

Idaho Talking Book Advisory Committee Meeting
Wednesday, March 4, 2015
9:30 am-1:30 pm
Idaho Commission for Libraries
River Room

Meeting Purpose: To remain current with Talking Book Service items

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

1. Be knowledgeable about the geographic location of TBS users throughout the state
2. Review and discuss the vision statement
3. Review and respond to the large print bookmark and plan
4. Indicate availability to review Postal Carrier of the Year nominations
5. Be updated on the Braille Readers are Leaders project
6. Provide feedback on biennial user survey
7. Receive updates about committee member activities

Meeting leader: Sue Walker

Facilitator /Recorder: Stephanie Bailey-White

Agenda

Meeting set-up: meeting purpose, desired outcomes, roles, agenda review, ground rules, decision making, introduce participants	Stephanie	<ul style="list-style-type: none"> • Present • Agree 	10 min.
User distribution by county (handout)	Sue/all	<ul style="list-style-type: none"> • Share • Discuss 	30 min.
Vision statement discussion (handout)	Sue/all	<ul style="list-style-type: none"> • Share • Discuss 	25 min.
Large print bookmark draft and plan (handout)	Sue/all	<ul style="list-style-type: none"> • Share • Discuss • Accept 	30 min.
Postal Carrier of the Year nominations review and timeline	Sue	<ul style="list-style-type: none"> • Present • Volunteer 	20 min.
Braille Readers are Leaders update	Mary Ellen	<ul style="list-style-type: none"> • Share • Discuss 	20 min.
TBS update	Sue	<ul style="list-style-type: none"> • Share • Discuss 	15 min.

Break			25 min.
Committee member updates	Sue	<ul style="list-style-type: none"> • Share • Discuss 	25 min.
Biennial reader survey	All	<ul style="list-style-type: none"> • Share • Discuss 	25 min.
Next Steps	Sue/all	<ul style="list-style-type: none"> • Share • Discuss 	10 min.
Meeting Review	All	<ul style="list-style-type: none"> • List 	5 min.

Attendees: Sue Walker, Pamela Bradshaw, Mary Ellen Halverson, Josh Barnes, Jeanne-Marie Kopecky, Heidi Caldwell, Sue Sebranek, Valerie Duffy, Nancy Wise, Mike Gibson, Susan McCoy, Terri King, Steven Bailey, Sue Robinson, and Stephanie Bailey-White

Sue Walker started the meeting by sharing TBS patron use by county. She looks at this information on a yearly basis to ensure that outreach efforts and patron reach is spread out geographically and not centered on the Treasure Valley. Sue compares the percentage of potential TBS patrons (estimated to be about 4% of the general population) to the actual number of patrons per county. An estimated 33,000 Idahoans may have visual impairments (about 2% of the population). An estimated 10% of the general population may have an identified disability. Mike said that they estimate 2-3% of the higher education population is identified as having disabilities and that holds true in Idaho as well as other states. After looking at the information, advisory members made the following suggestions:

- See if you can compare the percentage of public library card holders to TBS patrons by using the annual statistics
- Target counties with higher populations for more TBS publicity
- Find out what's working in Caribou, Lewis and Washington Counties as they had high percentages of active patrons. Contact librarians in those counties to see if they've been referring patrons or doing anything special to promote the service.
- Consider using a message for reluctant users like "Give it a try. It's a free service so there's nothing to lose by checking it out."
- Create a handout for parents of young children and school age students on the benefits of listening to audiobooks. Some parents feel like that is "cheating" and push other reading options.
- Consider looking at BARD use by county. Rural counties might not have as much use due to slow Internet service.

Sue will take a look at these recommendations and update the advisory members at a future meeting.

The current vision was reviewed. Members stated they felt progress had certainly been made in working more closely with partners and advancing technology. Suggestions for areas to improve included the following:

- Sue said she hopes to work more with other disability groups and Val volunteered to take brochures to at upcoming Rural Health Initiative presentation she is doing in Post Falls where doctors, nurses and others will be attending.
- Jeanne-Marie and Susan from the Idaho School for Deaf and Blind (ISDB) suggested promoting TBS services at school book fairs and also said ISDB staff could help pilot that.
- Encourage school libraries to have a display of TBS equipment and Braille books.
- Work with Home Health Agencies, Meals on Wheels, etc.
- Have a presence at the May 8-9 NFB Conference.
- Have a display at the October Northern Rocky Conference to be held this year in Boise. Idaho, Montana and Wyoming will send participants.
- Talk to Lions Club members outside of the Treasure Valley.

