

**Idaho Talking Book Advisory Committee Meeting**  
**Table Rock Room**  
**Wednesday, December 4, 2013**  
**10 a.m.-noon (MST)**  
**Teleconference**

**Call-in information:**

Call 1-866-343-3911 no earlier than 10 am

At the operator's instructions:

Enter conference code 500 followed by the # sign

Enter conference id: 24828

**Meeting Purpose:** To remain current with Talking Book Service items

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

1. Review FY2013 projects:
  - Postal carrier of the Year
  - Online catalog
  - BARD
  - Bard iOS
  - BARD action plan
2. Review FY2013 statistics
3. Share member updates
4. Agree on 2014 meeting schedule

**Meeting leader:** Sue Walker

**Facilitator/Recorder** Stephanie Bailey-White

## Agenda

Meeting set-up: meeting purpose, desired outcomes, roles, agenda review, ground rules, decision making	Stephanie	5 min.
Introductions:	Current members New members: Valerie Duffy–VA Visual Impairment Coordinator Holly Jackson-Portneuf District Library	10 min.
Postal Carrier of the Year	Mary Ellen, Sue Sebranek	10 min.
Online catalog:	Sue/All	15 min.
NLS updates: BARD iOS app	Sue/All	15 min.
BARD Action plan	Sue/All	15 min.
FY2013 Statistics	Sue/All	20 min.
Member Updates	All	10 min.
Suggested 2014 meeting schedule	Wednesday, March 5 Wednesday, June 4 Wednesday, September 4 Wednesday, December 3	10 min.
Next Steps	All	5 min.
Meeting Review	All	5 min.

**Present:** Holly Jackson, Jeanne-Marie Kopecky, Judy Mooney, Loretta Paine, MaryEllen Halverson, Nancy Wise, Pam Bradshaw, Steven Bailey, Sue Sebranek, Terri King, Valerie Duffy, Sue Walker, Stephanie Bailey-White

Introductions were made. We welcomed new members Valerie Duffy and Holly Jackson. Valerie specializes in rehabilitative services for veterans who are blind and is currently working with 300 who are legally blind or have visual impairments in her service area. Holly is the new Young Adult Librarian at Portneuf District Library in Chubbuck.

**Postal Carrier of the Year:** Mary Ellen and Sue Sebranek reported on their trip to Rexburg to award the Postal Carrier of the Year to James Nef. Madison District Library is also promoting TBS more actively. Nominations for the 2014 Carrier of the Year will close the end of February. TBS sent letters to all nominated carriers and letters to all the people who nominated carriers.

**Online Catalog:** The online catalog went live in July. Thank you to all the committee members who provided input into the design and functionality. Sue solicited ideas for promoting and using it. Both TBS Advisory members who were present utilize BARD so they haven't tested the online catalog much yet. The online catalog is a good way to find locally-recorded materials and BARD doesn't have that feature yet. Nine other states also have their locally recorded materials in the online catalog. Mary Ellen suggested promoting local books more. We record about 50 local books per year locally.

**The BARD iOS app** for Smart Phone is now available. It came out in September. Pam has it on her phone and said it is great. They are working on an app for Droids, but it isn't available yet. There are about 60 Idaho users now that are using it with their iPhones, iPods, or iPads. Notification has been sent to all BARD users. Jeanne-Marie is going to promote it to students and service coordinators. Mike

might have some other ideas for promoting the service for students. Mary Ellen will email Mike and copy Sue to get his input.

**BARD Action Plan:** Sue reported on the BARD Action Plan, designed to get more people to register for this service. 664 active users in BARD, not including any staff members. Idaho has the highest percentage of BARD users in the country! Sue attributes the success to the work of our great customer service reps who work hard to register people and help troubleshoot issues. Sue would like to see those numbers continue to climb. Customer Service reps let people know about it, but it does require computer skills and many need help with it. Each newsletter issue has information about it. Emails have also been sent to users, but Sue is looking for more topics to cover. Sue will be putting instructions for BARD on the website later this month. Jeanne-Marie said she'd try to find out some hard numbers of students who are using the service as well as feedback on why some might not be using it. Nancy and some staff from the Blind Commission have come over for demonstrations. Customer Service reps have also followed up with anyone who commented on the biennial survey. Other ideas for promoting BARD included:

- Sue S. suggested analyzing the stats to see if we could see if the same 200 people are using it vs new or different people. See if there are patterns to use, as some might be downloading every three months.
- Reaching nonusers is harder. Sue S. suggested writing a letter about the benefits.
- Valerie suggested surveying everyone with email addresses and ask some of those questions – why using or not.

