

**South Dakota State Library  
Braille and Talking Book Program  
Strategic Plan  
2015 – 2018**

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## **Acknowledgements**

### **Committee members**

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Founded in 1969, the South Dakota Braille and Talking Book Program (SDBTBP) is a free library service for South Dakotans who are unable to use standard print materials due to a visual or physical disability. In FY2013 the Program circulated 107,387 items to 2,066 active individual citizens and 369 institutions. In addition staff responded to over 9,000 inquiries by phone, letter, email, or patron visits.

While the Braille and Talking Book Program is part of the State Library's Library Service & Technology Act (LSTA) Five-Year Plan, it is important for the Program to have a separate strategic plan. This detailed plan will aid the staff in focusing directly on the goals and objectives of the Program.

**South Dakota Law 14-1-50.** Services for visually and physically handicapped. The State Library Office shall provide for library services to the visually and physically handicapped.

**Library Service and Technology Act Five-Year Plan, 2013 – 2017** addresses the Braille and Talking Book Program in Goal 3B, Provide Services

to visually impaired and reading disabled citizens. The activities of the program include:

1. Acquire, organize, maintain, and promote collections that meet the needs of users.
2. Provide users with reading materials in braille or audio format.
3. Provide users with reliable reading equipment appropriate to their needs.
4. Produce special format materials on request (textbooks, American's with Disabilities Act (ADA) compliant materials, regional materials, etc.)
5. Provide initial braille training leading to South Dakota K-12 Braille endorsement, in collaboration with the SD School for the Blind and Visually Impaired and Pheasantland Industry's Braille Unit.
6. Provide training to local libraries, school districts, and nursing homes about available services.
7. Collaborate with state government and other agencies to promote ADA compatibility of websites, digital products, electronically archived images, etc.

### **Mission of the South Dakota Braille and Talking Book Program**

The mission of the Braille and Talking Book Program is to provide equal access to print materials in a format acceptable to all citizens of South Dakota who cannot read standard print.

### **Goals and Objectives**

#### **Goal 1: Improve awareness and use of the South Dakota Braille and Talking Book Program.**

##### **Objectives**

1. Implement an outreach plan to reach all eligible South Dakota patrons.

##### Action Plan

- Identify eligible patrons.

- Create an advocacy/marketing plan for SDBTBP.
2. Utilize radio, TV and newspaper ads, social media and other types of advertising to maximize awareness of SDBTBP services.

Action Plan:

- Advertise in consumer newsletters.
  - Use social media such as Facebook and YouTube.
  - Use the Braille and Talking Book listserv.
  - Explore the cost of using radio, tv, and newspaper – get approval from Governor’s Office.
  - Use National Library Service (NLS) announcements on radio and tv and add trailers specific to SDBTBP.
  - Explore the option of using internet advertising.
3. Partner with public libraries to include a direct link on library websites to SDBTBP resources.

Action Plan:

- Provide continuing education to public librarians and staff regarding SDBTBP services.
  - Have outreach staff work with public libraries.
  - Provide more information about public library services to SDBTBP patrons.
4. Develop and implement an outreach program about SDBTBP services to college of education students.

Action Plan:

- Create a packet of information for each university’s college of education.
  - Work with SD School for the Blind and Visually Impaired to create a program of information to integrate into a college classroom setting.
5. Create or continue partnerships with organizations serving South Dakota citizens with visual, physical and reading disabilities to

coordinate efforts and increase awareness and use of SDBTBP services.

Action Plan:

- Collaborate with South Dakota Service to the Blind and Visually Impaired (SDSBVI) to create a packet of information to share with organizations.

6. Provide SDBTBP information booths and make presentations at meetings of various groups and organizations.

Action Plan:

- Create annual conference/meeting calendar.
- Work with SD Service to the Blind and Visually Impaired to:
  - Identify meetings and conferences where staff could exhibit or present SDBTBP information.
  - Identify organizations that conduct health screenings where SDBTBP information could be sent.
  - Ensure that information is in organization's/consumer's newsletters.

7. Establish a Friends Group to aid in the promotion of the South Dakota Braille and Talking Book Program.

Action Plan:

- Start by speaking to consumer groups regarding a Friends Group.
- Speak to different organizations and groups about the need for a Friends Group.
- Ask the established Friends Group to promote the SDBTBP and assist with outreach.

**Goal 2: Provide services and resources to meet the informational and recreational needs of all patrons.**

Objectives

1. Collaborate with the NLS contracted multi-state centers to increase digital Interlibrary Loans (ILL) to give patrons access to additional titles not selected for Duplication on Demand.

Action Plan:

- Identify titles that could be added to collection through permanent ILL program.

2. Continue monitoring of United States Postal Service (USPS) to ensure patrons receive materials in a timely fashion.

Action Plan:

- Continue to stay in regular contact with the local USPS.
- Contact USPS with patron complaints.

3. Continue to provide materials in a variety of formats to meet the needs of all patrons.

Action Plan:

- Provide audio format.
- Provide braille format through contract with Utah.
- Provide large print and braille textbooks.
- Provide descriptive movies in DVD format.

4. Continue to coordinate the alternative format textbook program for K-12 students.

Action Plan:

- Exhibit and/or present at appropriate education conferences.
- Support braille literacy.
- Keep abreast of technology that impacts how alternative format textbooks are accessed.
- Work closely with Department of Education's Special Education Programs.

