

Talking Book Service Advisory Committee Meeting
Wednesday, March 3, 2010
9:30 AM-1:30 P.M.
River Room

Meeting Purpose: To improve services for those requiring reading alternatives

Desired Outcomes: By the end of the meeting, participants will:

1. Review/revise TBS vision
2. Receive latest information on digital transition issues and recommend any changes
3. Develop a list of ways to promote the digital player/books
4. Select Talking Book Awareness Day 2010 theme and date
5. Share information on activities pertinent to those requiring reading alternatives

Meeting Leader: Sue Walker

Facilitator: Shirley Biladeau

Recorder: Tina Schilling

AGENDA

Meeting set-up: introductions, meeting purpose, desired outcomes, roles, agenda review, ground rules, decision making	Shirley	<ul style="list-style-type: none"> • Present • Agree 	15 min.
Annual review of statistics: Users, circs, institutions, referrals	Sue	<ul style="list-style-type: none"> • Present • Clarify 	20 min.
Service Model <ul style="list-style-type: none"> • Accessibility survey 	Sue/all	<ul style="list-style-type: none"> • Present • Discuss 	20 min.
TBS Vision review, modification	All	<ul style="list-style-type: none"> • Discuss • Revise? 	30 min.
Digital transition update: <ul style="list-style-type: none"> • Players • Books-circs • Downloads/BARD users • Promotion 	TBS staff	<ul style="list-style-type: none"> • Present • Clarify • Brainstorm 	45 min.
BTOP overview and input	Ben Pierson	<ul style="list-style-type: none"> • Present • Participant feedback 	15 min.
Break	All		20 min.
Outreach:			

<ul style="list-style-type: none"> • Talking Book Awareness Day • Boomer Project • Staff Updates 	Sue Shirley TBS staff	<ul style="list-style-type: none"> • Present • Clarify 	30 min. 15 min. 10 min.
Member updates	All	<ul style="list-style-type: none"> • Share 	15 min.
Next steps	All	<ul style="list-style-type: none"> • List • Assign tasks 	15 min.
Meeting Review	All	<ul style="list-style-type: none"> • List 	5 min.

Present: Barbara Nolan, Cheryl Duncan, Dorothy Ogden, Heidi Caldwell, Jeanne Farnworth, Judy Mooney, Laurel Day, Loretta Paine, Mary Ellen Halverson, Pam Bradshaw, Sue Niewenhous, Shirley Biladeau (facilitator), Sue Walker (meeting leader), Tina Schilling (recorder), Visitor: Ben Pierson

Annual Review of Statistics

- Slight increase in users over the last year
- Cassette players are not user friendly
- Baby boomers want new technology
- Patrons are calling for digital players
- Students are enjoying the new players (students can call and find out their standing)
- Staff needs to check on circulation stats for large type and digital format numbers
- To increase knowledge about referrals consider CSRs asking new applicants how they heard about the service.

TBS Vision feedback

- Be more specific which library staff referred to in document, i.e. “Idaho Library staff”
- Ongoing training of local library staff needs to be present in vision
- Change from “print impaired” to “reading alternatives”, ISL to ICFL, and TBL to TBS throughout document
- Incorporate “Library staff creates community through personal in second vision statement
- Incorporate concept of “Empower” in the vision
- Sue will work with this and send out to the committee for review

Digital Transition Update

- Patrons love the books, sleep mode feature, and fact the player recharges so quickly

Promotion ideas:

- TBS Awareness Day
- Create statewide commercial similar to LiLI commercial
- Develop state wide marketing campaign with a free gift, i.e. flash drive
- Send post card to non users and service coordinators
- Blind Commission contact potential users
- Advertise on Newslite
- Contact service coordinating agencies
- Identify local celebrity to promote TBS
- Visit blind support groups
- Place machines in all libraries and the Blind Commission offices
- Communicate that 19,000 people not being served
- Give grants to libraries to promote services to those requiring print alternatives
- Send postcard to service providers in the data base
- Target educators working with those with disabilities
- Hold 3 Regional Summits (include all stakeholders, ie. Service Coordinators)
- Promote through LibIdaho
- Develop how to clips/webinars on program, downloading, etc.
- Include handouts for other ICFL workshops and visits
- Sponsor TBS annual conference
- Provide Just in Time training for library staff
- Contact social workers in nursing facilities
- Attend conferences on different disabilities
- Promote libraries' ability to download for those requiring reading alternatives
- Use billboards
- Contact dialysis units
- Contact home health agencies
- Develop a saturation campaign

TBS Awareness Day

Should we do it for a day, a week or a month?

- Might get libraries more involved if they know someone is coming to help
- September is Healthy Aging month. Sue will contact Donna Denney @ the Commission on Aging and see what they have planned. Hope to hit a wider audience than we did last year.

Boomer Project

- Shirley presented information

Staff updates

- Sue will attend the Federation of the Blind conference in March, present to the Blind Support Group in Jerome, and attend the NLS conference in May
- Judy will attend the health fair in Caldwell in April.
- Laurel presented at Sisson and Sisson law firm in January

Member Updates

- LCSC: Continuing to have good enrollment and recently joined a consortium to reduce costs for access to databases.
- LINC: Very busy as people are looking for resources. Working on a transportation program (voucher) where people can get reimbursement for transportation costs. Serves Owyhee, Canyon, Gem and Payette counties for people with disabilities.
- ISDB: Enrollment is up. Currently have no support in admin. Students will be attending Camp for the Blind this weekend
- CD'A public: Continuing to work on outreach. Working in circulation and with the Children's librarian. Plans to apply for the Life After 50 fellowship.
- MaryEllen: Shared the Louie Braille coin with the group. Attending the Federation of the Blind convention on March 19th. The theme is Hat's Off to Idaho. Mary Ellen is working on a play for the convention.

Next Steps:

- Check on the circulation stats for digital format and large type **Laurel**
- Ask new patrons where they learned about the service **CSRs**
- Work on the vision and share at the next meeting **Sue**
- Work on promotion ideas **TBS staff**
- Barbara and Jeanne are applying for the Life after 50 fellowships
- Meeting memory **Tina**

Meeting Review

Plus

Facilitator kept mtg on track
Input from Ben re (BTOP)
Kept to ground rules
Helpful to learn everything as a newbie
Break food was good
Good attendance
Appreciate input on review of vision

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