

**Idaho Talking Book Advisory Committee Meeting
Wednesday, September 14, 2016**

9:30 am-1:30 pm

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
- Develop FY2017 work plan
- Discuss ways to encourage Braille readers
- Review user survey plan
- Share member updates

Meeting leader: Sue Walker

Facilitator/Recorder: Jeannie Standal

Agenda

Meeting set-up, introductions, icebreaker- Best summer read	Jeannie	Share	20 minutes
Review Committee vision: project on screen	Sue/All	<ul style="list-style-type: none">• Share• Clarify	10 minutes
FY2016 highlights <ul style="list-style-type: none">• End of the cassette era• Began uploading digitally converted books to BARD	Sue/All	<ul style="list-style-type: none">• Share• Clarify	20 minutes

FY2016 work plan:			
FY2017 Work Plan development: Topics then activities	Sue/All	<ul style="list-style-type: none"> • Share • Brainstorm • Clarify 	30 minutes
NLS updates: NLS conference Kindle app for BARD BARD user update Marrakesh Treaty: Wikipedia page	Sue/All	<ul style="list-style-type: none"> • Share • Clarify 	30 minutes
NLS High Volume player	Sue Sebranek	<ul style="list-style-type: none"> • Demonstrate 	
Encouraging Braille readers	Alison/All	<ul style="list-style-type: none"> • Share • Feedback 	20 minutes
TBS User Survey	Sue/All	<ul style="list-style-type: none"> • Share • Feedback 	25 minutes
Break	All	<ul style="list-style-type: none"> • Networking 	25 minutes
2015 Postal Carrier of the Year Ponderay: Vicky Shilling	Sue/all	<ul style="list-style-type: none"> • Share 	10 minutes
TBS staff Updates	All	<ul style="list-style-type: none"> • Share 	15 minutes
Member Updates	All	<ul style="list-style-type: none"> • Share 	20 minutes
Next steps	All	<ul style="list-style-type: none"> • List 	5 minutes
Meeting review	All	<ul style="list-style-type: none"> • List 	5 minutes

Next meeting: Wednesday, December 7, 2016
10 am-noon
Conference call

Attendees:

Nancy Wise, Pam Bradshaw, Jeanne-Marie Kopecki, Sue Sebranek, Susan McCoy, Terri King, Catherine Stanton, Judy Mooney, Sue Robinson, Dana Ard, Vicki Prin, Alison Steven, Steve Bailey, Sue Walker.

Review Committee Vision:

A vision statement is intended to give us something to refer to as we move into the future: it is aspirational. No changes to the plan were suggested.

FY 2016 (July 1, 2015-June 30, 2016) Highlights:

- It is the end of the cassette era. We just recycled all the green cassette boxes. It took 9 months to get them all out of here. We now don't have any more space issues. There were about 75,000-80,000 cassette books.
- Began uploading digitally converted books to BARD. Those that were initially recorded analog are being converted to digital format and uploaded to BARD (Braille and Audio Recording Database). Everything available on the NLS database can be downloaded to listen or read in Braille. There is also a music portion of NLS. Alison could not play the piano after she lost her sight, but through BARD, she can read the Braille music and play again. Sue Sebranek is using it as she learns to play the flute. Audio books can now be downloaded from BARD using the Apple and Android apps. To download Braille, you must have a special machine to read it. Downloaded Braille must be read with 8-dot Braille. Downside is that most of the books are in American English Braille, not Unified English Braille.

Software Changes – converted to PIMMS which integrated various databases and streamlines accessing patron information.

2016 Work Plan:

Got started in February 2016.

There are 4 areas:

1. Collection accessibility: increase access to those who need print alternatives. We try to make those alternatives available ASAP.

