



Spanish Language Outreach Program Workshop

Empowering Library Staff to Reach Out to Spanish Speakers and Increase their Access to Technology

WELCOME!
¡BIENVENIDOS!

Where minds meet



Names in Spanish-speaking Communities

- Religious influence
- Family influence
- Sample structure of names in Spanish
 - Personal name, paternal surname, maternal surname, woman's married name
 - Socorro Jiménez Martínez de Salinas

Do they fit on your library card applications?

Where minds meet



How Should You Refer to Your Spanish-speaking Community?

- Hispanic
- Latino/Latina
- Chicano/Chicana
- Mexicano, Colombiano, Salvadoreño
- Depends on local/personal preference

Where minds meet



Today's Experience

- Support each other in the learning process
- Share as much as you are comfortable sharing
- Recognize that you may experience some personal discomfort
- Be open to different perspectives. You may disagree with some of the comments or material presented

Where minds meet



Spanish Language Outreach Program

- Partnership between WebJunction and state libraries
- Goal:
 - Increase the knowledge and skills of library staff to better serve the needs of Spanish speakers in their communities and increase the number of Spanish speakers using public access computers
- Use Webjunction to share

Where minds meet



WebJunction expects participants in the Spanish-speaking Outreach Workshop to:


- Share what you learn in this workshop
- Select a minimum of three activities from the "Outreach Activities List" (one from each category) to implement locally in the next five months
- Develop an action plan for implementing selected activities
- Participate in WebJunction's online community to share successes and challenges
- Participate in evaluation process

Where minds meet



Cultural Diversity


Where minds meet



What Makes Us Diverse

- We each interpret the world based on these four dimensions:
 - Personality
 - Internal (out of our control)
 - External (somewhat within our control)
 - Organizational (work related)

Where minds meet



Cultural Assumptions

- We interpret a person's behavior based on our cultural rules
- We make assumptions when we don't understand

Who decides what's normal?

Where minds meet



Getting To Know Your Community

Overcoming Language and Cultural Barriers

Where minds meet



Differences in Expectation of Public Library Services

- Biblioteca vs. librería
- Circulation vs. reference
- Free vs. fee
- Serves community vs. government
- Open to all vs. restricted access

Where minds meet



Spanish-speaking Customers May Vary in...

- Country of origin
- Length of residence in U.S.
- Level of acculturation
- Facility with English language
- Educational level
- Economic level
- Understanding of the library

Where minds meet



Build Organizational Support

Where minds meet



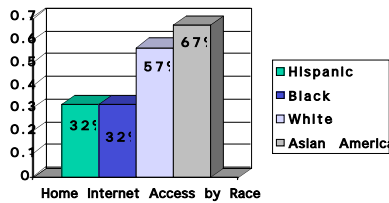
The Need for Instruction in Spanish

- According to the 2000 US Census:
 - 75% of Hispanics spoke a language other than English at home.
 - Among Hispanics, approximately 2 in 5 spoke English less than “very well”

Where minds meet



Home Internet Access by Race



From US Census Bureau, Current Population Survey, October 2003

Where minds meet



Know the Numbers for Your Spanish Speaking Community

Look at handout with California and local Statistics

Where minds meet



What are the biggest challenges to offering services to the Spanish speaking community?

- In your organization?
- Outside your organization?

Where minds meet



Needs Assessment Using Community Leaders

Where minds meet



Look to the Leaders to Help You Get Connected

- Community Leaders Are...
 - Experts on their community
 - Trusted and relied upon by the community
 - Dedicated to helping the community
 - Excellent word-of-mouth marketers

Where minds meet



What are the Benefits of Community Leader Interviews?

- Informs the community about the library
- Helps library be more responsive to customers
- Validates the community
- Builds relationship and trust
- Develops library advocates
- Stimulates creativity

Where minds meet



Community Leader Interview Process

1. Identify leaders
2. Conduct interviews
3. Develop preliminary response/plan
4. Set up follow-up interview

See Community Leader Interview Guide,

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Start Slow, Build Trust

- 1st interview begins relationship
- 2nd interview shares your findings and your ideas for how the library can help
- 3rd interview asks for help in marketing your service or program

Where minds meet



Your Interview Questions Should...

- Focus on the community and the customer not the library
 - ask questions about community problems, needs, barriers
- Help community leaders share their expertise
- Demonstrate that you want to help solve community problems

Where minds meet



Mini- Exercise

Review the questions on page 7 of the Community Leader Interview Guide and try coming up with 1 or 2 interview questions of your own

Where minds meet



Services to the Spanish Speaking Population

Where minds meet



How Can You Improve...

