

## MLA Virtual EOP Task Force Proposal

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### Members:

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### Charge:

The task force will submit a proposal for the purchase of Elluminate software (alternatively Adobe Connect) for the purpose of developing webinar courses, and also will develop one to two trial webinars in conjunction with the EOP teachers using PowerPoint. The proposal for trial webinars needs to include planning for advertising, publicity, registration rates for members vs. non-members (with incentives to join MLA before and after webinar, or auto-enroll as members if the price differential warrants), how registration fees are collected, and other logistics. The task force will need to establish a fee structure for webinars that will produce a revenue stream for MLA. The work of the task force will be submitted to the Board by April 1, 2012.

### Webinar Software:

The Board is already using Adobe Connect for virtual meetings; nevertheless the task force decided to test Adobe Connect and Elluminate to determine which would be the best fit. It was clear that neither software is perfect—we experienced technical issues with both. The following is a summary of features associated with each product:

**Adobe Connect:** [Adobe Connect](#) is a web conferencing solution for online meetings, elearning and webinars used by leading corporations and government agencies. It's based on the widely available Adobe Flash technology.

- **Software required:** No downloads. Windows, Mac, and Linux operating systems are all supported. However, we experienced issues with Mac's new operating system, Lion. Adobe Connect has created a solution for this; however, the user must know about it before attempting to join the meeting.
- **Invitation tools:** Online calendar and meeting scheduler, compatible with Microsoft Office.
- **Collaboration tools:** Screen sharing via desktop and applications. Multiple presenters, annotating tools, text chat, teleconferencing, VoIP, videoconferencing.
- **Recording:** Yes
- **Polling & survey:** Yes
- **Post-meeting reports:** Yes
- **Testing experience:** For the most part, we able to get the audio and video working. At times the audio was choppy, which may have been due to the Internet connection speed. In comparison to Elluminate, the interface is a bit more intuitive and PowerPoint presentations were easier to upload and view.
- **Licensing:** A yearlong contract for Adobe Connect for one host account that allows up to 25 attendees amounts to **\$540/year**. If we wanted to expand our offerings to 50 attendees, we could purchase a second host account for **\$1,080/year**. Alternatively, we could pay monthly, which amounts to **\$45/month** for one host account or **\$90/month** for two hosts. See their webpage explaining this here:  
<https://service.adobe.com/cfusion/bots/purchase/index.cfm?event=showServicePlans>.

If we wanted a solution customized for MLA, we could look into a third party company, such as Intesolv ([www.intesolv.com](http://www.intesolv.com)). They could assist with course and curricula management, multimedia content delivery, and desktop content authoring tools registration and training event management. However, it is too early at this point to explore this route.

**Elluminate:** A popular software in education, [Elluminate](#) was recently purchased by Blackboard. It is marketed as a unifying learning experience for everyone. Elluminate offers products to fit large institutions as well as smaller customers.

- **Software required:** A quick download of a Java file (jnlp) takes about 60 seconds, and then you are launched into your “room.” Windows, Mac, and Linux operating system are all supported.
- **Invitation tools:** Various
- **Collaboration tools:** Share, files, documents, and desktops. Annotating tools, text chat, teleconferencing, VoIP, and videoconferencing. Virtual breakout rooms are available for larger audiences/conferences.
- **Recording:** Yes
- **Polling, quizzing, & survey:** Yes
- **Testing experience:** We had some audio issues when multiple people had their microphones on at once. We also learned that the experience is much better when everyone has a headset. The interface was a bit confusing to use and would definitely take some training. Elluminate appears to be better with sending invitations while Adobe Connect requires a Microsoft Outlook account.
- **Licensing:** The vClass license includes is a virtual room anyone in the entity can use it. This shared virtual room comes in configurations ranging from 50 Participants to 400 Participants capacity. vClass licensing can only host one session at a time, so managing the scheduling of the virtual room is important. vClass also includes Plan and Publish software. A 50-participant vClass license is **\$2,100/year**. The license also includes:
  - ***Plan!***: *Plan!* is for organizing and scripting session content ahead of time. Plan is a desktop download.
  - ***Publish!***: *Publish!* is for creating stand-alone files or industry-standard video files from Elluminate Live! recordings. Publish is a desktop download.

While Elluminate appears to have some features absent in Adobe Connect, such as Plan! and Publish!, the similarity of overall functionality of the two products led to the conclusion that both programs are suitable for meeting MLA’s instructional outreach needs. Given the similarities of the programs, cost and flexibility became the deciding factor (see Cost and Revenue Projection for Annual table below); the task force recommends that MLA continue with Adobe Connect with a possible addition of a second host account.

