

Louisiana Talking Books and Braille Library

Strategic Plan

2018-2022

Mission

The Louisiana Talking Books and Braille Library ensures that Louisianans with visual impairments, physical disabilities, or reading disabilities have equal access to information and library materials.

Needs

Many of the library's users live in poverty, have lower incomes, or are unemployed, etc. According to the American Printing House for the Blind 2015 Annual Report there were 135,100 persons of all ages and races having a visual disability living in Louisiana. It is the Regional Library's goal to provide these households with free access to materials and information according to NLS guidelines.

Current trends indicate that baby boomers are becoming more technology savvy and are willing to purchase and use more innovative tech products. The Regional Library's 2015 survey shows a rise in the use of technology. In 2011, 7% of patrons surveyed said they used BARD. In 2015, 17% of patrons surveyed said they used BARD. Due to the growing demand for faster and newer technology the Regional Library must seek out ways to meet this demand.

The top five patron needs identified during the planning session were:

- The need for information and referral service
- More outreach

- Disability education for caregivers and newly-disabled
- Literacy programs
- Re-open Louisiana Voices Studio

To enhance the lives of patrons, these needs must be addressed over the next five years.

Goal One—Expand information and referral services for TBBL patrons.

Objective: By the end of 2017 begin providing reference services on various topics and resources in different formats to TBBL patrons.

Strategy 1: Provide information that is of interest to TBBL patrons.

Task 1: Provide links to Lib guides from the Regional Library's webpage.

Task 2: Analyze content of support calls to identify additional topics needed.

Task 3: Partner with organizations and institutions that can provide the Regional Library with information such as Light House for the Blind and other local chapters of organizations in Louisiana that assist people with disabilities.

Strategy 1: Provide access to accessible how-to audios and videos.

Task 1: Post links to how-to audios and videos that meet the needs of people with certain disabilities or people with changing abilities due to aging or their caregivers.

Strategy 2: Provide information in an accessible format in response to reference queries.

Task 1: Make use of the State Library's databases to provide articles in large print to those seeking information on various topics.

Task 2: Provide training for online services that provide text-to-speech capability to Regional Library staff in use of the statewide databases.

Goal Two—Serve more Louisiana users through increased outreach and awareness.

Objective: Increase public awareness in all of the 64 parishes in Louisiana over the next two years.

Strategy 1: Broaden the scope of outreach to remote areas of the state through increased outreach to public and academic libraries.

Task 1: Create kit of promotional materials to distribute to schools, libraries, nursing homes, etc.

Task 2: Send quarterly newsletters to public libraries and other organizations to increase public and staff awareness of the Regional Library.

Task 3: When funding allows, make site visits to schools, nursing homes, pediatrics, etc.

Task 4: Continue speaking to new public library directors, offering them tours of the Regional Library.

Strategy 2: Increase public awareness of TBBL services.

Task 1: Send NLS-produced PSAs to local and statewide radio and television stations.

Task 2: Create a list of other libraries and institutions to which the library can mail the quarterly newsletter.

Task 3: Continue distribution of brochures at community outreach events.

Task 4: Create a Facebook page and explore other social media options.

Task 5: Generate a listserv for library users.

Goal Three—Provide disability education to the public.

Objective: Develop a disability education plan by the end of 2019.

Strategy 1: Educate persons with disabilities and caregivers on available resources throughout the state of Louisiana.

Task 1: Promote usage of the Regional Library's webpage and lib guides through Hotlines and during outreach visits.

Task 2: Develop strong alliances with organizations such as Family Helping Families, Louisiana Council for the Blind, local chapter of National Federation for the Blind, and other organizations, and offer to provide speakers for their events.

Task 3: Train the public library staff to use resources and develop better disability awareness.

Goal Four—Increase participation of TBBL users in Literacy Programs.

Objective 1: Increase the number of children completing Summer Reading Program to 100 over the next 5 years.

Strategy 1: Help children with disabilities develop an appreciation of reading

Task 1: Attend events at schools, and other institutions to encourage participation in the Summer Reading Program.

Task 2: Promote LYRC to Regional Library's users.

Task 3: Encourage students to participate in the Letters about Literature Contest.

Task 4: Continue sending incentives paid for by the Jones Foundation to children who complete the requirements of the Summer Reading Program.

Strategy 2: Become an advocate for early literacy programs.

Task 1: Seek out early literacy programs for children with disabilities.

Task 2: Encourage parents to sign children up for Braille at an early age.

Task 3: Remind parents of availability of twin vision books in Utah.

Objective 2: Increase the percentage of participation in the Adult Summer Reading Program by at least 10 percent over the next five years.

Strategy 1: Actively promote the Adult Summer Reading Program in order to increase participation.

Task 1: Send out requests for participation through the discussion list.

Task 2: Continue sending incentives paid for by the Jones Foundation to adults who complete the requirements of the Adult Summer Reading Program.

Goal Five—Meet the growing need for technology education.

Objective 1: Achieve a basic level of technical competency among all staff.

Strategy 1: Provide cross-training for staff.

Task 1: Train staff in the use of statewide databases.

Task 2: Provide BARD training for staff.

Task 3: Purchase devices that patrons are using.

Objective 2: Improve the skill level of TBBL patrons in use of available technology over the next five years.

Strategy 1: Offer opportunities for TBBL users to improve their technical skills.

Task 1: Provide BARD and database training to users through webinars, YouTube videos and web links to accessible free tutorials.

Task 2: Continue to put tips and shortcuts in Hotlines.

Task 3: Refer users to other resources as appropriate.

Goal Six—Continue to meet the educational and recreational needs of users.

Objective 1: Convert and digitize all LA Voices audio books to NLS standards by the end of 2020.

Strategy 1: Use existing staff and volunteers to convert files.

Task 1: Establish procedures.

Task 2: Train staff, students, and volunteers.

Task 3: Begin converting oldest books first.

Task 4: Catalog in KLAS.

Task 5: Submit files to NLS.

Task 6: Advertise Availability in Hotlines.

Objective 2: Increase the number of TBBL registered users by 5% over the next five years.

Strategy 1: Continue to provide relevant materials and excellent customer service to all TBBL patrons.

Strategic Planning Process

The data from the 2011, 2013, and 2014 surveys was used in developing the Regional Library's five-year strategic plan. Charts and diagrams were created to identify the specific patron needs and changes in library service that TBBL should address over the next five years.

The staff of the Regional Library participated in a two part planning session that was facilitated by the Deputy State Librarian. The Regional Library's Staff identified the needs of their users by defining and then focusing on the library's mission statement. Some of the needs identified were:

- Faster Technology
- Quicker service to patrons
- Continuation of good customer service
- Disability education
- Expansion of information and referral services
- Increased outreach services
- Increased participation in literacy programs

The staff suggested options for meeting these growing needs over the next five years. Goals and objectives were developed from the users' needs, results from the past three surveys and recommendations from the NLS consultant visit in 2016. As a result of the two planning meetings a strategic plan was drafted by the Coordinator of TBBL.

A draft of the plan was placed on the TBBL's website to allow comments from the Administration, TBBL staff, library patrons, and the Jones Foundation. The plan was revised based on comments obtained. The final plan will be submitted to NLS and posted to TBBL's website.