- Programming
- Instruction
- Materials Collection:
 - o books, databases, magazines, AV,
- Literacy
- ESL
- Service at the reference/information desk

Where minds meet



Technology Programs To Offer

- Basic computer skills
- Internet/email
- Word and other common applications
- Using search engines
- ESL tutorials
- Open hours – one-to-one help

See Offering Computer Classes handout ,

Where minds meet



In Addition to Classes, Increase Access to Technology By Having:

- Marketing materials for public access computers in Spanish
- Open lab hours staffed by bilingual staff
- ESL software
- Instructions in Spanish including:
 - list of Spanish search engines
 - list of Spanish online computer tutorials
 - instructions for opening and using a hotmail account
- Regular outreach activities

Where minds meet



To Have Successful Programs You Need

- High level of organizational support
- Sufficient resources (staff, money)
- Positive attitude towards Hispanic/Latino community
- To promote programs through
 - Hispanic media
 - community service agencies that service Spanish speakers
 - partners

See handout on Building Organizational Support

Where minds meet



Outreach Activities

Where minds meet



Outreach Activities

You're encouraged to pick an activity from each category:

- 1: Planning Activities
- 2: Staff Development Activities
- 3: Patron Services/Outreach Activities

See Outreach Activities handout

Where minds meet



Marketing To The Spanish-speaking Community

Using Word-of-mouth Marketing and the Ethnic Media

Where minds meet



Communicating with Latinos

- 48% get advice about a product through someone they know who has already used the product
- 62% gain knowledge about a product from their relatives
- 16% get their information from a newspaper or magazine

"Marketing News," July 22, 2002

Where minds meet



Word-of-Mouth Marketing

- “This whole notion of word-of-mouth marketing in the multicultural market is tightly related to social networks. The marketer needs to know who is in the social network. Penetrating a community through opinion leaders makes for a good chance that the product will be adopted.”

Felipe Korzenny, "Marketing News, July 22, 2002

Where minds meet



Techniques for Better Word-of-Mouth Exposure

- Promote service through local community leaders
- Hold special events within the community tailored to community needs and interests
- Partner with community events
- Work with the ethnic media to help spread the word
- Emphasize the 4 F's — Free, Family, Food, Fun

Where minds meet



Evaluating Your Programs for Spanish-speakers

Where minds meet



Ways to Evaluate Outreach Activities

- Survey
- Comment Card
- Focus Group
- Personal Interviews
- Data from Your System
- Observation

Where minds meet



Feedback on promotional channels →

Level 1: Participant's reaction →

Level 2 & 3: Knowledge and skill →

Level 4: Participant's use →

Level 5: Participant's opinion →

Thank you for attending the e-mail workshop.

How did you hear about the workshop?
 A relative or a friend At work
 At school Radio
 TV Newspaper
 Other (please tell us where: _____)

Please rate:
 LowHigh
 1 2 3 4 5
 Content _____
 Presenter _____
 Facility _____

Did you learn how to use e-mail?
 Yes, everything I need to know.
 Yes, but I'll need help.
 No

Do you plan to use e-mail at the library?
 Yes
 No
 Not sure

How did the workshop help you? (Please share your comments)

What suggestions do you have for improving the workshop?
 Would you recommend this workshop to a friend?
 Yes
 No

Where minds meet



Getting Familiar With Webjunction

Where minds meet



WebJunction.org

- Online since May 2003
- An online community of library staff sharing knowledge to provide broad public access to information technology through:
 - online learning courses/tutorials
 - articles, handouts, worksheets, downloads and other content
 - discussions, networking and sharing

Where minds meet



The Spanish Language Outreach Program Online Community

- Connects people:
 - within the state
 - In other states
- Allows us to share ideas, ask questions and maintain our collaboration after we leave the workshop
- It's our space – it will become what we make it!

Where minds meet



Follow-up and Support Session

- Purpose
- Four to six weeks following the workshop
- You'll get an email invite to a monthly conference call.
- You will be added to the California Spanish Language Outreach e-mail list.

Where minds meet



How to Get Involved

- Share resources at Webjunction
 - handouts, lesson plans, links
- Join conversations in forums on 'All Aboard' discussions at WebJunction
- Give feedback:
 - on the boards
 - through email
- Become a "thought leader" in the community by modeling participation

Where minds meet
