Report of the Educational Services Advisory Committee

to the Trustees of the

American Printing House for the Blind

Fiscal Year 2017

# PURPOSE:

The purpose of the Educational Services Advisory Committee (ESAC) is to:

* Provide oversight and leadership in the planning, evaluation and delivery of product-related services.
* Identify new services needed.
* Assist in the promotion of APH products through services, and
* Advise APH on general operations and communications as they relate to the accountability and accessibility of services provided.

# INTRODUCTION:

In May of 2017 the Educational Services Advisory Committee (ESAC) met in Louisville, KY at the American Printing House for the Blind (APH) to address the 2016 ESAC report and to develop commendations and recommendations for the current fiscal year. To assist with this endeavor, interactive presentations were made by APH’s administrative staff, including progress updates on the 2016 recommendations, operations and information on new initiatives.

# COMMENDATIONS:

1. The ESAC offers a commendation for the development of the APH 2017 Strategic Plan including the vision to be known as the “go to” provider for goods and services for the visually impaired community across the world.

2. The ESAC offers a commendation for the seamless transition of the release of the NIMAC V3 online system.

3. The ESAC offers a commendation for the aggressive marketing plan for increasing revenue and Federal Quota allocations.

4. The ESAC offers a commendation for the reorganization of the Annual Meeting agenda: engaging EOTs involvement in product and service discussions during breakout sessions; committee member led work groups; and the increased focus on adult services.

5. The ESAC offers a commendation for continuing to involve APH Scholars in EPAC/ESAC Meetings.

6. The ESAC offers a commendation for supporting the Core Business by investing in APH staff.

7. The ESAC offers a commendation for the redesign of 2016 Annual Report.

8. The ESAC offers a commendation for the weekly distribution of Quick Tip videos.

9. The ESAC offers a commendation for the establishment of the Louis Advisory committee.

10. The ESAC offers a commendation for the continued progress of knowledge management as a company-wide initiative and the plan to share results with other organizations and EOTs.

11. The ESAC offers a commendation for exhibiting internationally.

# RECOMMENDATIONS:

**Consistent with The ​Act to Promote the Education of the Blind (1879), the Educational Services Advisory Committee (ESAC) recommends that APH:**

1.In order to build the capacity for family engagement, collaborate with experts in the field of family-school partnerships. Consider gathering a focus group of national organizations such as the National Organization of Parents of Blind Children (NOPBC) and the National Association of Parents of Children with Visual Impairments (NAPVI) informing them of who APH is and what it has to offer.

2. In accordance with the 2017 APH Strategic Plan, prioritize and fund a minimum of one regional representative within one year.

3. Develop virtual tours of APH which can be shared with stakeholders (including university programs) highlighting the features of APH such as the transcription process, technology, the manufacturing plant, the APH history, Museum exhibits, etc.

4. To further enhance the training for new Ex Officio Trustees, provide additional in-depth information about policies, procedures, and EOT responsibilities by developing follow-up activities. Examples may include teleconferencing and optimizing use of the listserv. Offer these trainings to existing EOTs as refresher courses and collect feedback from EOTs for the benefit of program improvement.

5. Utilize the EOTs to educate stakeholders about The Act and APH products and services. Select a small number of APH products and services to highlight each year. Support this initiative by providing presentation materials to EOTs. (For example: take a few minutes of each General Session during the Annual Meeting to promote a product or service).

6. Offer major, promotional product roll-outs including brochures, Quick Start Guides, and one-to-two minute videos demonstrating the use of products.

7. Expand ways to utilize and involve EOTs and past APH Scholars through unique networking opportunities.

8. Develop “Marketing Kits” enabling EOTS to fulfill their responsibilities of promoting APH products. Kits may include items such as a tablecloth, banner, branded marketing materials, and a usage log. Provide an option for accounts to buy or loan the kits.

9. Improve search engine optimization so that APH ranks near the top of search-engine results.

10. Continue to develop partnerships with other organizations as it relates to accessibility and integration of *new* technology and software (include Liblouis, web apps, cross platform options, actions and skills, etc.)

11. Prioritize the Core Business Strategy (Quota and The Act) by involving Field Services in the collection of information and feedback to support the Vision of APH becoming the “go to” provider.

12. Consider the complexity involved when simultaneously implementing multiple initiatives such as revising the APH website and updating the shopping site.