

## **Wolfner Advisory Council**

**July 15, 2011**

### **Minutes**

**Members Present:** Melinda Cook, Denise Cope, Mildred Eads, Dan Flasar, Raymond Hailey, Zeze Miller,

**Staff Present:** Natalie Junkin, Richard Smith, Deborah Stroup, Velma Steinman

**Members Absent:** Terrie Arnold, Wilma Chestnut, Mary Dingus, Mandy Dovin, Russell McCampbell, Deanna Noriega, Alicia Starner

Smith called the meeting to order at 10:10 a.m. due to late arrival of Dan Flasar, Chair. Council members and staff were introduced.

#### **Approval of Minutes of March 18, 2011**

Minutes could not be approved at this meeting due lack of a quorum. They will be submitted for approval at the November 18, 2011 meeting along with the minutes from this meeting.

#### **Director's Report – Richard Smith, Director of Wolfner Library**

The Wolfner budget remained the same as last year. Out of state travel is still not allowed, unless funded from an outside source. Miller suggested adding tear-away tabs to the bottom of Wolfner posters with Wolfner's telephone number. Cook suggested contacting the rural electric cooperatives about spotlighting Wolfner in their various newsletters.

Richard announced that Verhonda Winters was promoted to fill Ken Gilliam's position as Circulation Supervisor, Stacy Butler was promoted to Verhonda's old position in Duplication, and Cheryl Schreiman was promoted to Stacy's old position.

Hailey asked if Smith could provide the Council with the demographics of Newsline users. Smith said Wolfner could mail out the utility for the NLS player that would enable the patron to download Newsline onto the NLS player. Hailey explained to the Council how to download the utility to the player.

Smith read a letter received from Deanna Marcum, Library of Congress, requesting feedback on recruiting the new director for NLS. Flasar said an ideal candidate would understand digital media, is pro-active, and maintains a leadership role. Cope said it is important that the person selected be an advocate for access to braille materials. Students need to be able to read braille. The person also needs to advocate for refreshable braille machines.

Another item for suggestion under what can be done better would be for a place for locally produced digital books on the BARD site. Miller asked Smith to e-mail information on BARDtalk (a user help group and listserv) to the Council members.

Smith said Wolfner Library circulation is now 85% digital. There are only two other libraries at 85%, Wisconsin and Kentucky. Wolfner's cassette collection is gradually shrinking. In 2012, LOC will be requesting cartridges be turned in to be recycled.

Wolfner no longer has local magazines (supplemental magazines to the LOC's) on cassette. LOC is trying to determine on how to do the magazines in the digital format.

Smith read an Operation Alert from the Library of Congress. The BARD site now has a new link to specially acquired digital titles in languages other than English, obtained from agencies serving persons with print disabilities in other nations as well as commercial vendors abroad.

Wolfner will be a part of the braille Talking Book SHELF program in August. Patrons will be able to access locally recorded Missouri books through WolfPAC, as well as other states' books that have joined the program.

Wolfner Library is moving forward with a name change, which would better reflect the services provided. The name recommended is "Wolfner Talking Book and Braille Library." There was general agreement to the proposed change.

Wolfner is currently writing a user policy for the Victor Reader Stream machines to cover loss and/or damage of the machine. The policy stresses that the machine is loaned to the patron and remains the property of the State of Missouri. The Stream will not be replaced if the patron has either damaged or lost the machine. It will also stress the machine is to be used to download books. A minimum of downloading of 36 books a year will be required. The Council agreed with the policy.

### **Wolfner Library Outreach Advertising – Abe Rakov, Deputy Director of Communications/Publications**

Rakov oversees the advertising for the Secretary of State's Office. There are four major types of advertising available to Wolfner Library: radio, newspaper, online, and on Facebook. He has been working with Learfield Communications which has affiliates across the state. They suggested a radio blitz lasting four weeks.

By using all four of the options, advertising can be done all 12 months of the year for a small amount of money. Newspaper ads can be done at two ads per month through the Missouri News Press Association, this covers approximately 120 newspapers throughout the state. This would be done for three months. The Missouri Press Association could also be used for newspapers that are available only online.

Facebook is inexpensive, can be targeted, and a presence could be maintained 365 days a year. A Facebook ad is not paid for unless someone clicks on it. After the pre-determined number of clicks has been reached for the day, the ad will stop appearing until the next day.

### **Wolfner Library Collection Development – Natalie Junkin, Special Services Librarian**

Junkin gave a brief update on Outreach. She has received several requests to go to public libraries to talk to them about the digital formats now offered by Wolfner Library.

Wolfner has been working very hard on duplicating titles that are part of a series or in high demand. The digital on demand program is for patrons who are not comfortable downloading from BARD. The staff will download the book for the patron then mail it out to them. She asked the Council if they had any thought on what needs to be improved or any suggestions.

### **Open Discussion: E-book options**

The majority of publishers are now selling e-books along with the print versions. Smith asked for the Council's view on where e-books are heading and their future.

Flasar said the iPad and iPhone appear to be driving e-books. E-books are cheaper, you get them instantly, and you can change the print size, etc. E-book availability at public libraries has also increased. The only drawback with checking out e-books from the public library is that after a certain date they can no longer be read.

Eads said older individuals are using Kindle or Nook. You can change the print size and it is easily portable for them.

Smith said the current problem with public libraries acquiring e-books is that the library does not actually own the book; it is leased with a limited number of check outs per book. A solution to this issue is being sought.

### **Volunteer Services Update – Deborah Stroup, Volunteer Coordinator**

Stroup said the Missouri Association of School Libraries (MASL) has an award program to encourage children to read. MASL chooses a number of books to be read and then the children in the program vote on which book they liked the best. During the summer, Wolfner records as many of these award books as possible before the school year starts so that the students enrolled in Wolfner will be able to participate in the program. The books are also done in braille.

Stroup has submitted five children's books to NLS for their review and acceptance. If they are not accepted, a report will be sent on what needs to be corrected in order for the books to meet NLS standards. If they are accepted by NLS, NLS will distribute the books nationally.

There are currently 50 locally-produced digital book titles available.

### **Wrap Up – Richard Smith**

Flasar suggested an alternate be appointed to the Council for the each of the members so that if the member could not attend, the alternate would attend. Smith said he would talk to the State Librarian regarding this suggestion.

It was requested that an e-mail notice be sent out with the meeting dates. It was also suggested that a reminder be sent a month in advance about the upcoming meeting.

Smith asked the Council if they knew of anyone who would like to serve on the Council to have them contact him by letter stating why they would like serve on the Council and to submit a resume.

**Adjournment:**

Flasar adjourned the meeting at 2:10 p.m.

**Dates of 2011 meetings:** November 18, 2011