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Today's webinar is entitled Outreach to Hispanic and Latino populations Tu Biblioteca, Presented by Patric Stillman and Ethan van Thillo. Patric is the invocations and programming officer of Media Arts Center, San Diego. was the founding officer of the nonprofit organization in 1994. There is a long history with the arts and nonprofit organizations with him, San Francisco, Los Angeles, and most currently San Diego. He is a designated the trigger for the California project located in 40 libraries statewide. Ethan is the executive director and founder of Media Arts Center San Diego. For the past 19 years he has established the San Diego Latino film Festival as an international event and developed technologically innovative programs throughout the state of California and Bob Mexico -- Bob -- Baja, Mexico. I am now happy to introduce Patrick and Ethan.

We are happy that you are able to join us today. We have a chat and Q&A session open so please send us questions as we go along. We'll answer some of them on the fly, but we do have time at the end of the webinar when we can answer those questions for you as well. As the webinar goes along we will note various websites, watch a few videos, and look at some resources so do not be concerned if you missed writing down URLs or information because we took care of that for you. By going to the webinar resources documents on Info People and please be sure to include your e-mail information in the survey as well developed follow-up after the webinar with ideas and comments on today's session. Those e-mails are the only way to reach afterwards so you are of course welcome to contact us for more information if you have any questions after today.

Our information will be later in the webinar. Just a reminder, this is an introductory webinar. That said, whether you are new to Spanish language outreach or a veteran, we will go through all of this in the next hour. So Ethan why don't you go ahead and guide us through today's objectives.

Hello, webinar objectives today is to learn the facts about the growing population, number one. And number two, looking how libraries are meeting the challenge is to reach this community. Three, Discover how to create to Suntory programming and services -- create participatory programs and services part. A number for what has been successful at libraries and or five expanding at effectiveness and number six receiving online resources that can assist you with the next steps.

Thank you. Who makes up the Hispanic and like Tino community? Here we see Carlos Santana, American folk singer Joan Baez, Camilo Cruz, US Supreme Court Justice Sonia Sotomayor, US Army four-star general and supermodel. What do all these people have in common? They are part of the Hispanic and Latino community. We are often bombarded with voices to label the community with stereotypes, looking at the seven well-known Americans, it is easy to understand that the Latino community is far-reaching and it's a conscience and its interests are at

In the area where we see the raised hands, how many of you are actively engaging the Latino community in your libraries? Here we go. Awesome. Quite a few of you are already actively engaged, that is really good. This is how to serve the world that your library and they offer up for positive reasons to engage your English language learners. To become lifelong learners, they will become productive citizens in the community and develop communication skills, they will increase their cultural literacy and awareness skills, and recognize the value of diversity.

According to the Hispanic Center analysis of U.S. Census data the Hispanic and Latino population of the US is on track to receive over 50 million, roughly one in every six Americans, among children Hispanics are now roughly one in every four child in our home state here of California, and a year ago the Wall Street Journal reported that Latino children for the first time make up a majority of Californians under 18 population. Hispanics grew to nearly 40% of residents in California which is the nation's most populous state.

You can see the census report shows the top five states by this population are California, Texas, Florida, New York, and Illinois. The Southern states have the fastest Latino population growth states, Alabama, Louisiana, North Carolina. Brookings institution analyzed most of the data in the census and was reported saying this is really a transformational decade for the nation. The census shows vividly how these new minorities are both leading the growth of the nation's most dynamic regions and stemming decline and others. They were -- they form the bulk of our labor force -- force growth in a decade ahead. [Indiscernible-low volume]

Thank you Patrick. One thing that comes up a lot of times with the Latino population is kind of a mistake that all Latinos are coming from the same countries and same region. So a lot of marketing companies and programs and services or organizations of my worries try to market the community the same. One thing we want to get across and today's workshop is number one, the diversity of the Latino community.

We have so many individuals from different countries, whether Mexico, Argentina, Chile, Peru, Brazil, and I know many of your libraries may have many indigenous communities, so they might not even speak Spanish per se. One thing, it is important to keep in mind the diversity of the community in your particular neighborhood. We'll talk a little bit later about connecting to the local neighborhood groups. For one, look at the diversity of the community.

Number two, we cannot just assume that everyone is Spanish speaking, and we also then assume there is a huge young population of young Latinos that are English speaking. They might still be at home and their parents may watch ~Bella's Spanish, but when they are at school they come to the library and they are with their friends and looking at their entertainment and reading habits, those are primarily in English. This is really the challenge for all of us, this growing youth population who is more bicultural and bilingual than ever.

