

Braille and Talking Book Library User Advisory Council

Saturday, January 20, 2018

Time: 10:30 AM to 3:00 PM

Minutes – DRAFT 1.1

Attendance:

Richard Rueda, Chair, Sacramento

Alan B. Smith, Vice-Chair, Concord

Roslyn McCoy, Mount Shasta, Secretary

Margie Donovan, Folsom

Karen Parsegian, Sacramento

Janet Snow, Redding

Lenore Presley, Sacramento

Warren Cushman, representative for California Council of the Blind

Finley Lindberg, Davis

Staff:

Mary Jane Kayes, BTBL Outreach/Reference Librarian

Donna Scales, BTBL Readers Advisory Supervisor

Call in

Arthur Sophus, Stockton (Blind veterans group at this time is not happening, but Arthur is a veteran and blind)

Mike Marlin, BTBL Director, Ex Officio

Absent:

Hy Cohen, Stockton

Action items:

- **United States Postal Service Committee; Chair Janet, Alan, Margie**

Meet and discuss options on how the Council could assist with mail delivery issues, Present at April meeting.

- **Update Website with revised bylaws.**

This task will be completed During/after website Update is launched, assignment Staff

- **Contact the California Foundation for Independent living Center in Sacramento, by Margie Donovan**
- **Contact potential speakers for the Braille and Talking Book Library User Advisory Council, Richard Rueda.**
- **Luncheon for volunteers**—Staff would like to expand or change the format of the luncheon for the volunteers, so it is more fun and entertaining. They requested suggestions for Activities
- **Karen will contact other members on her outreach committee to work out the details of dissemination of Informational materials.**
- Mike will share Collection development advisory group reports with BUAC.
- **Mike Marlin, Need to confirm meeting dates.**

Meetings for the upcoming year were decided:

- **April 28, 2018**
- **July 28, 2018**
- **October 20, 2018**

Richard Rueda opened the meeting at approximately 10:30 AM

Approval of agenda

Moved by Margie, seconded by Alan

Motion passed

Approval of minutes of October 7, 2017 meeting.

Moved by Margie, seconded by Alan

Comment by Alan, that he thought Richard did an excellent job.

Motion passed

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Remarks from the Chair

Greetings from Our 2018 chair Richard Rueda, Enthusiastic about this upcoming year and he was warmly welcomed by all of the members.

Richard addressed the issue concerning preparation of the agenda and his regrets of not including the vice chair and Secretary in the agenda preparation. He will make every attempt to include both the vice chair and Secretary in all future agenda preparations if at all possible. Mike assisted with preparing the agenda, and informed Richard that the agenda order and emphasis of items is at the discretion of the chair with input from the Council.

Mike offered for future agenda items that he would present team building exercises.

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Discussion item; concerning meeting time and date. Margie desired to have meetings held earlier, but individuals traveling from the Bay Area would not be able to arrive any earlier than 10:15 AM. Lenora requests to keep our schedule time for upcoming meetings to be 10:30 AM until 3 PM, she has already scheduled interpreters for the upcoming meetings. Saturday is still a preferred day to hold the meetings on. All members agreed to keep meeting on Saturdays, time 10:30am -3pm,

Richard is looking forward to inviting a number of speakers to upcoming BTBL meetings and has invited all council members to submit names and contact information of individuals that would hold pertinent information for us.

Guest speaker Suggestions:

- Someone from Book Share- Jim Fruchterman Tentative April, July.
- Greg Lucas state librarian.
- Vickie Collins, postal liaison from NLS.
- President of the deaf and blind counsel.
- Since we currently do not have any representatives from the Department of Rehabilitation we could consider inviting someone from that agency to attend a meeting and talk with us about their program and encourage them to share information about BTBL.
- A postal Liaison for NLS if Vickie is not available.

Please feel free to send suggestions for future speakers to Richard.

Update on Mike Marlin, BTBL Director, absent and potentially he would call in in the afternoon, Due to health challenges.

BTBL Director's report – Unable to attend this Morning meeting due to medical issues, but will call in later.

Staff update- Provided by Mary Jane and Donna

- Operational alert on January 19, 2018 NLS would be closed, but BARD would still function, so patrons will be able to download books. The BARD website should not be affected by the federal government shut down, but to be safe download a few extra books to tide you over if this changes. Download Early Download Often! **BTBL is a state run** program, so CA state workers are currently not affected by the federal shutdown.
- Alan asked Mary Jane if the new California budget is going to increase funding to **BTBL?** Mary Jane did not think so, but she was not sure. (**a question for Mike**)
- The Narration studio at BTBL still does not have a coordinator.

