

AIS Digital Programs
Report to Board of Directors
AIS Convention Meeting, 9 April 2018
Neil Houghton

Since I have taken on this responsibility from Janet Smith, I have fulfilled requests for 10 digital programs via email. I have also asked those requesting programs or information regarding programs to share their responses to the programs. This is a VERY small sample.

Most people enjoy the programs very much. The only suggestions that I have received is that some of the programs are out of date and that they do not contain any guidance about how to use them. While they can be used in a “view and discuss” format, without the creator or an expert to discuss their intent is not self-evident. The richness of the experience is often diluted.

My personal review of the programs and working on one with a local expert (Wendy Roller) has sparked some ideas, the responses above having helped to bolster my belief.

- 1) The Programs all need to be reviewed and updated for content as well as style.
- 2) Narrative Notes/Narration need to be added to the PowerPoint presentations.
 - a. Notes that the presentation can use to guide the user in content and how key strokes/mouse clicks will reveal and advance each slide.
 - b. Various levels of information in these notes than can be tailored to the audience level of expertise can be added to spark conversation. For example:
 - i. Iris aficionados
 - ii. General gardeners
 - iii. Beginnings
 - iv. Students at a specific grade level
 - c. A self-running version with narration and subtitles should be developed.
- 3) Disc based programs, delivered by mail, should be discontinued in favor of digital version available on-line.
 - a. It is easier and faster to email or make available for download.
 - b. Most newer computers do not have disc drives.
 - c. Existing disc based programs do not run on newer Operating System
- 4) We should investigate and present to the Board plans for alternative distribution.
 - a. Make programs available for download online.
 - b. Make access an AIS member benefit.
 - c. Review the need to monetize.
 - d. Review how these changes are coordinated with web-site updates.
- 5) Local affiliates/members should be encouraged to develop and share new digital programs.

Respectfully submitted,

Neil Houghton