Us as libraries and organizations we need to be aware of how to reach that ever-growing younger population who are primarily English-speaking. A lot of times we also assume the population is of a certain educated experience, and so it is important to not assume anything. There are college-educated Latinos both of their individual countries, but also of course here in the US, and we need to provide services for all of those different types of community members so it's not just one simple thing like basic literacy programs which might serve one population, but on the other hand, a film of the a series of Latino films per se that reaches the college-educated individual from Argentina or Chile, it might be a whole other type of programming. We need to look at other diverse as programming as well.

The thing that comes up a lot for the community as well and the events we have organized is the importance of creating a welcoming environment for the community that reaches all of these different types of members in the community. But that also makes them feel connected and the way to do that is to offer programming services the kind of highlight their cultures, their identity, and also making sure that we have the space that is welcoming, whether it is with signage, ambience, music, whatever. We want to make a place in the library in the program that really connect to them and connects to the diverse population. As Patrick mentioned, that will continue to grow. Patrick.

One of the most popular debates are ones of the least likely to be solved which is whether to use the term Hispanic and Latino. You may have noticed we have been flipping and flopping already in the first few slides. While it is not -- a hard and fast rule in the West we your Latino while in the east the community typically refers to Hispanics. Be aware that both Hispanic and Latino carries certain historical weight aspects and it is good to some people but warbles others. Hispanic is the government endorsed term which Charlie means Hispanic like or affected by Hispanic. The most frequent connotation of course is Hispanic speaking. - It is sometimes rejected or embraced and some still do you think -- some still view Spain as a home country while others reject it as a colonial master. Latino a rigid -- originated in the committee so it is something that you use a more relaxed and comfortable situations and it is used to connect grassroots view. Let's you know is a broad reference to Latino languages and people. You are not likely to hear a tie and Americans or Franco-American is referred to as Latino but maybe Brazilians will be because of the shared heritage. Before you create flyers and issue press releases, you need to determine what terms the community is using where your library is situated.

Will not likely find someone who was deeply offended or hurt by your choice. But you may however, need a few people who do projects either or both labels. They have a right to choose their identity just as we do and ask your patrons what they believe is the appropriate label and in doing so you will learn more about your community. For our purposes today, we are going to use the word Latino going forward.

Sprint up the excited -- exciting part for us it is exciting to see what other libraries are doing. We have a wonderful partnership with the San Diego public Library and we had work many years and both screenings.

We started the digital story station within the library space so this was not just about youth telling stories, but any adults from Logan Heights and the community who could come into the central library. It could be a part of the process to tell the story and their stories will ever live in a library, and they can tell their family to come to the library and see the video. We want to get people engaged in the library and that is one of the new challenges that we have, we want to create spaces where want to engage Hispanic speaking and Latino community, the books, out of your -- audio visual materials, everything needs to have a story that will connect to them.

We decided we are going to create the videos because it worked in this case that many videos or stories or articles about Chicano Heights so we created the video. -- You can create videos, you can abuse to poetry or their own stories about their community, and I think people will feel that they partly owned the library, which they should, and they feel more or more likely want to persist -- they feel more and more like they want to participate. I have a good video clip is part of this project.

I will show a short clip, it is edited, the welcome you to go online afterwards and watch the full video. For some of you depending upon your Internet speeds, this may be choppy, so hang in with us. Here we go.

Raise your hands if you're getting sound.

[Video clip being played. Unable to discern audio.]

This was a really exciting project and it was clever in the way that was created. We used the youth services program at the library and the kids were connected to not only the community that was nearby, they were able to meet with leaders in the community and interview them and they were able to research and find photographs of the local community and then include them in the video as well, like you saw. And then there

was the point of creating animation that was and it. It was a great way to bring in a local team, -- bring in the local teams -- bring in the local teams that make a greater connection to the broader community.

Again, I think you saw what Patrick mentioned, a lot of the photos that information come from the library itself is well. You are teaching the students on how to learn how to research their libraries which is exciting in addition to bringing in community members themselves to provide their voice and get their story is part of the permanent collection of the library. Keep in mind this is a model we have done down the other libraries, not only with the digital story station but with the mauka max library in San Diego and -- with the mauka max -- with the Malcolm X library here in San Diego.

This is headed up by Grace Francisco, you can see her in this picture doing digital story station work and I was fortunate to work with the phrase -- with grace -- with Grace FM ivories across the state of California, and here's some ways that program was actually able to incorporate outreach to Spanish-speaking participants. You can see her on the right-hand side working with a farmworker at the Salinas public Library, telling a story of working the land and its connection to the American farmworker. I welcome all of you to visit digitalstorystation.com and watch the stories from the Salinas library.

If this excites you, you can contact me or go ahead and look on the Info People website under my name and you will find two digital story station webinars we did earlier in the year. [Indiscernible-low volume] this is a joint venture between the Oceanside public Library and the San Diego County Health and Human Services agency, their public health department. This word means forward by the way. Some of the funding came through the state libraries. The California State Library was actually very progressive because they started Spanish language outreach in the early 80s so they led the way.