- Luncheon for volunteers— In December 2017 The staff held a very nice luncheon for the volunteers. Mary Jane would like to expand or change the format of the luncheon for the volunteers, so it is more fun and entertaining. She requested thoughts for potential fun activities
- Richard asked Mary Jane who was in charge of the BTBL Facebook page? Answer staff sends Facebook Committee (Sarah, Mike, and Joan) suggestions for content, and Sarah, a reader adviser takes care of any technical issues.
- State library website is going through huge changes. Old URLs will be redirected and new menu layout. Accessibility is still being worked on and may continue to be a challenge. Getting better! Still in beta and being tested. Donna requests if any of the council members identify problems or have comments about CSL /BTBL web site to please let them know.

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Kristen Fernekes, NLS Publications & media Section Head,, Guest speaker (by phone)

Kristen received a warm welcome and gratitude from BTBL council members for being willing to attend our meeting by phone, considering the federal government was shut down. Acting as a concerned citizen she was donating her time to update us on the upcoming projects and activities of the NLS Publications and Media section in Washington DC.

Kristen is new to the NLS Publications and Media Section with about 4 months under her belt, but she comes to this position with tremendous amount of experience in public relations and enthusiasm. Along with [NLS staff who are now all safely back together at the Taylor Street building after all the jockeying around during its renovation](#), Kristen Recently moved into her newly remodeled offices and is getting to know her colleagues better after temporary quarters away from Taylor Street.

Responsibilities include;

- Printing of publications, large print, Reference guides, and other NLS publications.
- Communication responsibilities for NLS such as media inquiries, Website, and Facebook.

A discussion about Talking book Topics catalog ensued, with Suggestions to group specialty books together, so patrons would be able to skip if they do not care for that type of literature.

In June NLS Publications and Media Section Began planning for a major Digital outreach utilizing: Web Banners, Data mine keyword searches, and Facebook. Kristen reports they have already seen an increase in applications resulting from this outreach campaign. They are striving to maintain relationships with these new and existing patrons through Facebook, by posting interesting articles and including community library activities.

Plans are to launch national mainstream-television and radio commercials February 12, 2018 and run through mid-2019. Educating the public on services available to blind, low vision, and other print disabilities which restrict an individual's access to literature. During this campaign there will be a lot of data mining and the message and placement will reflect the information that is gathered.

Lenore Presley, requested that Kristen be aware of the deaf blind community and the need to have access to digital books that their equipment could convert into braille or large print. Braille books are limited, and if digital books were available this underserved population would benefit.

Kristen does not want to ignore any communities and there has already been discussion about collaborating with some targeted outreach to complement this larger media project. Kristen, thank Lenora for that helpful feedback.

Kristen said this is the largest outreach campaign that NLS has ever undertaken and it's definitely a work in progress.

Richard asked for more clarification about the touch tours.

Kristen is getting acquainted with the larger staff of the Library of Congress which is a huge Organization and is attempting to integrate NLS more with this larger Library of Congress Facility. She is not the one that came up with the idea of the touch tours and the service has been available for a while. Touch tour schedule will be posted on the NLS Facebook page. Families, sighted, and unsighted individuals have been enjoying this tour option. This tour takes place in the Jefferson building and there are many delightful experiences to be tactilely experienced.

These tours can be set up ahead of time if someone is planning on visiting the DC area. Kristen will be sending Richard Rueda further information on this project.

This program has been so well received and enjoyed that her office is exploring other guided tour opportunities with additional explanations and descriptions.

Kristen urged everyone to check out the NLS Facebook page where they will provide updated material on their activities, once the federal government is up and running again. Facebook is now being used to interface with individuals and groups.

Richard expressed gratitude for Kristen's participation in light of the government shut down and talking to us as a private citizen. This was very helpful to have this opportunity to talk with Kristen and hear about all the marvelous activities she's engaged in.

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BTBL broke for lunch at 12PM.

Mike SMS—THAT HE WOULD BE CALLING AND AFTER LUNCH

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OLD BUSINESS

Committee reports

A. Recruitment/selection committee, Margie Donovan

Margie Donovan, will be resigning her position as chair on recruitment and selection committee after the April meeting. Margie will share the questions that they have used in the past to other members on the Council. Margie has been on this committee for many years and everyone appreciates her contributions.

Currently the recruitment and selection committee is processing one application and waiting to receive a 2nd application. But it is not completed and there have been challenges with contacting the applicant's references.

Richard encouraged all council members to seek out possible candidates.

Currently on this selection committee we have Margie and 2 other individuals, Richard and Alan. Staff representative Mike.

There was a question:

- How many references were required on the application, answer two.
- How many individuals do we have on the Council and how many open slots are available? Answer we have 11 seats filled with 4 remaining slots open.

