Report of the Educational Services Advisory Committee

to the Trustees of the

American Printing House for the Blind

Fiscal Year 2019

# 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 April of 2019 the ESAC met in Louisville, KY at APH to address the 2018 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 2018 recommendations, operations and information on new initiatives.

# COMMENDATIONS

1. The ESAC offers a commendation for the important work that has been done in customer experience. The development of a centralized office location and a dedicated department for customer experience demonstrates APH’s commitment of on customer interactions.
2. The ESAC offers a commendation for the progress that has been made on the APH shopping website including incorporating many details based on requests of EOTs.
3. The ESAC offers a commendation for the attention and progress in the area of accessibility of information internally for staff. Additional kudos to moving toward sharing the accessibility guidelines and tools externally.
4. The ESAC offers a commendation for the continued improvement and expansion of the SRS system which has supported EOTs by making their work more efficient.
5. The ESAC offers a commendation for its legislative call to action to proactively address proposed federal budget cuts and legislative advocacy to increase the per-pupil appropriation.
6. The ESAC offers a commendation its holistic business plan that includes funding streams to supplement federal appropriations for the development of products and services.
7. The ESAC offers a commendation for openness and willingness to consider changes to long-established practices (such as the format of Annual Meeting) and transparency in sharing detailed information about the company.

# RECOMMENDATIONS

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

1. Identify evaluation metrics before new services are launched to measure effectiveness and to make adjustments as appropriate.
2. Develop an agency-wide rating rubric or objective measurement that can be applied to or adapted for every department.
   1. Identify relevant data to be collected and measured and have an established schedule to review, analyze data and report out
   2. One specific example is the continued work to identify customer experience issues and implement staff training plans to improve outcomes.
3. Communicate with customers when there are order delays, error messages or order fulfillment issues.
4. Review, revise or develop consistent policies to improve quality of services across the organization and keep policies organized in a central location easily accessed by all staff.
5. Expand ways to utilize and involve EOTs and APH Scholars. This could include face-to-face and/or digital video platforms.

Respectfully Submitted,

Educational Services Advisory Committee 2019

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