#### **Trial Webinar:**

The first trial webinar will be on music reference. Chris Durman has graciously agreed to be the instructor. (The learning objectives for this workshop are available here: <http://www.musiclibraryassoc.org/employment.aspx?id=347>). The task force recommends a second trial webinar on collection development (the learning objectives are available here: <http://musiclibraryassoc.org/employment.aspx?id=348>), but as of April 1, 2012 we do not have an instructor lined up. Presenters should receive an honorarium of 10% royalty from the registration fees.

A moderator will be appointed to introduce the presenters and assist them and attendees with technical issues and questions. The webinar will last 60-90 minutes depending on the amount of content and questions from the audience. Webinars will be recorded. An initial test of the webinar could include members of this task force, the EOP Subcommittee, and the Education Committee. After the trial webinar has been successfully tested and the policies and fees finalized, we will then offer a paid webinar to the public.

### **Advertising and Publicity:**

All advertising and publicity can be completed through email, listservs, newsletters, and conferences. A brochure and a PDF or webpage will need to be created that can be widely distributed to:

- Email sent out to all MLA members
- MLA website
- MLA conference exhibition booth
- Newsletters: includes advertisement and post-workshop summary
  - MLA Newsletter
  - MLA Chapter newsletters
- Publicity/Outreach Officer and MLA Organizational Liaisons
  - Distribute brochures at conferences
  - Submit advertisement to appropriate listservs
- Listservs
  - MLA-L
  - MLA Chapter listservs
  - Music Library Student Group listserv
  - Library school email lists using the Library School Directory.
  - RUSA-L
  - Topically relevant ALA-sponsored listservs (<http://lists.ala.org/sympa>)
  - State library association listservs
  - Regional library association listservs
  - Public Library Association listservs

### **Registration Rates:**

These rates were determined based on an environmental scan completed by Kimmy and Michelle (see Appendix I). The suggested registration rates are:

Member	\$30
Student	\$25
Non-member	\$50
Group Institutional member	\$100
Group Non-institutional member	\$200

For the group registration, one person registers and is allowed to project the webinar to participants in the same room.

Following the webinar, registered attendees will receive free access to the webinar recording. Non-attendees can access the recording for a small amount. Suggested rates for archival access are:

Member	\$15
Student	\$10
Non-member	\$25

Since one of the goals of the Strategic Plan is Membership, we would like to try to keep rates low for members and give incentives for non-MLA members join. Therefore, we recommend that non-MLA members should be given the opportunity to receive a discount of 15-25% off of MLA membership dues. If they register before the webinar, they will also be allowed to pay the member rate. Anyone who registers for a webinar as a nonmember will be offered the MLA membership discount for up to 3 months following the webinar.

The MLA Business Office will be able to create an online registration form for the webinars, similar to the form used for the national conferences. The Business Office will also be to collect registration fees and send attendees information before and after the webinars.

### Cost and Revenue Projections:

The following table demonstrates how MLA will be able to make a profit from the webinars by showing the minimum participants required to break even. This is assuming that after the trial period, we will host 3 webinars annually and that we will pay presenters 10% of the registration royalties. Note that these cost projections do not include any profit gained from the purchase of archived webinars.

<b>Cost and Revenue Projection for Annual Webinars</b>			
	<b>Illuminate</b>	<b>Adobe</b>	<b>Adobe</b>
	50-person	25-person; 1 host	50-person; 2 hosts
<b>Annual license</b>	\$2,100.00	\$540.00	\$1,080.00
<b>Royalty to speaker - 10%</b>	\$233.33	\$60.00	\$120.00
<b>To break even, we need the following annual revenue</b>			
	\$2,333.33	\$600.00	\$1,200.00
<b>Assume that we hold 3 webinars per year</b>			
<b>Revenue per event</b>			
	\$777.78	\$200.00	\$400.00
<b>Minimum participants needed to break even (sample combinations)</b>			
<b>Members</b>	15	5	9
<b>Students</b>	4	2	2
<b>Non-Members</b>	3	0	0
<b>Group member</b>	1	0	1
<b>Group non-member</b>	0	0	0
<b>Revenue</b>	\$800.00	\$200.00	\$420.00

One host account through Adobe Connect is clearly the safest option. We would only need approximately 7 attendees over all 3 webinars to at least break even. Nevertheless, two host accounts with Adobe Connect allows for the greatest potential for profit.

**Training the Trainer Resources:**

As the Task Force met and discussed trial webinars, we kept coming back to the importance of ensuring that our instructors received the support they needed to successfully give a webinar presentation. Therefore, Lisa Hooper assembled this list of resources that can assist the instructors in this endeavor. See Appendix II.