- Print an article about an alternative in the Connections newsletter. We like to focus on those that are free. If anyone finds a digital resource that is particularly useful, let us know.
- Small collection of print braille titles for preschoolers. As youngsters begin to read Braille, it is helpful for their caregiver to read with to make sure they are getting it right. This summer we had a group of 11 students from ages 5-13 in various states of learning Braille. They got to see and use the collection.
- Commercially recorded titles do not usually have exclusion tags for sex, violence, or strong language. We have been working to get those tags attached and have been moving along at about 75 titles per month. As much as possible, we are reading the books to determine exclusions.
- We are continuing to convert our own collection from analog to digital. We have about 650 titles to go.

2. Outreach to Institutions and Public. There are many different potential audiences. Activities:

- Promote TBS at annual and regional Idaho Library Association meetings.
- Continue to run our TBS PSA at least once per quarter. Our return on the \$\$ is very good because they are run as PSA's. Scheduled to run again in January.
- Promoted TBS at the National Federation of the Blind conference in Lewiston.
- We did not get done this year: implement a plan to promote TBS through large print book collections in local public libraries.

We had large print bookmarks that we wanted to distribute to libraries.

3. Outreach to specific audiences: for youth under age 21 and senior citizens.

- Wanted to submit an article to the Federation for the aging.
- Article to promote BARD apps for students.
- Outreach educational specialists to get TBS displays in at least 10 schools. School specialists have been unable to get that done because they have just been too busy.

4. Training.

- Increase TBS users' ability to download from BARD.
Work with the Blind Commission to develop training (not done.)
- Training for students in using BARD apps.
- Share updates on BARD via email. 1st one was sent in February.

New Work Plan:

- Should we continue to focus on these 4 topics, or should we focus on some other things?

Vickie: I think if the director gets the newsletter, it will never trickle down. It needs to get to the front line people who deal with the patrons. Another way is to get it to the people at the care facilities.

Sue W: That is another specific audience outreach. We try to focus on just a few so that we don't get spread too thin. Seniors are our largest audiences. It would be useful to get brochures to senior focused orgs around the state.

Dana: Maybe we could do a train the trainer kind of deal where we have people who are willing to learn, who are available by phone to train someone else. An experience I had: I had someone teach me on the phone how to download books, but then when I went back it was different, and we couldn't figure out how to use it.

Sue S.: Perhaps ICfL could train people who can't currently use BARD on our computers on JAWS or window eyes screen readers?

Sue W: A challenge for us is that they might not be using a software that we are familiar with, we have a hard time helping them. A bit ago BARD went through and disabled all the accounts that had not been used in more than a year. They didn't notify users. We have to go through and change passwords.

Dana: change of password is a real problem for the blind.

Changing passwords is very difficult. Worked on one for a day and a half, and my husband came in and did it in 5 mins.

Susan: If I have a student who is going to need a book to come through BARD, I would feel comfortable contacting another user. Perhaps we could supply names of people who are willing to serve as support for people. There are people who use it all the time who could provide expertise.

Alison: Don't know if people are more willing to make calls on that sort of thing, but it would be a great resource.

Sue W: ICfL would have to act as an intermediary.

Pam: We would have to have a ready list of people who have volunteered to coach in whatever platform they use.

Specific Audiences: Doctors, front-line staff in libraries. Send information to senior citizens locations. There are senior centers in most communities, but they aren't listed.

Dana: Office on Aging could maybe provide a list.

National Library Service (NLS) Updates:

- Sue W. attended the NLS meeting of all the regional and sub regional libraries in San Francisco, CA. The National Library Service continues to increase the number of books they have been adding to the collection. The goal is to add 5,000 titles per year.
- Marrakesh treaty: Any nation who signs this treaty could allow books with their copyright to be converted to audio books without permission from the copyright holder as long as the book is to be used only by those unable to read standard

print. American copyright law allows NLS to record any book with an American copyright without copyright permission. The Marrakesh treaty would extend that to any nation that would like to participate. Once 20 countries have ratified, it will go into effect for those countries. The U.S. has not signed; it is still in the Senate waiting for approval.