(according to the bylaws –one representative from each of the following

- The California Council of the blind,
- The national Federation of the blind of California.
- A patron with an organic reading disability, i.e. learning disability/dyslexia.
- Patron with physical disability.
- An adolescent or parent of a child who is a patron of BTBL.
- A US veteran and/or member of the Blinded Veterans Association.)

b. Bylaws committee, Roslyn McCoy, chair

Roslyn McCoy emailed the final draft revised bylaws on January 5, 2018 to all BTBL Council members and staff. Giving the Council the 14 days review, as required by the bylaws. Roslyn did not receive any further suggestions or changes. The bylaws were again sent out with the meeting agenda.

A motion was made by Karen to accept the Updated bylaws and was seconded by Alan.

Discussion no one had any further questions or comments, but all were really grateful to Roslyn for chairing this committee.

Vote was taken and passed unanimously

The new bylaws will be placed on the website, after the current website update is completed.

C. Outreach committee, Karen Parsegian, chair

- Karen and Mary Jane prepared talking points and sent them out on January 2 for the Council members to review.
- Talking points were accepted and suggestions of including pictures of old equipment that were once used, such as audio players and Brailleurs. Roslyn shared her experience that these historical items triggered a lot of interest.
- Questions about a PowerPoint presentation were brought up, but at this time Mary Jane Indicated it would be difficult to put this together and we need to be clear on what audience we are talking to.

- Mary Jane shared her process for putting together these talking points; taking material produced by Arizona and collaborating with Mike with many rewrites. Her most important criteria is no jargon allowed, and the 2nd half of talking points focused on enrichment.
- Karen would like to see a clear description on how to begin getting services from NLS. Mary Jane's suggestion is to put the application in their hands and they can call to get assistance. Handing out business cards for the Regional library is another easy introduction to the library services
- Alan recommended including brief history of the library to be included on the talking point document.
- Discussion about who can certify an application for an applicant depends on if they are blind, low vision, or have an organic reading disability. The application clearly states who can or must sign to certify for services.
- Margie was concerned if old equipment is displayed that it is clear that it is only an example of old equipment and may no longer be used. Mary Jane stated the library is still replacing Cassette players for patrons, but there are other libraries that are no longer supporting Cassette Machine usage.

-- Discussion and Next steps for the outreach program

- Karen encouraged all of the members on the Council to take this information and make contacts with local libraries etc.
- Warren suggestion is to collaborate with the lighthouse for the blind and other nonprofits who serve the blind community In Northern California to get information out about NLS services.
- Collect Historical pictures of equipment which could be used in a PowerPoint presentation.
- Inspirational stories of NLS use by patrons and council members.
- Consider bringing sighted volunteers with you to outreach presentations that could fill the forms out for perspective patrons.
- Richard recommended making contact with the independent living centers.

. Karen will take back to outreach committee and work out how this material will be made available to council members and others.

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Mike called in on the phone,

Important points:

- Studio coordinator hiring in process, excited to have this position soon filled and up and running.
- Alan informed Mike his continued issues with receiving damaged boxes, Blank cartridges, tapes.
 - Mike's response, we will consider your input, but understand the library receives thousands of books and there just isn't the staff to test every single cartridge.
- Plans are underway to have patron-centric cartridges (PCC) that can be loaded with 10 books and mailed out to patrons. There are some patrons that have difficulty utilizing the bookshelf feature on players, so this issue needs to be worked out.
- NLS Network Consultant Visit potentially March 26, 27 Luncheon, everyone is invited, but no travel funding available.
- Subsequently dates canceled due to another impending government shutdown on March 23 and likely new dates for visit in August 2018.

Operational Issues

- Alan was not pleased with the talking book topics last publication with half of the books listed as "short introduction to..." Recommend that all of these Specialty books be grouped together to make it easier to skip over if they are not books that interest you.
 - Mary Jane provided an explanation that there was a large donation of these specialty books recently and that they tried to get this information out to the public in a timely manner. Audiobooks donated still need to be annotated, describing what the book is about and since this donation did not come with hard copies it required more time to Process these books.
- Alan has also found some gaps in historical books (Kings and queens of England) available through NLS.
 - There is a Collection development advisory group that meets every other year. It is comprised of representatives from the NLS libraries staff and a patron representing

the Western region including Northern and Southern California. Approximately 15 members. Mike will share these Collection development advisory group reports with BUAC.

- USPS potential NFB and/or ACB convention resolutions calling for USPS improvements update: It is extremely difficult to get any documentation on this issue which would be required to make changes. Is there any way we can approach this challenge in a positive and encouraging attitude. This is a complicated issue and will be taken back to committee for further discussion.

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New Business

Announcement,

Warren has an announcement California Counsel for the Blind Convention March 21-25 Rancho Cordova at the Sacramento Marriott

Possible Future agenda items:

- Elected chair for the selection/recruitment committee
- Outreach endeavors report made by council members.
- **Meeting adjourned at approximately 3:00PM**