

EDUCATION TASK FORCE #3 – FINAL REPORT 3/09/2006

It has long been a goal of AALL to provide continuing education opportunities for members outside of the Annual Meeting. The results from the 2005 Educational Summit underscored Chapter leadership perceptions that past experiments in continuing education outside the Annual Meeting were unsuccessful because they were too expensive and because they did not involve local members either in the planning or the execution of the program.

The Executive Board Education Task Force #3 was charged with bringing recommendations forward establishing policies and procedures for the creation of a continuing education grant fund. Specifically recommendations pertaining to

- 1) Appropriate funding models for continuing education programs;
- 2) Appropriate criteria for education grants to be awarded;
- 3) A mechanism for members to submit proposals and
- 4) A mechanism to review and recommend specific awards.

The Task Force has determined that we have two types of continuing education programs under consideration, and therefore a distinct funding model for each one must be formulated. These are:

- A) Programs sponsored by AALL at the suggestion of an association entity such as a special committee or task force, and SIS, individual members seeking AALL assistance, etc.;
- B) Programs created and staged at the local or regional level and whose organizers need some level of funding to complete arrangements.

PART I - FUNDING MODELS FOR CONTINUING EDUCATION PROGRAMS

A - CONTINUING EDUCATION PROGRAMS INTENDED TO BE STAGED BY AALL

Scope: The Association seeks to encourage and foster ideas for continuing education programs that might have national interest. Examples of this type of continuing education program include, but are not limited to, live presentations such as one-day workshops and multi-day institutes, and distance learning opportunities such as webinars and podcasts. These programs might be initiated by a special committee, a task force, a standing committee that has been formed by the AALL Executive Board; an SIS working in collaboration with another SIS or AALL Chapter; or individual AALL members who wish to propose a continuing education program. Our information from various member questionnaires, working groups such as the GenXGenY Task Force and the Executive

Board's own strategic directions initiative underscore the value that these programs have to our members.

We believe that for this category of continuing education program to flourish, we need to create significant incentives that encourage creativity in both content creation and alternative delivery options. We also believe that some involvement on the part of program planning expertise in AALL Headquarters is necessary with this category of continuing education efforts.

Current financial policies of the Association require full cost recovery for all activities of the Association. Cost recovery consists of direct and indirect costs. Indirect costs are determined annually and applied consistently to all activities of the Association.

The members of Task Force #3 believe that the application of overhead to this particular segment of educational programming currently results in program fees that are prohibitively expensive and are not competitive with program fees that the local chapters or individuals can and do charge for the same content. The current cost structure serves as a disincentive to local groups or individuals who might want to import programs that have been developed by AALL.

While the Task Force understands the reasons for the current policy, the Task Force also believes that the importance of delivering continuing education programs outside of the annual meeting is such an important activity at this juncture, that extreme measures must be taken to assist in the implementation of a viable continuing education program.

MOTION #1 that an exception be made to the current AALL financial policy pertaining to the allocation of overhead to continuing education programs outside of the annual meeting for a period of three years. This exception would apply to continuing education programs proposed by AALL members or entities.

B. CONTINUING EDUCATION PROGRAMS DEVELOPED AND STAGED AT THE LOCAL OR REGIONAL LEVEL

The Task Force recommends a pure grant model for this category of continuing education programming. The continuing education grant process that we suggest be put in place would allow for individual members, chapters, SIS's, to apply for funds that would assist in developing educational programs outside the annual meeting. Grants could be used for such direct costs as handouts, speakers, speakers' expenses, meals, lodgings, etc. Program planners are responsible for all indirect costs involved in staging the continuing education program. Examples of this type of cost include confirming speakers, arranging catering, handling registration details, preparing the handouts, etc. As this is a grant program, AALL has not financial interest in the outcome of the local programs, and will not expect or request any monetary remuneration.

There may be instances where a grant requestor might request that AALL provide some services. This cost of these services would be negotiated by the AALL Executive Director and would by necessity be included in the registration fee and recovered by the Association. [THE DETAILS OF THIS TBA BY AALL HQ]

The desired impact of adopting this revised financial guideline is to encourage the development and provision of continuing programs held outside of the annual meeting. After two years, the program would be reviewed by the Finance and Budget Committee, AALL financial officers and headquarters staff.

MOTION #2 that \$25,000 be transferred from the Current Reserve Fund into a new line for Continuing Education grants, and that this is done as soon as possible.

