

Comment: (Richard Smith - NLS)

Thank you. We're having a wonderful day here at the end of May in Washington. I think our drought has ended... (transmission interference) ...Washington is now getting back to work. We have a full crew here. I'll go around the table. My name is Richard Smith. I'm Chief of the Network Division. We're having some technical difficulty. We're in a new room and we have only one speaker, so we'll have everyone speak loudly in their introductions and, if we have announcements or if we answer the questions, we may actually get up and walk to the one microphone in the room...

Comment: (Library Staff - NLS)

Kristen Fernekes, Head of Publications and Media section; Doug Ament, Chief of the OCIO Technical Solutions team; Steve Prine, Assistant Chief of the Network Division; Andrew Skinner, Head of Production Control; Neil Bernstein, R&D; Vickie Collins, Network Services; Shana Osborne, Equipment Control Officer; Pamela Davenport, Network Consultant; Meredith Beckhardt, Reference; Margie Goergen-Rood, Quality Assurance; David Perrotta, Network Program Specialist; Judy Dixon, Consumer Relations.

Comment: (Richard Smith - NLS)

So that's our full group here today – and here comes Michael Katzmman. So, a nice group here at NLS in Washington. Our first announcement will be Marge if she wants to walk up to the mic.

Comment: (Margie Goergen -Rood - NLS)

This is for all the Network libraries just to pass on as a reminder. We're the address – QAC@Loc.gov – if you have concerns with a cartridge, containers, braille books, whatever, we're sort of the complaint line. I wanted to remind everyone that if you are wondering whether a cartridge that seems to be defective to you that has gone back – whether that is under warranty – be aware that the date that's on the long-edge label on the blue box, in the right-hand corner...the warranty date is one year from that date. So if it's 6-17 that means the warranty is still on until 6-18. So it's a one-year warranty on cartridges. Hope that helps. Thank you.

Comment: (Richard Smith - NLS)

Thanks Marge. MaryBeth is not here but I know she's working hard on the National Conference (which is) June 16 through the 21st. What I do know is that for the (Managing Change) course on Thursday the...21st, we have 70 participants so, that's quite a lot compared to last year's Thursday training which I think was on grant money – so that's a good one. The second one is Project Management which has 57 people signed up. So, we're satisfied with the turnout but there's still time for you to sign up and make sure you get to Nashville. Other than that, are there any other announcements? ... With that, we can open it up for questions.

Comment: (MaryBeth Wise - NLS)

Richard, thank you for making those announcements about the conference. I just wanted to add that we have over 150 attendees and 46 states represented, so we're very excited to be coming all together in Nashville to discuss the next few years.

Question: (Tom Duffy – CA9)

I just have a question about the “download only” books that are commercially produced. We are a KLAS library so, we were wondering if NLS had an “exception list” code that they recommend, or some way that we would know when we look up a book, that it's download-only?

Answer: (Michael Katzmman - NLS)

I believe there is an annotation in the MARC records that indicates (whether) it is...download-only. It would be equivalent to the analog-to-digital conversions where we just made those available as a DB. I would think you'd put them into your system something similar to that.

Question: (Tom Duffy – CA9)

Okay so, “not available” is like a “zero” for the exception list? You don't have anything different that's going to be “download-only” that's never going to be produced. I think it would be helpful to have some sort of code like that. The older titles are easier to tell but the newer titles are hard to distinguish.

Answer: (Library Staff - NLS)

A link for the titles, right? Everyone has that link that was in the Operations Alert – that is all of the titles that are BARD-only.

Comment: (Richard Smith - NLS)

Another KLAS library may be able to answer what they do locally, but that would be different for each library. I forget what we did in Missouri, but we had something where...we could recognize the commercial books.

Comment: (Joshua Berkov - NC)

I wanted to respond to the question from San Francisco about the commercially-produced books that are never going to be put onto cartridges. What we're doing here is that we had Keystone set up a separate "Title Status" for the title called "On BARD only" and so when we get these titles into KLAS, we then go back in and...change the status to On BARD only and that alerts our Reader Advisors that we will never get physical copies of these books, and it also alerts patrons who are searching the OPAC that they cannot order these books online. They'll have to call us.

Question: (James Gleason - MA)

Keystone can also work with you to establish the way your records are categorized...this depends of course, on whether you're a hosted library or not... If you do your own uploading you can set it up so that when you upload the MARC records it will automatically make those titles either "download only" or "in process" at that time.

My question is regarding – I have no idea what these are called but the item number...is SH018. It seems that someone...changed the type of plastic sleeve that was ordered. SH018 has been around for a very long time. For the folks at NLS you'd be more aware of them as the plastic sleeve that you slide a mailing card into – on the boxes for Talking Book Machines. Those are no longer what's being provided when we request SH018. What's being provided...are those sleeves that you get for packing slips when you receive something in the mail that requires the use of packing slips. And so it's the kind that has the adhesive on the back – sort of a self-sealing envelope. And you have to destroy the plastic sleeve to get the packing slip out. So, why this matters, obviously, is that if we had to use these on a box, the patron is going to have to destroy the plastic sleeve to get to the mailing card. I don't know if there is any knowledge in the room down there, as to why the change was made – but we'd like to find out if we can go back and get the other plastic sleeves again?

