

Wolfner Advisory Council

November 9, 2012

Minutes

Members Present: Wilma Chestnut, Melinda Cook, Denise Cope, Mary Dingus, Dan Flasar, Raymond “Chip” Hailey, Deanna Noriega, Andrew Ormsby, Daryl Vickers

Staff Present: Margaret Conroy, Elizabeth Lang, Richard Smith, Velma Steinman, Deborah Stroup

Members Absent: Mildred Eads, Gretchen Maune, Russell McCampbell, Zeze Miller

Flasar called the meeting to order at 10:05 a.m. Council members, staff and guests were introduced.

Approval of Minutes of July 20, 2012, 2012

Flasar called for a motion to approve the meeting minutes as submitted. Vickers so moved. Ormsby seconded. Motion carried.

Director’s Report – Richard Smith, Director of Wolfner Talking Book & Braille Library

Jason Kander was elected Secretary of State on November 6.

The BARD, NLS, WebBraille, and Voyager websites will be down for maintenance until Tuesday morning. WebBraille and locally produced Braille books are being added to BARD. Text-to-speech capability will be needed to listen to Braille books. Under a patron’s account, the search can now be changed to the patron’s search preference such as audio books only. The default search is set to both audio and Braille.

A new feature will be added called the “Wish List.” Once a book from the Wish List is downloaded, the title is automatically removed from the list. Patrons can now also view their previous downloads.

There are over 1,500 locally recorded books available for download from SHELF and so far, Wolfner readers have downloaded 232 books. The SHELF program will receive more emphasis in future Wolfner Outreach programs. Flasar suggested that Council members practice downloading from SHELF.

The federal fiscal year ended on September 30th. Smith read some of the statistics which will be included in the report to the Institute of Museum and Library Services (IMLS).

Just a reminder, in order to subscribe to Newline, one must first be a registered Wolfner patron.

The Adult Winter Reading program theme this year is “Books Made Into Movies” and the program will run from January 14-March 8, 2013. There will be ten different categories to choose from. The program is open to patrons who are at least 18 years of age or older. To qualify for prizes and

drawings, the patron must read a minimum of twelve books. The cartridge for each category will have ten books. An adult summer reading program is being considered.

The American Library Association (ALA) has an award for libraries to create bibliographies called the Carnegie-Whitney Award. Smith has applied for the award for Wolfner's recorded bibliographies.

Wolfner plans to have more of a presence at the PowerUp Conference. One possibility is to have one or two booths in addition to a presentation at the conference. One booth would have Wolfner literature and the other would be for assisting in using and demonstrating BARD. Daryl Vickers and Dan Flasar volunteered to assist with this if needed.

AVANT Marketing Strategic Plan Summary – Richard Smith

Smith gave a brief report on the strategic plan summary submitted by AVANT Marketing. This topic of discussion will be continued under the agenda item "Avant Marketing Initiatives Discussion."

State Librarian's Report – Margaret Conroy, State Librarian

Secretary of State-Elect Jason Kander will take the oath of office on January 14, 2013.

The State Library has received approval from the IMLS for the new Library Services and Technology Act (LSTA) Five-Year Plan which covers 2013-2018. Due to the federal budget situation, it is possible there will be a reduction in this funding for libraries. This should not affect the support for Wolfner services.

A national project called "Connect2Compete", an outgrowth of the federal stimulus program, is for broadband deployment and access in communities. The project has three components:

- Provide low income families with cost-effective internet access in their homes
- Provide low-cost laptops for qualifying families
- Promote digital literacy training in communities.

The ad campaign for the project will promote libraries as the place to go for digital literacy training.

Several Wolfner staff will receive years-of-service awards on November 13th.

AVANT Marketing Initiatives Discussion – WAC members and Wolfner staff

The Council participated in the survey conducted by Avant. Avant mailed the survey 250 randomly selected patrons. Avant also spoke with Wolfner staff. Of the 250 patron surveys sent, 90 responded. Smith read the highlights of the patron survey.

The marketing strategic summary submitted by Avant will be used by Wolfner in developing a strategic plan for the library.

Smith read the highlights of the survey and the executive summary submitted by Avant. The summary stresses the need for Outreach and partnerships.

Wolfner Youth Services and Volunteer Programs – Elizabeth Lang, Youth Services Librarian and Deborah Stroup, Volunteer Services Coordinator

Lang gave a brief report on the summer reading program. The goal of the program is for children to maintain their reading during the summer so not to lose all of their skills. This year the theme for 12 years and under was “Dream Big, Read.” The theme for 13 to 18 years of age was “Own the Night.” The participants were encouraged to set a time goal.

Wolfner had 61 participants this year, with 39 completing the program. The major prize this year was an iPad. Other prizes were purchased with funds from the Library Development. A free book was given to every participant who showed that he or she had actively participated in the program.

The themes for the 2013 program are:

- 12 years and younger – Dig Into Reading
- 13 years to 18 years – Beneath the Surface

Stroup gave a brief update on the books being recorded. This year, due to the recording program, a higher number of the award books have been available to Wolfner patrons.

Six books have been completed, four of which are available for download. The other two should be available for download next week. There are currently eleven books in various stages of the recording process.

The volunteers are now experimenting with using e-readers. This will eliminate some problems that occur when recording, such as the noise of a paper page being turned. It will also help in leveling out the sound levels because the reader will not be turning his or her head while reading.

Adjournment:

Flasar adjourned the meeting at 2:15 p.m.

Dates of 2013 meetings: March 15, 2013
 July 19, 2013
 November 15, 2013