

Idaho Talking Book Advisory Committee Meeting Notes
Wednesday, March 1, 2017
Idaho Commission for Libraries

Meeting Purpose: To remain current with Talking Book Service items

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

- Receive comments from the five-year LSTA evaluation
- Provide input for the FY2018-2022 LSTA plan
- Receive updates on TBS activities
- Share member updates

Meeting leader: Sue Walker

Facilitator/Recorder: Stephanie Bailey-White

Other Attendees: Jeanne-Marie Kopecky, Sue Sebranek, Catherine Stanton, Dana Ard, Vicki Prin, and Valerie Duffy

LSTA Evaluation Comments: Sue reviewed comments from library focus groups done by an independent consultant as part of the Commission's five-year Library Services and Technology Act (LSTA) grant. 14 librarians (12 public & two school) commented or provided suggestions regarding Talking Book Service (TBS). Some indicated their knowledge of the service, especially regarding signing patrons up and answering questions, was limited and that they would benefit from more training. Other suggestions included more social media promotion, more outreach, and looking at ways to integrate it with senior services in general.

Advisory Members provided additional suggestions for reaching out to library staff and confirmed the need to continue to educate them as a priority area:

- Share TBS Information at staff meetings.
- Set up times for library staff to take tours at ICfL, maybe before or after ILA Conferences.
- Consider doing a video tour – a behind the scenes look.
- Invite patrons to talk about the importance of TBS – use their quotes, videos, etc.
- Reach out to library trustees and ask them to help promote TBS.
- Promote NLS video showing how to use BARD.
- Webinars.
- Increase awareness of audio version of catalogs and the "wish list" feature.
- Create a social media toolkit that library staff can tap into.
- Include more testimonials on website, etc.

- Increase efforts to reach school librarians.
- Keep working on outreach plan. Like the direction of targeting youth, eye care specialists, and seniors.
- Keep running PSAs. Half of the advisory members said they had seen or heard the PSA that was running January 1 – March 31.
- Focus on retirement-side of seniors – not just assisted living and long-term care.
- Ongoing challenge of getting information to senior centers and other sites. Suggestion was to try reaching social workers in addition to activity directors. Social workers have a professional organization. Attend their conventions.
- Keep working with blind support groups
- Offer to do “lunch” programs and keep presentation to ten minutes max.
- Try a “soft sell” approach – “When you’re ready to give this a try, I’m happy to get you started.” “Do you like a good story? How about podcasts? – If so, you might give TBS a try.”

Stephanie asked for any additional feedback for the five-year LSTA strategic plan. The group has been working on a strategic plan for TBS and said those ideas should be incorporated when possible.

Postal Carrier Award: 13 nominations have been received so far. Jeanne-Marie, Susan, and Catherine agreed to be on the Postal Carrier Award Subcommittee. Sue will provide additional information to them soon.

User Survey: The University of Idaho survey center is calling 2,700 patrons. So far they have completed 925 surveys out of 2,369 calls. Only 64 have declined to answer questions, and 169 phone numbers say they are disconnected. The center calls up to nine times and will stop calling by March 31. They hope to provide the survey report by the end of April, and it will be shared at the June meeting. Sue is excited about the response rate so far. Paper surveys used in the past had about a 15 percent response rate.

Patron-centric cartridge (PCC) update: This new service will provide several titles on one customized cartridge. It will be great for books in a series or by the same author. Patrons can have two cartridges if needed up for six months each. They need to use the Bookshelf Function to use the new service. Dana is willing to test the service. Sue hopes it is up and running soon.

Outreach: Several outreach efforts have been made since December, including a table at the Idahoans with Disabilities Day at the Statehouse (named in honor of Fred Riggers, former TBS patron and advocate), and a visit to a local retirement area (with pretty low turnout). Sue will be representing TBS at several upcoming conferences in Caldwell, Boise, and Lewiston.

ReadMe Treasure Valley. Sue worked to ensure Treasure Valley TBS patrons had access to the ReadMe book, *The River Why* so they could participate in book discussion activities. Over 900 patrons in the Treasure Valley were contacted. About 15 signed up. Sue hopes to offer this service to more community-wide "reads" in the hopes of reducing isolation among those who can't read standard print. She is looking into advertising this as a service to all libraries.

NLS (National Library Service) Site Visit: Pam Davenport from NLS will be doing her every-two-year visit on April 3-4. She follows those up with a report that will be shared at a future advisory meeting.

Work Plan Update: Sue provided an update on plans and encouraged people who volunteered for tasks to share. Dana said she would test BARD Express. Megan Geisler will be a BARD Mentor. Susan Ford and Val Slotten are willing to review books. Susan and Jeanne-Marie talked to a Boise group of teachers and plan on sending an email follow-up.

Idaho Day: Advisory members were invited to a potato bar lunch with staff and also participated in an Idaho Day trivia contest.

Committee member updates:

- Dana shared an update about the NFB (National Federation for the Blind) Conference that will take place March 23-25 at the Wyndham Garden Inn in Boise. They have some great panels, a fundraiser, and vendors lined up.
- Jeanne-Marie shared information about NFB's Braille Challenge.
- Sue Sebranek shared information about the Cycle for Independence on May 20. TBS staff plan to participate for the first time this year. Socks and a great lunch were mentioned as things to look forward to.
- The Bell Camp will be the last week in July.
- Val reported on her work with veterans.
- Sue mentioned she would be attending the NLS Regional Conference May 8 in Santa Fe.

Next meeting: Wednesday, June 14, 2017, 9:30 am-1:30 pm. Updates on the User Survey and Postal Carrier of the Year will be agenda items.

Members said they prefer using the upstairs Table Rock room because of the acoustics. And they liked being there for Idaho Day – especially the potatoes and cookies!