- In April Congress approved NLS developing a low cost Braille reader, but did not fund it. So if NLS can raise the money, they can do it. NLS will actually design the player.
- NLS is doing a robust "That All Might Read" campaign to promote the service.
- NLS is working to improve the BARD search capabilities.
- NLS is working on a new player battery that will not discharge as quickly.
- NLS has been working hard to complete the conversion from analog to digital. Timeline for completion is February 2017. Everything will be available for download from BARD. Just because it is in BARD, does not mean we will have a physical cartridge here, but we can create it from BARD.

NLS High Volume Player:

Sue S. was going to bring her player, but headphones did not come with the player. The player came in May, but I am still waiting for the headphones. The player on its own doesn't make a difference, it is the player and the headset together. NLS will not let us distribute this machine, it must come directly from them. There is a separate application. Applicants must be certified by an audiologist/medical doctor. TBS staff have to certify that the person is a TBS user and will send in the info to TBS. At some point, the player and headset will show up in the mail.

Encouraging Braille Readers: Alison Steven coordinates the Braille Enrichment Literacy and Learning (BELL) program in Boise. She

coordinates a monthly club with activities for blind elementary aged children.

- BBC (Boise Braille Club) – monthly gathering to encourage anyone who reads Braille to come together to read.

I would love to give the kids that I work with the same sort of experience that I had as a sighted kid going to the library and choosing my books every week. Would like to participate in some of the events that happen in the state like Teen Read Week, Family Reading Week, etc. Targeting K-12 kids.

It is difficult to get everyone in one place, so am wondering about Skype or other virtual options to get an event going.

Dana: phone conferencing is frustrating. I hope we can find a better alternative. Technical problems can ruin communication. What are the kids using? Maybe go where the kids are on social media?

Vicki Prin saw a PLA program called Guys Read for 4th grade boys. The book is projected and read aloud. There are no girls allowed and it is all 4th grade boy humor.

Jeanne-Marie: In picking out books for Teens/Tweens, you can throw out a specific question about the book and they can tweet their comments on that.

Vickie: You (Alison) would be like a moderator of a group discussion.

Sue W: If you are focusing on one book, the reading level could be a challenge.

Alison: Even if they are starting with audio, at least it is exposure to the literature. Could be the first step in getting them more literate.

Sue W: We like to get teens and tweens signed up for NLS. You could compose a letter, and we could pull out our TBS users in that age group and send them a letter. Maybe email stands a better chance of getting read.

Susan: Would it be helpful if the consultants provided the names of patrons that might be interested.

Jeanne-Marie: Are you looking at large print readers, too? (Yes)

Dana: If it is a book that is for teens, are adults welcome to read as well?

Alison: Maybe if we let adults in, the kids wouldn't think it was cool anymore, so no.

Sue W: If you don't want to have everyone read the same book, the theme for Teen Read Week is Read for the Fun of It. Leaves it wide open for interpretation.

If we do want to start a reading group for adults, we could possibly use Adobe Connect for the meeting space. It would be more like a Skype group chat.

Vicki: With the TRW theme, it would be easy to get the kid feedback.

TBS User Survey:

Sue W: Working with the University of Idaho Social Science Research Unit to develop a survey for our users. We should do one every 2 years. In the past we have sent them out as part of the newsletter in print or as a separate survey. 15% response has been the norm in the past. Those who responded were those who really liked the service. Also, the questions on the survey were sometimes things we could have gotten from looking at the users' records. So we are developing a phone survey to contact all our users. Will take away the barrier of folks getting it in print and being unable to respond. Since they are professionals they are working to develop good questions to get the info that we really want. They suggested I bring this to you and ask about the sort of information would be useful.

Two things Sue really wants to find out: their experience using the service and feedback on the promotional aspect of the service. Are they hearing about it and how can improve the service?

Some general questions:

How satisfied are you with the materials from the TBS?

If they are satisfied, we don't need to drill down. If they are not, we will need to drill down further.