PART II – CRITERIA FOR PROGRAM AND GRANT REQUESTS

A. CONTINUING EDUCATION PROGRAMS INTENDED TO BE STAGED BY AALL

Requests for this category of continuing education program would be developed by the AALL member(s) or entity and whenever possible, proposed through the Finance and Budget Committee of the Executive Board. If the proposal comes through a special or standing committee or a task force, the Executive Board liaison will be responsible for getting the proposal complete enough for consideration by the Finance and Budget Committee, at their regularly scheduled meeting. Proposals developed by an AALL member or members should be developed with the assistance of the AALL Director of Finance and Administration. Proposals coming mid-cycle of any given budget year should be directed through the AALL Executive Board Executive Committee for consideration. Funding of mid-cycle proposals would rely upon the existence of funds. [The detailed process for this should be developed by AALL HQ with Treasurer assist – who does what, what AALL HQ can do in an advisory capacity, etc]. Decisions to go forward with the program would be made based on the following guidelines/criteria:

- Need for the program [should be in the proposal]
- Probability that the program could be replicated/portable
- Listing on general AALL CE calendar

The following information would be part of the proposal for a program of this type, and would be developed with the assistance of the AALL Education staff person:

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Intended audience of program

- Purpose of program
- Description of program content
- Length of program
- Maximum and minimum number of registrants
- Anticipated contributions from vendors

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- Name of vendor
 - Anticipated form of the contribution either monetary or in kind
- Number of speakers
 - Cost to house speakers
 - Speaker per diem
 - Speaker honoraria
 - Speaker transportation
- Food & beverage costs for program
- Furniture/equipment rental
- A/V expenses
- Supplies
- Postage
- Printing and copying
- Facility rental
- Transportation
- Miscellaneous expenses

It will be the responsibility of the association entity or individual to develop the educational content, identify relevant faculty, propose alternative delivery options, including venue if the continuing education program is intended to be in person.

It will be the sole responsibility of AALL Executive Director to solicit contributions from vendors, publishers, formal grant proposals or any other potential outside funding. It will be a joint responsibility of the proposing entity and AALL HQ to identify direct costs for the formulation of the registration fee if the continuing education program is intended to be a live presentation and appropriate technology if it is intended to be a distance education program.

The registration fee would be determined based on the direct costs and the expected number of attendees of the program. The goal would be direct cost recovery only. Although there would be no expectation of making a profit, any excess monies collected would be returned to the Current Reserve Fund.

The information for Association members or entities to create and propose this type of program shall be placed on AALLNET.

B. GRANTS FOR CONTINUING EDUCATION PROGRAMS DEVELOPED AND STAGED AT THE LOCAL OR REGIONAL LEVEL

The purpose of the AALL Continuing Education Grants Program is to encourage program development and sharing among AALL entities. Any AALL individual

member, member institution or entity is eligible to apply for a Continuing Education grant.

Applications for Continuing Education Grants will be accepted for any amount and for the following purposes [including but not limited to]:

- Specific shortfall in program planner's budget for an already planned program;
- Development of program content of varying lengths
- Start up funds for an innovative format such as a webinar, podcast
- Funding a partnership between an SIS and a Chapter

In return for the grant, the successful grantee will be expected to

- post the program particulars on the AALL program calendar
- send the program materials to the AALL archives
- afford AALL members the same registration rate as extended to members of the sponsoring entity
- recognize AALL as a sponsor

PART III - MECHANISM FOR SUBMITTING A GRANT REQUEST FOR CONTINUING EDUCATION PROGRAMS DEVELOPED AND STAGED AT THE LOCAL OR REGIONAL LEVEL

Grant requests for educational programming will be accepted throughout the year and will be accepted electronically. The following information should be included when making requests. No specific form is required.

- Intended audience of program
- Purpose of program
- Description of program content
- Length of program
- Maximum and minimum number of registrants
- Amount of money requested from AALL
- Anticipated contributions from vendors
 - Name of vendor
 - Anticipated form of the contribution either monetary or in kind

The information will be made available on AALLNET.

PART IV – MECHANISM FOR REVIEWING AND AWARDING GRANTS

A small task force would be appointed annually to review the grant proposals on a quarterly basis. The task force would be comprised of:

- Immediate Past Chair of the SIS Council
- Immediate Past Chair of the Chapter Council

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- The AALL Executive Board Liaison to those councils
- AALL Treasurer

The task force will make the decision about funding and notify AALL HQ who will disburse the funds. The decision of the task force will be final. The task force shall report to the AALL Executive Board at their regular meetings the details of the grants disbursed.

MISCELLANEOUS RECOMMENDATIONS

1. Education Task Force #3 further recommends that the proposed AALL education staff position be filled by a candidate with skills in the educational technology area. Other skills that are deemed to be essential in this position: knowledge of technology and distance learning technology options, the ability to make arrangements for usage of relevant technologies.

2. The Task Force further urges that AALL move with all due haste to investigate opportunities for purchasing satellite time so that a distance platform could be available for rental to Chapters/SISs/members who wish to take the lead in creating distance/electronic programs. The initial subscription costs are to be borne by the Association for the initial two year trial period, perhaps charged against the Continuing Education Grant Fund, or charged back to the proposed educational program as a direct cost, to be factored into the registration fee.

AALL Executive Board Education Task Force #3

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