Answer: (Richard Smith - NLS)

Thanks for the notification. That's Inventory Management – the WOW system...

Question: (Alicia Waters - RI)

I just had a question about the NLS television promotion. I think I saw in a couple of places, six-week intervals in a couple of rotations until 2019, and I think I saw something that said three-week intervals until 2019. We're getting many more patrons applying and a lot of calls when we do see that the promotion is on. Can you tell me if it's six week or three-week intervals? And how long will it run into 2019?

Answer: (Kristen Fernekes - NLS)

They are running in what are called "flights" and each set of flights are three weeks long. With the exception of the period between flights 1 and 2 which was only one week down, they will run three weeks on and three weeks off, from now until August of 2019. We're in the last of flight 3 right now. I think it ends on Sunday – and then it will start back up.

Comment: (Steve Prine - NLS)

Alicia, congratulations on your new position as Regional Librarian in Rhode Island!

Comment: (Alicia Waters - RI)

Oh, thank you so much. So glad to be in the position and so glad to work with you all!

Comment: (Richard Smith - NLS)

Well, it must be May and everyone is preparing for the Conference and holding all the questions for when Karen has her Open Forum. You know, I did see on LBPH, some questions about the applications – and whether or not a letter from a doctor's office would work, and basically the applications are supplemental. The federal law states that every individual who applies for library service must provide written certification – signed by a competent authority – of his or her inability to read...print materials as a result of blindness, visual handicap, physical handicap and other

eligibilities. I think (that) 99 out of 100 people signed up using the applications (but) the fact of the matter is, at the very end – and this is in your Network Library Manual – NLS Standard Applications for Individuals may be used for eligible applicants...so I think that 99 out of 100 people do sign up just using our applications. The applications give the eligibility and the line there for the doctor to sign, ophthalmologist to sign, but a letter is all that is required – with a certifying signature. The application really isn't required. So, yes indeed, if you get a doctor's letter signed and certifying the patron as eligible for the program – I know that when we used to get that – one out of 100 used that – we would just get it and staple it onto the application, give it to the Reader Advisors and when they called the patron they would say “oh I need some more information – your address, your phone number, your life – this and that – you use the application to register them but the application is used as an aid to sign up patrons – which 99 out of 100 actually use.

Question: (Lisa Peters - MO)

I just had a question (about) if there was any update on the outreach effort that NLS is doing?

Question: (Kristen Fernekes - NLS)

So, as I just mentioned, we're days away from finishing the third flight. We have had various response across the board. We know that, generated solely by television and radio ads, we have exceeded 12,000 calls up to this point. We also know that we have reached at least 10,000 requests for information that come in through the Electronic Application form. Is there something specific that you're interested in knowing?

Question: (Lisa Peters - MO)

I was just curious if the email that we received regarding the phone call mentions something about the outreach efforts – and so, I was just curious as to what that was all about. If there was any new stuff brewing or any other updates on those efforts.

Answer: (Kristen Fernekes - NLS)

If you're wondering if we're going to be doing any additional types of outreach, right now, we have a broad range of digital outreach, based on keyword searches which seem to be driving...inquiries coming in through our online application. We have Facebook ads. We have banners and then, again, the television and radio. The digital ads are constantly being optimized and moved and determining how we go into the next day – based on the data that we're getting. That's...very detailed, but the television and radio ads – we'll make adjustments from information we get from say, the first and second flights – make adjustments to different channels and so on... The ads will stay the same through August of 2019. We may roll out some additional digital (ads). It's important for us to stick to what we're doing right now.

Comment: (Richard Smith - NLS)

I think you're going to have a nice program in Nashville.

Comment: (Kristen Fernekes - NLS)

I'll do sort of a more extensive update in Nashville – it's only fifteen minutes – but I'll have some more data that I'll be able to show you.

Question: (Alicia Waters - RI)

This might be a silly question, but I just want to make sure I understand you about the letter. You said that patrons or people who are eligible for the program could have a doctor just fill out or sign a letter saying that they're eligible, and then if there's additional information we need, we'll call the patron or the doctor...to get the other information that's necessary. So I'm assuming that that would take the place of the application and the letter would just go into the file cabinet and we would keep that in our file for our records. Is that what you were saying?

Answer: (Richard Smith - NLS)

Yes. Most people like the application, so I would encourage you to use an application. But if someone (says) “here's a certification from my doctor and I'm eligible for the program” that's fine.

Question: (Joshua Berkov - NC)

With the influx of new patrons as a result of the advertising campaign and, with continued anticipated increases in patronage throughout the Network, is NLS considering putting back into production, more DTBMs – DA1s, DS1s or both?

Answer: (Michael Katzmann - NLS)

That's a good question for Karen at the conference (laughter). In the short term, no. The plan is to pilot out different platforms that we'll go into production with. We may have to revisit that if we get hundreds of thousands of new patrons.

Comment: (Richard Smith - NLS)

Well it sounds like as if everyone is preparing for the conference in Nashville and, we'll see you there. I asked the Conference Chairs because the Nashville Conference is so close to next month's telephone call that we'll probably cancel the telephone call next month – and we'll talk to you in July. So with that, we'll see you in two weeks.

Goodbye!

