guarantee quality of content, including holding practice sessions;
- Provides support to instructors for LITA's webinar and presentation software;
- Acts as the primary contact for all communication with elearning instructors and participants; refers registration issues to ALA Customer Service;
- Updates elearning information on the LITA website and/or ALA eLearning site as necessary;
- For courses, sets up the Moodle space and adds instructor(s);
- For webinars and synchronous sessions, opens the online room, runs the session, and records it;
- Provides any necessary support for the instructor and participants during the session;
- Creates the evaluation survey for each webinar and course;

- Follows up with participants to thank them for attending, sends the recording link (for courses, this means after each week's session), and encourages participants to fill out the evaluation survey; sends reminders to fill out the survey as necessary;
- Works with instructors to display LITA marketing materials created by staff at the beginning of each session;
- Submits instructors' invoices to the LITA Executive Director for processing;
- Sends thank you to presenter(s) along with a link to the survey results;
- Keeps the LITA Education Committee apprised of scheduled and completed sessions;
- Maintains the LITA Education Data Dashboard of statistics for attendance and evaluation survey responses for all elearning sessions;
- Notifies the Education Acquisitions Editor when an elearning opportunity was popular enough to run again;
- Creates a summary statistical report of elearning activity twice a year for the LITA Board (January and June);
- Tracks and summarizes suggested future elearning opportunities submitted by participants on the evaluation survey.

Requirements

- Previous planning or project management experience to maintain a year-round education calendar;
- Good written and oral communication skills;
- Experience working with people from diverse racial, ethnic, socioeconomic, gender, and other backgrounds;
- Must be familiar enough with LITA's online meeting and presentation software to provide support to instructors and participants (currently Zoom and Google Slides);
- Must be available between 11:00am – 2:00pm Central Time on Tuesdays, Wednesdays, and Thursdays each week;
- Must have your own desktop or laptop computer, webcam, headset, and access to a robust internet connection;
- Must be a member of LITA.

Benefits

The Coordinator will receive a stipend of \$4,160 each year, payable as two installments of \$2,080 each in January and August.

ACTION REQUESTED

Approval of the proposed eLearning Coordinator position description, stipend, and job description to replace the previous eLS Outsourcing Logistics proposal.