Other suggestions for improving TBS services included:

- Putting a "cheat sheet" for using the online catalog and information on the iOS app on the TBS website.

- Sue asked Valerie if she could facilitate getting a letter to vets who are blind. She only covers part of Idaho, but she could combine info with a mailing she sends. Duck Valley, Burns, New Meadows, Declo are the border towns in Valerie's service area.
- Sue reminded committee members they can try the service by applying for an institutional membership.

FY2013 Statistics were sent to members. In three and a half years, the switch to digital books has been steady and strong. Now 86 percent of circulation is by digital cartridge or downloads. TBS staff proposes discontinuing circulation of cassettes by July 2015. Advisory members asked questions about use of cassettes. Older cassettes are weeded on a regular basis, but there is a last copy reserve in Utah in case someone needs a specific title. We have 68,000 titles still on hand. Phasing the cassettes out by 2015 does give people plenty of advance notice. Reader's Digest and Guidepost are still only on cassette. Might consider converting those two magazines to digital. NLS plans to convert the entire book collection to digital. Fewer than 50 users are still using only cassettes. Group was in consensus that switching over was a good idea. Could also start recording "warning" messages on cassettes that this service is only available until July 2015. Could also include a paper note.

The whole issue of magazines is one that needs more discussion. Staff will be meeting soon to tackle that issue. A suggestion was made to make newsletter available via an email hyperlink to the podcast or pdf version. Sue will also explore putting it on Newslite.

#### **Updates:**

- Nancy reported the Commission rehab teachers are busy with referrals, 18 peer support groups, and 6 regional offices. Staff also participates in health fairs and transportation committees. Low vision clinics are set for second week in January. They provide eye exams, etc. They are keeping busy.

- Mary Ellen said NFB is working with publishers to make books accessible via Teach Act legislation.
- Sue S – will forward emails about using ereaders etc. to Sue as an FYI item.
- Jeanne-Marie said she will follow up with students and staff about BARD and the new iOS application.
- Valerie – The Gem State has a regional division of Blind Vets. In October, two veterans presented to third graders about white cane education and technology. They will be doing that again in the spring. They are also working with the Blind Commission to share information in the Idaho drivers manual to educate drivers about white cane use and what it looks like that will be included in the next reprint.
- Terri and Sue did an open house with Nampa Public and Caldwell Public to share info with assisted living centers and had one individual that was enrolled. Sue would like to go to Elmore County -- Mountain Home Public to do that again. Laurel Day has been presenting information at area care centers.
- Loretta presented information about TBS in Midvale. She is also working on weeding the collection and selecting good Idaho books for recording.
- Terri and Loretta attended the Optometric Association Annual Conference in Coeur d'Alene and had a great response from attendees. This coming year it will be back in Boise.
- Judy did an outreach event at the Nampa Civic Center that was well received.
- Sue did an outreach visit with the staff at the Blind Commission in Twin Falls. She also presented at the Hailey and Bellevue Public Libraries. TBS has distributed the annual calendars. This year TBS volunteers were featured. We have some left for institutions so let Sue know if you want any.
- Pam Davenport, the National Library Service (NLS) regional rep, invited Pam and Marj to tour the National NLS facility in Washington D.C. when they were there in September for the National Book Festival. Pam said their quality control was amazing. The studios were also pretty neat. The national staff mentioned working with Sue Walker and Sheila Winther, in particular. Pam really enjoyed the experience.

- Sue said ICfL did get their written NLS report back and it was good.
- Mary Ellen said the article in the last issue of Connections on the difference between the state and federal service was well written and did a nice job explaining the aspects.

**2014 Meeting Schedule:** The group agreed to meet on March 5, June 4, September 3, and December 3 next year. Face to face meetings are held at ICfL from 9:30 to 1:30. The December meeting will be held via conference call from 10 a.m. to noon.

**Meeting review:** Everything went pretty smoothly. Note for next online meeting – no coffee pot in the room. Just use the one in the staff area.