

Idaho Talking Book Advisory Committee Meeting Notes
Wednesday, March 2, 2016
9:30 am-1:30 pm at the ICfL River Room

Meeting Purpose: To remain current with Talking Book Service items

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

- Review progress on 2016 work plan
- Create a committee to review Postal Carrier of the Year nominations
- Share member updates

Meeting leader: Sue Walker

Facilitator/Recorder: Stephanie Bailey-White

Other Attendees: Dana Ard, Jeanne-Marie Kopecky, Josh Barnes, Nancy Wise, Sue Sebranek, Susan McCoy, Terri King, Sue Robinson, Steve Bailey, and Judy Mooney.

Sue Walker provided an **update on the Fiscal Year 2016 Work Plan.**

Print/Braille collection: TBS recently purchased a collection of about 50 Braille books for young children. Those books will circulate for four weeks at a time and can be used by patrons, schools, and/or educators.

Dana thinks the number of Braille readers is underreported. TBS only has about 75 patrons registered as Braille readers.

This collection will be a nice resource for Allison Steven. She runs a Braille book club and they have some younger readers.

TBS staff plans to continue adding to the collection if it gets used. They will take part of the collection to the NFB Conference, the Bell Academy (July 18-31 in Boise and Idaho Falls), and will feature in a

Scoop article for Idaho librarians interested in youth services topics. Dana will be happy to feature in the Braille Buzz too.

Veteran outreach: Sue said she has been working with Val Duffy to brainstorm ways to continue to reach veterans with visual impairments. Right now TBS has about 400 vets who are active patrons and Val has 300 she works with so they are getting the word out.

PSA statistics: Sue reported on the public service announcement (PSA) that ran on radio and TV from October 1 – December 31, 2016 in partnership with the Idaho State Broadcasters Association (ISBA). According to the ISBA, 45 radio stations have run the ad 8,345 times resulting in \$143,600 worth of air time. Eleven TV stations have run the ad 1,206 times resulting in \$46,200 worth of air time. ICfL paid ISBA \$15,000 for the three months of air time. The plan is to run the PSA again next summer. The ads can also be found on the ICfL YouTube channel. Staff are looking for other ways to utilize the ads.

BARD updates: BARD users were sent a notice in January about selecting magazines. Advisory members were asked to identify other topics and came up with these ideas:

- How to use the wish list feature
- How to use the "Recently Read" feature
- Ability to change profile to limit formats and change the color contrast
- What the codes mean, i.e. DB = audio, VR = Braille and what the other symbols/designations are
- Notice that locally recorded books are available

Advisory members said sending the notices every other month would be good.

Unrated books: Sue explained the National Library Service is now adding many commercially recorded books to the TBS collection. While it's great that so many more titles are available in a timely manner, they currently are only available as "unrated" titles so patrons with any exclusions in their profiles do not receive any unrated titles in case there are some exclusions for violence, sex, strong language, foreign accents, etc. in their profile. About two-thirds of patrons currently have at least one exclusion in their profile now.

Several states are hoping to band together to divvy up the 1,000 titles that are added each year and do the rating themselves. ICfL would like to utilize trained volunteers and the group thought that was a good idea.

BARD apps: Sue reported on the iOS and Android outreach plan as well as efforts to encourage more patrons to download from BARD. The best way to do this is to train people one-on-one to utilize these services. Using volunteers to do this would be great. Josh suggested that might be a good role for public library staff. Currently libraries can sign up as demo sites, but can only download three books. Sue would like to see that increased so they can better help people register and use BARD effectively.

There is an effort to write articles about electronic resources in each issue of Connections.

Locally recorded book conversion: Sue commended staff and volunteers for efforts to convert titles from analog to digital. We are ahead of schedule and have converted over 100 titles despite an equipment break down that had to be fixed. This will continue to progress slowly but steadily. There are another 750-800 titles that could be uploaded to BARD.

Outreach: Sue asked for more ideas to reach potential patrons, especially any ideas for outreach to schools. Josh said Portneuf

District Library has had good results using Facebook and Facebook ads. They are using the "boost an ad" feature which is very targeted and doesn't cost more than \$10-20 per month. Right now their Facebook views exceed those of their library website.

The NFB would be willing to link to any content via their website and Facebook and promote at their upcoming convention. Dana said they could set up a room and allot time at the conference to help people learn to download.

Susan and Jeanne-Marie said it would be nice to set up some digital flyers and links to YouTube videos so they can follow up with parents after IEP meetings where they typically provide a paper brochure. They have been using the new TBS display at book fairs. They are looking at ways they can "chunk" information for families because the whole TBS website can be a bit overwhelming for most people. It would be good to use the Bell Camps as an opportunity too. There are currently 18 teachers who specialize in working with students who have visual impairments – 10 through ISDB in the field, 4 on the Gooding campus, and 4 in other school districts.

Dana suggested looking into a vendor display at the next "Tools for Life" conference, typically held in early March. This year it is this week in Boise and next year it will be in eastern Idaho, then northern Idaho the following year. The conference is sponsored in part by the Idaho Assistive Technology Association and focuses on youth ages 16-21 who are moving into adulthood.

Stephanie said she could facilitate a contact with the staff at Idaho Parents Unlimited, possibly getting an article into their newsletter and/or looking at other opportunities to promote TBS to their members.

2015 Postal Carrier of the Year. So far staff members have received about 30 nominations. The due date is March 26. Jeanne-Marie, Sue Robinson, and Susan McCoy volunteered to help narrow

down the applications to under five. The entire committee will make the selection of the recipient at their June meeting.

Other TBS Updates:

Terri and Sue R: Will provide TBS information at a Caldwell Information Fair in April and Sue R. will present information to Morningstar residents in Boise this month.

Steven: Reported on a new software upgrade. He and Nancy Reese will be representing Idaho at a KLAS conference later this spring. They are looking at patron-centric cartridges that will allow downloading several titles on one cartridge.

Judy: Working on a weeding project that is freeing up needed storage space.

Sue: TBS will host their first book discussion of *Orphan Train* via conference calls in March. They hope people will attend and appreciate this alternative venue. Sue will attend the National Library Service biennial conference in April in San Francisco. She will be presenting on the exclusions rating plan and will present as part of a panel on innovative ways to provide service, highlighting Idaho's "Download on Demand" program.

Other TBS Advisory Member Updates:

Dana: The NFB Convention will be April 22-24 in Lewiston. Sue Walker will present.

Sue Sebranek: Demonstrated the KNFB Reader. She used her iPhone to take a picture of a letter she received and the Reader did an amazing job reading the letter to all. Committee members thought that was pretty cool. The KNFB Reader app costs \$99.99 but is a very handy tool.

Nancy Wise: There have been many staff changes at the Blind Commission. She reminded people about the low-vision clinics and said there would be an upcoming in-service training day.

The next meeting will be held on Wednesday, June 1, 2016 at ICfL.