

## Idaho Talking Book Service Advisory Committee Meeting

Wednesday, September 7, 2022

10am – 11:30am (virtual)

### Join Zoom Meeting

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

### Meeting Guidelines:

- We take a statewide view on topics
- We listen as allies
- We follow the agenda
- We come away with next steps

### Desired Outcomes:

- Introduce attendees wanting to serve on the committee
- Share grant and digital campaign updates
- Receive information about the strategic plan
- Receive updates and information from each other

**Meeting Leader:** LeAnn Gelskey

**Facilitator:** Stephanie Bailey White

**Recorder:** Judy Mooney

Time	Agenda Item	Action	Time
10:00	Meeting set-up: agenda, guidelines, additional topics	Review Agree	5 min
10:05	Icebreaker activity - Stephanie	Share	5 min
10:10	Member Terms and Updates <ul style="list-style-type: none"><li>• Public Library Liaison – Lynn Johnson (Lewiston)</li><li>• Student Liaison – Quincy Mattick (ISU)</li></ul>	Announcement Introductions	10 min
10:20	That All May Read Mini Grant Update – LeAnn	Share	10 min

10:30	ICfL Strategic Plan Presentation – Dylan Baker	Share	15 min
11:45	TBS Digital Campaign Updates – Donna Eggers	Share	15 min
11:00	TBS updates	Share	5 min
11:05	Committee Member Updates	Share	15 min
11:25	Next steps	Discuss List	5 min
11:30	Adjourn Next meeting: December 7, 2022 (virtual)		

**Attendees:** LeAnn Gelskey, Dylan Baker, Donna Eggers, Catherine Stanton, Stephanie Bailey-White, Dana Ard, Quincie Mattick, Lynn Johnson, Rachel Welker, Alison Steven, Travis Wilson, Steve Achabal, Erin Rainey, Judy Mooney.

**Icebreaker activity – Stephanie-**Have you had a favorite summer reading?

#### **Member Terms and Updates**

- Public Library Liaison – Lynn Johnson (Lewiston)
- Student Liaison – Quincy Mattick (ISU)

**That All May Read Mini Grant Update – LeAnn:** We had a great response from public libraries. Final reports were due August 30<sup>th</sup>. Lots of farmer markets and librarians got out and spread the word in community events. Most of the funds were used on large print books. Other purchases included Vox books for kids and reading glasses for patrons.

**ICfL Strategic Plan Presentation – Dylan** spoke about the ICfL strategic plan located at the bottom of our website **About ICFL:** <https://libraries.idaho.gov>.

We have two strategic plans, a State and a Federal strategic plan, and both of those are tied to different funding sources. The Idaho plan, the Library Services and Technology Act (LSTA), is the plan we submit to the Institute of Museum and Library services (IMLS), which is our federal funding source. The other is our state strategic plan, which covers everything we do as submitted to the division of financial management in state government.

**Vision Statement:** Libraries are the catalysts that keep students learning, adults earning and improve the health and well-being of Idahoans. The Talking Book Service and all their activities fall within all those categories.

**State Strategic Plan:** Under strategy 2, we have improved Idaho's access to reading materials. The Talking Book Service shows up in our plan on goal 3. It is about ensuring actual access to information and reading materials with direct service to Idahoans. In 3.2.1 “On an annual basis, the Idaho TBS team will improve access to and outreach efforts for materials in alternate

formats for those unable to read standard print.” TBS needs to show that our performance measure right now is an annual increase in the number of Idahoans registered for the TBS. We keep track of these statistics to make sure that we're reaching as many folks as possible.

**The Federal Plan:** Goal 3 is to ensure equitable access to information and reading materials to direct service to Idahoans, so the TBS goal is the same as in the state plan. This provides for key outcomes that are very similar to what we saw in our performance measure for the State plan. The number of Idahoans to register for the TBS through ads and the number of titles checked out will increase annually, making sure that those services are being well used.

**TBS Digital Campaign Updates:** Donna summarized the TBS advertising that we have conducted so far in 2022 and what we have planned for the rest of this calendar year. TBS utilized different advertising tactics in several areas of the States.

- Outdoor advertising billboards and kiosks. We contracted 4 billboards in Idaho Falls this last spring, and summer and in three locations in Lewiston from mid-January to mid-March. We advertised on kiosks in the Sun Valley area in February through May. The kiosks costs \$150.00 per month and included several locations around that area.
- Idaho Optometric Physicians annual conference. Donna and LeAnn will be attending the conference at the end of September. TBS will have ads in their onsite manual and their registration packets.
- Print ads such as the Senior Blue Book, which is a free resource for seniors and their caregivers and The Discharge Planner booklet which is a resource for patients to find area medical professionals and care providers in their area.
- TV advertising with Federal ARPA money in Twin Falls and an interview with LeAnn on “Idaho Today”, a local program on KTVB which included over-the-air streaming to increase the reach the Twin Falls and the Idaho Falls area.
- Digital ads ran on the KTBB website, which is statewide. We did a little bit of digital advertising in eastern Idaho and again that little bit on KTV website. More than 173,000 people watched the entire 30 second TBS ad!

LeAnn added that Hailey is very supportive of libraries and the kiosks are located centrally throughout the valley to target the tourists of the community as well as the locals. TBS did get some response and a few patrons as a result.

