Report of the Educational Services Advisory Committee

to the Trustees of the

American Printing House for the Blind

Fiscal Year 2020

# 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 the American Printing House for the Blind (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 June of 2020 the ESAC met via webinar with APH as a formal advisory committee to address the 2019 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 2019 recommendations, operations and information on new initiatives.

# COMMENDATIONS

1. The ESAC offers a commendation for the quick response and support that was offered during the transition to a remote learning environment due to the COVID-19 Pandemic.
2. The ESAC offers a commendation to the Product Operations and Analytics department in their efforts to identify the issues in back ordered products and decrease the instances of back order items seen by each state.
3. The ESAC offers a commendation to the website design teamfor the increased communication around the website redesign for all of us affected by this update. We can clearly see where is the development the site is with all of the sprint plans that are shared.
4. The ESAC offers a commendation to Outreach Services for identifying the need and working toward a collective location of the knowledge from the field for professional development and learning by creating the APH LMS the "Hive".
5. The ESAC offers a commendation to Resource Services and NIMAC for their work to update the network that connects all resource centers catalogs, and their work with CAST to cooperate and provide a greater availability of accessible materials.
6. The ESAC offers a commendation for the work with Access Explorer to simultaneously offer greater independence for our students and have an application that has possible revenue streams that could come from outside the field.
7. The ESAC offers a commendation to APH for collecting data to drive the decisions as an organization across most departments.

# RECOMMENDATIONS

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

1. Continue to develop and expand the accessibility committee and Initiative to include:
   1. Create accessibility guidelines and curated resources to be shared with Students, Teachers and State Departments of Education.
   2. Explore the possibility of billing for these services.
   3. Provide guidance to create accessible parks and recreation areas throughout the United States.
2. Continue to improve the customer service experience and reduce wait times by fully staffing the call center and other vital roles.
3. Review and develop a way to improve the visibility of services that APH offers to those that visit the website. With strategies like pop up ads, rotating highlights on the home page or email campaigns.
4. Consider that the Braille-On-Demand service would assist to produce Non-ISBN/Digitally born materials.
5. Consider continuing the bi-monthly meetings offered to EOT's and other groups in response to the COVID-19 pandemic.

Respectfully Submitted,

Educational Services Advisory Committee 2020

Serena Preston, Chair

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