Suggested questions from members:

- Do you prefer NLS readers? Do you like the commercial audio books? (May prefer the NLS readers because they have clearer diction). Give them specific choices.
- Satisfied with the machine itself (batteries, etc.)? How easy is it to troubleshoot if something goes wrong? Did you have to trouble shoot in the last 6 months? What did you do to fix the problem? Who did you call?
- If you aren't using the service anymore, why not? Did something go wrong?
- Are you aware we offer specific genres? Is it a genre you like? Break down the genres.
- Are the category headings clear? Can you find what you are looking for?
- Are there services the CSR's offer that users don't know about now? EX. Do they know about readers advisory? Is there something else they should be doing?
- Something on how BARD gives a person the ability to download books. If you had training and support, would you use this?
- Which of the CSR services do you use? And list the services. Do they know that the CSR's can make sure they get series in the correct order?

We will announce the survey in the fall newsletter, and notify people that the survey is coming. Anyone under 18 must have parent/guardian signature. We have notified the survey service that our patrons might be hard of hearing and most are elderly. We hope to have a draft by December. 25 questions max, closed ended questions.

There be an opportunity for general comments, and we will ask if they would like a CSR to contact them, giving us permission to call them.

2015 Postal Carrier of the Year:

Got 58 nominations this year. Thank you to Susan and Jeanne-Marie for helping to select a winner. There are plans to continue the recognition next year. Letters will go out to all nominators and to the Postal Service to let them know about the winner.

2015 winner was Vicki Shilling from Ponderay.

TBS Staff Update:

Terri: Terri and Sue R. are going to the Idaho Optometric Conference in September.

Sue R: Went to an outreach at Morningside Assisted Living a few months ago. Several applications for the currency reader came up there.

Judy: did a demonstration at the Boise Senior Center and it went very well. Took some headphones and a thumb drive and showed how some different devices for the player work.

Sue W.: went to the NFB conference and received an award for service to the blind.

Member Updates:

Sue S.:

- Listened to the World Blind Union Convention. 19 of the Latin American Countries have it. The EU countries must individually ratify the Marrakesh Treaty separately, and then as a union, too.
- Guy from Bookshare talked about how many millions of books would be available once it is ratified.

- Denmark Post Office is struggling. Because of the shutdown of post office, it has made the TBS difficult to use for many users.

Dana:

- National Federation for the Blind state convention will be in Boise at the Wyndham Garden Hotel on Vista. Will have a vendor fair somewhat like last year. We will want to have a speaker to update people on what is happening in the library.
- Went to the National Convention in Orlando: had an athletic and health fair. Got to learn to play blind tennis. Lower nets and balls with bells or rattles. Fun!

Nancy:

- Sue will be serving on the Commission for the Blind Board!
- Commission has served almost 700 blind people this year. Word about the clinic has grown – referrals from ophthalmologists has gone up!

Vicki:

- Have gone to the assisted living communities and try to match them up with a volunteer to help them sign up and manage the service. The materials go to the library, then the volunteer takes the stuff to the patron.
- Will talk with director about getting the TBS PSA on their big screen. Sue W. can send the URL when ready. It is super helpful to have the equipment there to show how it works while explaining the service.

Alison: working on Master's program to become a teacher of the visually impaired.

Catherine:

- We sign up lots of people up when we see them taking home lots of CD's for someone else. It's not often that we have someone ask for the service.

Susan:

- Teachers are interested in the service and familiar with it and, we hope, will contact Sue. They have been very busy.

Pam:

- Keeping an eye on the Talking Books Guidelines and making sure they are approved by the board.

Next Steps:

- Draft of work plan for 2017 that we can finalize in December. **Sue**
- Work on finding doctors and connecting with library staff. **All**
- Can we make contact with the licensing agency for eye doctors to get promotional materials to doctors **Sue**
- Contact Office on Aging re Senior Center addresses **Sue**

Next meeting:

- Wednesday, December 7, 2016. 10:00-12:00 conference call.

Meeting Review

Plus

- Plenty of time for contributing to the Meeting-not rushed
- Organized agenda
- 2 new librarian members
- Alison's input

Delta