**Donna:** Funding for the rest of the fiscal year includes:

- Site visits to care facilities and senior centers. LeAnn has arranged visits in September to Twin Falls and Hailey.
- Phone calls to care facilities to establish or re-establish those connections, making sure that staff have players, applications, and marketing materials.
- Personal outreach to public libraries with a short video designed to inform library staff about TBS that will be available on our ICfL Niche Academy site.
- Disseminating these marketing materials to library staff.

- Collaborate with the staff from the Blind Commission as opportunities present themselves.

**LeAnn:**

- TBS is currently beta testing one of the NLS new players and trying to find volunteers to help test them. We want to give info to NLS, especially the component on text-to-speech.
- The annual statistical numbers for Dylan are complete. We had 417 new patrons this last year and we are up 17.5% over last year, but still not as high as before Covid. Including BARD, the count was 273,892 titles circulated or downloaded.

**Travis Wilson:** The VA Blind Rehab held an in-person conference in Washington DC in conjunction with the Blinded Veterans Association Conference. The VA classes were mostly refresher classes on the program development and coming back together after Covid as a national unit. The VA is working on funding a virtual reality treatment and designing devices for partially sighted veterans. Through these devices, they can go on virtual reality trips and see and interact with other people. The conference also focused on evolving VA programs to have more unity, equity, and diversity.

**Alison:** It's been a busy summer for me, mainly because I took on the Summer Work Experience program a whole new program for me to get to into groups with. We had three programs:

- Work Readiness Count, which is the Ready Set Go program. We had 15 students for three days, and they packed a lot in, including scuba diving, rock climbing and CPR. The students were housed, at BSU back in the dorms. The program numbers in previous years were around 6 Students, so to go from 6 to 15 was quite a big increase.
- College Days Program where we had 3 professors come in who taught an online class for 7 weeks. One was from Colorado and two from Indiana. They were wonderful. We had 6 students doing that, 5 of them stayed on and took a BSU class sociology 101 for credit. Class was three hours a day and they spent the rest of their time doing our Summer Work experience program.
- Summer Work Experience Program. 12 students participated and one student worked at TBS. Thanks was expressed to Rachel and LeAnn for working with the student.
- Reinstatement of our in-person Bell Academy, which is run by the NFB. 70 students between the ages of 7 and 17 and 13 staff gathered up at Twin-Low Camp near Rathdrum for six days, five nights. Out of our staff of thirteen, 9 of them were blind or visually impaired.

**Catherine:**

- Summer Reading Program. Pre-Covid the numbers for summer reading were about 1100 adults a year. During Covid the numbers plummeted, but they are back to over 800 now. The children's numbers are similar. Fun activities such as tie-dying were offered, and all had a good time, and she is looking forward to planning next year's event.

**Steve Achabal:**

- Alison deserves a lot of kudos for what she did this summer. We continue to be able to see people and work with individuals to provide training in their homes, in their workplace, and in other community settings.
- We held our first regional low-vision clinic up in our Lewiston office since Covid. We have a low-vision clinic contract with Dr. White Hansen, who practices in Rigby.
- Many of our rehab teachers attended the Coeur d'Alene conference. It was the first time that some of our rehab teachers were able to meet face to face.
- Our agencies Inservice will be in person for the first time since October of 2019.

**Erin Rainey (Idaho Educational Services for the Deaf and the Blind):**

- Planning to send TBS information to the teachers of the blind and low vision throughout the state in hopes that this will be a great opportunity to educate them (and remind the veterans) about BARD. Donna has offered to assist her with this.
- IESDB is changing the term we use from Teachers of the Visually Impaired (TVI) to Blind and Low Vision, (BLV) as so to avoid the term "impaired."

**Lynn Johnson:**

- Vox books are story books for kids that were purchased with a ICfL grant. These books have an attached player and are charged with a USB cord. They have been using them at the library during Storytime and they seem to be very popular with the kids.
- A new bookmobile was purchased with a separate grant from the ICfL Memory-Care Kit. One idea is to advertise by stocking it with TBS promotional items.

**Quincie Mattick:** Suggested that we put packets in the disability services of colleges and to push the BARD app because a lot of people of young people prefer the app over cartridges.

**Dana: (National Federation of the Blind)**

- Next month the NFB of Idaho is planning Blindness Equality and Opportunity month to remind people that blind people are a part of society. Dana will do a seminar on the Idaho White Cane Law which was updated in 2019 and includes white cane, guide dogs, and mobility.
- NFB National Conference had an excellent speaker, a blind Michigan Supreme Court Judge. NFB is working with American Printing House and HumanWare to develop a new Braille display.
- NFB of Idaho arranged an activity day for the SWEP kids. Dana's brother attended and helped the kids to get up to the batter's box. The Northwest Association for Blind Athletes participated with water activities and yoga.
- Dana enjoyed teaching at the Bell and Beyond camp.
- Dana will be meeting with ICBVI to discuss ideas for the NFB scholarship program which will open in January.

**LeAnn:** Next year, all meetings will be virtual except the spring meeting. The next meeting on December 7<sup>th</sup> will be virtual.

**Possible December Agenda items: TBD**

**LeAnn:**

1. Laura Abbott from the Nampa Library would like to come and demonstrate some of the items that are available in her low vision center.
2. Set meeting dates for 2023
3. TBS Work Plan 2023
4. Term expiration – Cathy Stanton