

Idaho Talking Book Advisory Committee Meeting
Wednesday, June 4, 2014
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 updated on Braille outreach project
2. Receive updates from the NLS
3. Review FY2015 Action Plan
4. Review large print idea
5. Receive Postal Carrier update
6. Share member updates
7. Recommend potential new members for FY2015

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	<ul style="list-style-type: none"> • Present • Agree 	10 min.
Braille outreach	Julie Armstrong	<ul style="list-style-type: none"> • Present • Discuss 	20 min.
NLS update:	Sheila Winther Sue	<ul style="list-style-type: none"> • Present • Discuss • Clarify 	60 min.
FY2015 Action Plan	Stephanie/All	<ul style="list-style-type: none"> • Review • Discuss 	30 min.
Large print outreach idea	Sue	<ul style="list-style-type: none"> • Present • Discuss 	20 min.

Postal Carrier Update	Sue		15 min.
Break	All		25 min.
Committee member updates	All	<ul style="list-style-type: none"> • Share • Discuss 	30 min.
FY2015 members	All	<ul style="list-style-type: none"> • Discuss 	15 min.
Next Steps	All	<ul style="list-style-type: none"> • List 	10 min.
Meeting Review	All	<ul style="list-style-type: none"> • Plus/Delta 	5 min.

Present: Heidi Caldwell, Holly Jackson, Mike Gibson, Nancy Wise, Valerie Duffy, Sue Sebranek, Sue Niewenhous, Pam Bradshaw, Judy Mooney, Loretta Paine, Steven Bailey, Terri King, Julie Armstrong, Sue Walker (meeting leader), Stephanie Bailey-White (Meeting facilitator/recorder),

Braille Outreach:

Idaho Commission for Libraries (ICfL)'s AmeriCorp VISTA Julie Armstrong presented information on the Braille outreach project. Julie has been working with Health and Welfare's Infant Toddler program to include Braille board books in the Books to Go bags that many of them provide families during regular home visits. A coordinator there said they serve 74 infants and toddlers in the program with visual impairments. Braille books and those with more "touch and feel" options would be a welcomed addition. Sue worked with Julie to order Braille books from Seedling Publishers to meet these needs. These were purchased with donations to the TBS program. The books are now available in Jerome, Rexburg, Idaho Falls, and Coeur d'Alene. The program will be evaluated to see if it is meeting needs next year.

National Library Service conference update:

Sheila Winther, ICfL Volunteer Coordinator, attended the NLS (National Library Service) along with Sue Walker this year. Sheila attended a preconference on circulating magazines. Other states are using a new recording software package. ICfL has weighed the pros and cons of switching from the one we are using and have opted to keep ours for the time being, but Sheila will monitor use by other states. Sheila and Sue both said there has been improved communication between NLS and the states. They are piloting a process to get locally-produced books on BARD.

Sue S. suggested looking in the June 2 Statesman for an article that featured a local author. Valerie suggested recording The Cabin's short story winners from the "Authors in the Attic" program. Holly suggested checking out Pocatello author Dan Frazier as he has a new series out.

FY2015 Action Plan:

Sue reviewed the FY2015 Action Plan. Patrons increased from 2,100 in 2012 to 2,300 in 2013. NLS is adding more "music" to BARD – that's mostly sheet music and music books rather than songs. NLS is looking for Android beta testers. The new iOP mobile app has been very popular. (Note: Sue S. couldn't turn the volume up high enough to hear well on her iPhone. Suggested to include information in the newsletter on using speakers, headphones, or plugging into car speakers. Pam may be willing to write an article about how she uses hers in the car, for example.) They are working on ways to improve the iOP app, including a "sleep feature" for example.

NLS contracted with a PR firm to work on a plan to reach more potential users via a public education initiative. They conducted focus groups of eight users and eight nonusers and also interviewed many more. Recommendations included:

- Meeting the audience where they are (online)
- Look for "super-users" and tap their networks to encourage them to spread the word
- Focus on two target audiences: Influencers (Physicians, educators) and End Users
- Tailor messages to specific audiences
- Foster conversation and engage people where they are
- Do outreach activities like brown bag lunches, tours and presentations

Next steps include looking at several recommendations and deciding top priorities.

Sue also reported on statewide TBS promotional efforts. Radio and TV PSAs are currently airing. Several members reported seeing or hearing them. Sue said they might be working as TBS added 65 new patrons in May. That's almost a new record (66 is the "magic" number).

Other items discussed during the report on the work plan included:

- Sue said there are 600 BARD users who download 2800-3200 books per month. About 25-30 percent are "active" users. She is hoping to keep

increasing that number. One idea was to have “super-users” help promote the capability. There used to be a person in Weiser who did this and we may take a look at that again. Barriers to BARD use include lack of computers, high speed Internet access, and no software. Members suggested talking about the new “portability” features. Pam might be able to do an article on how easy it is to use on her phone.

- Sue said she made the case for include libraries as institution members at the NLS meeting and they said “we hear you.”
- Mike suggested piggybacking on Nampa Public’s grand opening in early 2015 to promote TBS services.
- The “open house at libraries” model was discussed. It has had some limited success in Ada, Canyon, Elmore and Twin Falls counties. It was suggested inviting area TBS patrons might be worthwhile.
- Sue said the TBS public service announcements might be revamped and tailored for specific audiences. One might focus on the mobile app for example.
- Valerie suggested presenting for the Boise Bench Lions and Retired Federal Employees groups.
- Sue will work with Jeanne-Marie to develop an outreach plan to promote use of the iOS app to students.
- Heidi suggested working more closely with Community Action Partner Agencies as the all have a senior services component. She will send contact information.
- Nancy will see if the rehab teachers can talk about TBS at their in-service in September. Greg M. might also be able to work downloading training in with his work with students.
- Sue will work on an article promoting the Newline service.
- Sue S. suggested writing an article on what the donation funds were used for during the past year.
- Mike suggested asking Dr. Kustra to put a plug in during Reader’s Corner that the book featured is also available in a Talking Book format. Valerie knows BSU’s General Manager John Hess and might be able to ask him.
- Stephanie has some information on the Senior Companions program in the panhandle region that she will get to Sue.
- Sue N. suggested promoting via Meals on Wheels in Lewiston and other areas outside the Treasure Valley.
- Mike suggested better use of social media like Facebook and Twitter to reach potential users. He said “Book Share” is an active contributor to social

media and customizes messages like “Teachers – you can customize a summer reading list for your students by ...” There are many themes TBS could use including highlighting recent books, staff favorites, etc.

Large Print Promotion:

Sue presented a “large print idea” to include TBS bookmarks in large print books that are checked out from public libraries. The advisory group members said that would likely work in many libraries and they liked that idea better than bookplates. Sue will move forward with plans to try that idea.

Postal Carrier of the Year

Sue updated the group on the Postal Carrier of the Year plans. The award will be presented on June 12 at the Overland Post Office at 8 a.m. Sue S. plans on attending.

FY2015 members:

- Sue N will be ending her term as an advisory member and was thanked for her years of service to the agency. Sue S. and Heidi will be able to serve another term. Members were asked to recommend potential new members for FY2015, especially a library representative from northern Idaho. Betsy Byball from the Latah County Library District and Twylla Reader from CLN were recommended.

The next meeting will be held on **September 10, 2014** from 9:30 a.m. – 1:30 p.m. at the Idaho Commission for Libraries River Room. This is a change from the originally scheduled date so please check your calendars.