Advisory members will take a look at the other elements of the Vision Plan at their next meeting.

Sue distributed a draft of a new large print bookmark and outlined plans to distribute it.

Feedback included:

- Sue S. asked to remove the pink background on the back side and bump up the text contrast to make it easier to read.
- Sue will ask libraries to put the bookmark in large print books that are checked out and make them available to all in display format.
- Another member suggested putting the PSAs that will be produced soon on YouTube along with a video on how to download books. Missouri's video was mentioned as a good model.
- Josh asked if there was a way to count TBS circulation statistics as part of each public library's stats. He said that might motivate more directors to actively promote the program. Sue will see if any other states are doing this. At the very least, adding TBS circulations tats to the statewide statistics would be good as they currently are not included.
- Hosting a webinar about TBS aimed at public library staff would be good. Josh suggested archiving that so clerks and all levels of staff can watch it when their schedules allow would be wise.
- Encourage library staff to be TBS Ambassadors. Use quotes from librarians when possible and have them help "sell" the program to their peers.

Sue will move forward with printing and distributing the bookmarks with the suggested format change and take the feedback into consideration.

Sue reviewed the Postal Carrier of the Year nominations review and timeline. Sue S., Mike, and Josh volunteered to serve on the review committee. Sue Sebranek will be in Japan April 22 – May 13, but can meet on other dates to discuss the final nominations.

Mary Ellen shared information on the Braille Readers are Leaders program, sponsored by the NFB. The program kicks off on Louis Braille's birthday, January 4, and runs for two months. The goal is to encourage as many pages of Braille read during that time frame. The program is open to all ages, with several cash prizes for three reading ability categories. Winners are announced in May. TBS staff will announce the winners in their newsletter and promote the program more widely next fall. ISDB staff said they would also like to promote the program with their students and thought having a kick-off party centered around Braille's birthday in January would be fun.

Sue shared the following information during the TBS update time:

- Pam Davenport, National Library Service consultant, will be at the Commission on April 16-17. She will work with TBS staff to determine TBS strengths and areas for development. Advisory members are encouraged to meet her if interested.
- Sue will purchase a small Braille collection, primarily to be used for outreach tables and displays as there is interest in seeing what a Braille book looks like and drawing more attention to the fact that TBS can facilitate access to Braille materials.
- TBS is working with a vendor to produce a new public service announcement that will air on TV stations statewide in April, May and June. Be on the lookout for these and tell us what you think of them.
- Circulation of TBS books on cassette will end in June. Staff are working to put all magazines and the newsletter on cartridge. Pam reminded Sue that the ICfL Commissioners will need to review the change in circulation policy at their June meeting. Pam and Sue will work together to get that on their agenda.

Advisory members were encouraged to share news or updates.

- Sue S. expressed concern that adding many foreign-language titles to BARD would make searching for specific books more difficult. Sue said she would talk to Pam Davenport during her visit about those concerns.
- Mary Ellen shared information about the May 16 Cycle for Independence event in Boise and encouraged others to attend. It is a fund raiser for the NFB.

- Val said she was currently working with 304 Veterans who have visual impairments. One-third of those Veterans are 85 years or older. She said she would promote TBS and hand out brochures at several upcoming events including the Rural Health Initiative conference and a Leadership Lab in Rathdrum in June.
- Heidi said the WICAP program covers seven counties and administers the Community Block Grant funds there as well as Head Start and Early Head Start sites.
- Mike shared information about producing “Daisy” books and text. He shared information on how TBS staff could search to see if text had already been converted to this format through the APH Repository and accesstext.org.
- Jeanne-Marie and Susan said they would be attending the Unified Braille Conference in March along with reps from other states.

Sue shared information about the TBS biennial reader survey. The survey is done every two years and distributed as an insert in the TBS large print newsletter. This year, Sue would like to get better sampling of respondents to include views of all age groups and ability levels. To do that, 800 patrons will need to be surveyed by phone. Advisory members suggested hiring temp workers or contracting with Clearwater Research Inc., BSU or University of Idaho to ensure the phone calls are done in a timely and accurate manner rather than trying to train volunteers to make that many calls. Sue will explore these possibilities.

Next steps were reviewed and advisory members were asked for meeting suggestions. Fresh fruit and M&Ms were called out as “good things” to continue.

The next meeting will be on Wednesday, June 3, 2015 from 9:30 – 1:30 at the Commission for Libraries.