## Appendix I

## Environmental Scan of Registration Costs for Live Webinars

**ACRL online learning** (1.5 hours long)

- ACRL member: \$50
- ALA member: \$75
- Nonmember: \$90
- Student: \$40
- Group: \$295

**ARLIS/NA**

- Registration limited to members only (including archive) – seems to be no cost – waiting for email confirmation

**ARLIS/NA MW Virtual Conference** (included seven presentations total)

- Members: \$30
- Nonmembers: \$40
- Recordings are free

**ALA online learning** (not through a specific group)

- Member: \$20
- Nonmember: \$25
- Group: \$120

**MLA** (Medical Library Association)

- Early registration:
  - Member: \$75
  - Nonmember: \$150
  - Group: \$395
- Late registration is \$25 more for individuals, \$100 more for groups

**Metro** (Metropolitan New York Library Council)

- Member: \$15-\$20
- Nonmember: \$25-\$30

**NYLA** (New York Library Association)

- Member: \$15
- Nonmember: \$25

**PLA** (various pricing models)

- One pricing model:
  - ALSC or PLA Personal Members and Students: \$45

- Nonmember: \$55
- Groups: \$195
- Second pricing model:
  - PLA Personal Member: \$28
  - ALA Personal Member: \$31.50
  - Nonmember: \$35
  - Group: \$129
- Recorded webinars: \$28 each (less 10% discount for ALA/PLA members) for individuals and \$119 each (less 10% discount for ALA/PLA members) for groups

#### **SLA webinars (ClickU)**

- Live Webcasts
  - Member: free
  - Nonmember: ?
- Recorded webinars (for up to a year, after that--members only)
  - Member: \$29
  - Nonmember: \$49

#### **YALSA online learning**

- Student: \$29
- Member: \$39
- Nonmember: \$49
- \$195 for group registrations. YALSA's group rate provides an institution with 10 individual logins.

\*\*ATLA, CLA (Canada), NJLA, PLA (Pennsylvania) do not appear to offer webinars.

Appendix II  
Training the Trainer Resources

**Readings:**

Baker, David L. "Designing and Orchestrating Online Discussions," in *Journal of Online Learning and Teaching* 7/3(Sept 2011): 401-411. [http://jolt.merlot.org/vol7no3/baker\\_0911.pdf](http://jolt.merlot.org/vol7no3/baker_0911.pdf) [accessed 26 March 2012].

Boettcher, Judith V. *The Online Teaching Survival Guide: Simple and Practical Pedagogical Tips*. San Francisco: Jossey-Bass, 2010. 978-0470423530

Collison, George, et al. *Facilitating Online Learning: Effective Strategies for Moderators*. Madison, WI: Atwood Publishing, 2000. 978-1891859335

De Figueiredo, Antonio D. and Ana P. Afonso, editors. *Managing Learning in Virtual Settings: The Role of Context*. Hershey: Information Science Publishing, 2006. 1591404886

Engvig, Mona. *Online Learning: All You Need to Know to Facilitate and Administer Online Courses*. Cresskill, NJ: Hampton Press, 2006.

Guanci, Gen. "Best Practices for Webinars." *Creative Nursing* 16/3 (2010): 119-121.

Gudea, Sorin Felician Walter. *Expectations and Demands in Online Teaching: Practical Experiences*. Hershey: Information Science Publishing, 2008. 978-1599047478

Horton, Sarah. *Web Teaching Guide: A Practical Approach to Creating Course Web Sites*. New Haven: Yale University Press, 2000. 978-0300087277

Lehmann, Kay Johnson and Lisa Chamberlin. *Making the Move to eLearning: Putting Your Course Online*. Lanham, MD: Rowman & Littlefield Education, 2009. 978-1607090410

Palloff, Rena M. *Assessing the Online Learning: Resources and Strategies for Faculty*. San Francisco: Jossey-Bass, 2009. 978-0470283868

Smith, Robin. *Conquering the Content: A Step-by-Step Guide to Online Course Design*. San Francisco: Jossey-Bass, 2008. 978-0787994426

**Open Access Journals of Interest ([www.doaj.org](http://www.doaj.org)):**

*Journal of Online Learning and Teaching*

*Journal of Educators Online*

*World Journal on Educational Technology*

**Blogs of Interest:**

The Webinar Blog: Web Conferencing Tips, News, and Opinions.

<http://wsuccess.typepad.com/webinarblog/>

Webinar FAQ: Webinar and Webconferencing Information for Beginners and Experienced Users.

<http://webinarfaq.com>

Web Conference Guru: Resources and Commentary for the Web Conferencing Community

<http://webconferenceguru.com/>

IDEA [Instructional Design & Education in Action]

<http://blogs.missouristate.edu/instructionaldesign/>

### **Videos of Interest:**

Indiana University. *Planning an Online Course*

<http://youtu.be/m3H7PbkndOk>

eLearning Academy. *An E-Learning Design Framework* (This is the first of a series of online course design videos produced by eLearning Academy)

<http://youtu.be/GLshskPhA2w>

Culatta, Richard. *Designing Online Learning*

<http://youtu.be/Zv- GCFdLdo>

Culatta, Richard. *Designing Online Learning: Affordances*

<http://youtu.be/RWJMOqu8L8A>