- Work closely with SD School for the Blind and Visually Impaired.
5. Train patrons on BARD's expanded search capabilities; NLS foreign language; music collections; and mobile applications.

Action Plan:

- BARD Administrator will create training materials for BARD capabilities.
6. Assist public libraries and service organizations interested in assisting patrons with BARD downloads.

Action Plan:

- Create brochure to promote BARD.
  - Use an existing YouTube BARD video to promote BARD.
  - Produce a webinar to teach people how to use BARD.
  - Provide in-person training when possible.
7. Expand and promote the Descriptive DVD Collection.

Action Plan:

- Review use of Descriptive DVD collection and purchase new titles as warranted.
  - Create brochure to promote the DVD collection.
  - Put information about the Descriptive DVD collection on website.
  - Add titles to online catalog.
8. Re-establish a Summer Reading Program for children and teens.

Action Plan:

- Provide Summer Reading Program using the program provided by the State Library.
- Add books to collection for children and teens either through NLS or local recording.
- Talk to consumer groups and Friends to promote and help fund.
- Work with schools and parents to ensure all children and teens are included in the Summer Reading Program.

- Use Grab a Book Grow a Mind branding.
- Ask to attach the summer reading program to Read SD.

### **Goal 3: Examine internal organizational practices and processes to improve services to patrons.**

#### Objectives

1. Attend national and regional conferences to learn about national services and trends in library services for people with disabilities.

##### Action Plan:

- Send appropriate staff to conferences as funds allow.
- Request funding from Friends for additional travel to national and regional conferences.
- Continue to look for convenient opportunities for everyone to participate in continuing education.

2. Maintain NLS recommended staffing levels to ensure that the library can meet and exceed the basic levels of service.

##### Action Plan:

- Continue to provide appropriate staffing as per NLS Revised Standards and Guidelines of Service, 2011.
- Monitor and report on the expansion of the program that may occur as a result of out-reach activities in order to maintain or increase staffing.

3. Develop internal communication processes to keep all staff fully informed.

##### Action Plan:

- Meet with individual staff weekly.
- Establish and maintain a monthly meeting for entire team.
- Write a weekly email update.

4. Create an online policies and procedures manual that can be accessed by all staff.

Action Plan:

- With assistance from the Supervisor; Staff will write their sections of the manual.
- Staff and Supervisor will update the manual on a regular basis.

5. Develop a training program for new staff.

Action Plan:

- Each staff member will provide new staff with an overview of their position.
- Supervisor will create training material.
- Cross training will take place.
- Mentoring will take place – new staff will be assigned one person as their main person to go to with questions.

6. Explore the development and implementation of an intern program as outlined in the NLS Revised Standards and Guidelines of Service, 2011.

Action Plan:

- Determine learning outcomes for intern.
- Develop work plan for intern, which includes evaluation and review.
- Assign interns a supervisor/mentor.
- Obtain feedback from interns so program may be improved.

7. Continue working with the South Dakota School for the Blind and Visually Impaired and the South Dakota Pheasantland Industry's Braille Unit to provide training for Brailleists.

Action Plan:

- In conjunction with SDSBVI review Brailleists' training program.
- Inform Brailleists as braille updates are released.



- Promote Brailleists' program.

**Goal 4: Develop a collection that meets the informational and recreational needs of patrons.**

Objectives

1. Continue to record South Dakota materials and materials for children and teens.

Action Plan:

- Record –
  - South Dakota history;
  - South Dakota authors;
  - Prairie Bud;
  - Prairie Pasque
- Add this information to policy manual.

2. Expand the number of volunteers who will record books.

Action Plan:

- Actively recruit new volunteers.
- Complete testing and provide training.
- Conduct onsite visits to recording studios.
- Send monthly emails to volunteers.
- Answer questions from volunteers.
- Provide national certificates of appreciation to volunteers.
- Plan a volunteer dinner for local recognition.

3. Increase the number of recording studios.

Action Plan:

- Explore future recording studio locations to match need.
- Evaluate personnel needs necessary for expansion.
- Increase utilization of current recording studios.

4. Continue to update Keystone Library Automated System (KLAS) database as new versions become available.

Action Plan:

- Ensure that money is budgeted to fund KLAS system.
- Continue to advocate for improvements in KLAS system.

## Glossary

ADA – Americans with Disabilities Act

BARD – Braille and Audio Reading Download

Braillist – An expert at writing Braille.

Friends Group – Non-profit, charitable group formed to support a library.

ILL – Interlibrary Loan

KLAS – Keystone Library Automated System

LSTA – Library Service and Technology Act

NLS – National Library Service for the Blind and Physically Handicapped

Pheasantland Industries – Part of the State Penitentiary, Pheasantland provides products and services to South Dakota governmental entities, federal agencies, non-profit organizations, and state employees.

Prairie Bud – Children’s Book Award sponsored by the South Dakota Library Association. Winners are determined by South Dakota kindergarten through second grade students.

Prairie Pasque – Children’s Book Award sponsored by the South Dakota Library Association. Winners are determined by South Dakota third through fifth grade students.

SDBTBP – South Dakota Braille and Talking Book Program

SDSBVI – South Dakota School for the Blind and Visually Impaired

SDSBVI – South Dakota Service to the Blind and Visually Impaired

USPS – United States Postal Service