Of course today you will find Spanish that which outreach services across our country. This program started in 2003, we purchased the catering truck that you see which was converted into the bookmobile. Books on one side and public health nurses from the county on the other. The libraries and health workers drove up to predominantly Spanish-speaking neighborhoods in a truck, open up the side doors and provide health education to the public.

The advertiser the local grocery stores, community and church bulletins, even got the owner of a local swap meet to give them space to outreach. Through that, the library has built a coalition of local key people in the Latino community, store owners, activists, teachers, etc. etc. They are able to advise the library as to what would work to encourage Latinas to action coming to the library. They held monthly meetings with the coalition of the places where they worked so they did not force people to always come to the library. They want to get into the community and I think that is really important with the community we are talking about today. Grace contacted colleges and their English is second only which is -- English as a second-language and they encourage them to come to the library for us to give it to her. -- For us to give it to her -- for us to give a tour. She translated all publicity flyers sending paper by printing back to back, one side English and once I'd Spanish. They beefed up the book budget started including popular novels such as novellas which are extremely popular but had not previously fit into the Oceanside director as proper literature. Novellas are soapy. By introducing that they were able to sort of meet the community with what the community needs were.

Their logo, phone number and website was put on a magnet for people to do that on the refrigerators at home and think of it often. Grace, when I talked to her last week she wanted to remind you that one important tip for every library is to find out what the demographics are for their population. How many Latinas are

identified as really present because we know the sexes doesn't meet everyone. It is crucial that libraries seek out Tino leaders in their community to craft out a Latino needs assessment so the library spends their limited funds and with it the public really wants. In the Oceanside needs assessment people wanted books on learning English as well as classes on the same. They also wanted citizenship books, cookbooks, Dixit or how-to books, exercise, philosophy, and parenting tips. A library can obtain buy-in from the committee they are truly responsive to the needs as opposed to doing what the library staff thinks people want.

Oceanside created a short disabilities assessment survey and station bilingual volunteers at tables at local grocery stores, churches and laundromats and the responses are work for the collection of materials as well for program presentations are. She cannot stress enough the importance of doing this and the poet, outside the library and visiting the people where they live, shop, clean, and worship. The churches were also opened to printing of information about the library and church bulletins. That was a sticky point for the library initially, they determined it was appropriate to reach the community where they gather. There is a downside I should bring up to this program as well. A tragic note on this incredibly successful program is that it is currently on hold.

Along with Oceanside's regular bookmobile program, due to financial difficulties faced by the city of Oceanside and the California library system, Grace is hopeful that as the economy turns around the program will be on fast-track as it remains much beloved and greatly missed by the community. If you want to look at the Oceanside program, you will not find a lot of information online, but you can feel free to contact me or I can get you in touch with Grace. If you're serious about getting your own program up and running, I would also recommend you to visit Utah state libraries planning outreach activities resource page which will give you everything that you need to assess your current level of responsiveness. Tips for success checklist, and suggested our reach out to these -- outreach activities.

[Please stand by]

If you're going to do a special event geared towards the Latino population, contact FIFA will do in-kind media support. The newspaper will provide a three-quarter page ad announcing the program or event and the TV station will provide a 15 second to 32nd TV spot and the radio station will provide a 15 second or 32nd radio spot. They will do this because they want to get their logo out there as well so it change for the in-kind support that you are seeking from them which is valued at thousands of dollars were hundreds of dollars, is also value and return for you to place their logo on your flyers, on their marketing materials, on your website, and then potentially if there is any signage opportunities at the actual library, that just provides a media partner with thousands and thousands of eyeballs or impressions on how they look at it.

Definitely ticket bandage of these in-kind media partners because I have found they are really willing to work with you and with us, even more so than the English-language partners. Sometimes it of course there is the traditional pet -- press releases and we have to read them in English and Spanish. There is a traditional website or you always want to make sure that you have your website in English and Spanish. I know translation is sometimes a struggle sometimes we will find volunteers and community partners that will support us on that as well. The traditional media, TV, radio press releases should always be part of the equation.

[Please stand by]

I think we have another video to show an example of how another library is also marketing and doing their

public relations to the Latino communities. This is the Lexington public Library, this is how they reach out to Spanish speaking parents. Again, hopefully on your connection, you will be able to see and hear the video properly.

[Video clip being played. Unable to discern audio.]

That was actually an edited down version of the video as well. Once again I recommend that you take this opportunity to check out the entire video. It is extremely well done and it -- it outlines more of the services of the library as well talk parents can help their parents to become bilingual -- help their kids to become bilingual. We kept it short and edited so if the fee is not coming through, please check that out.

Patrick, do you see the question?

I am a library literacy coordinator, do you have any suggestions for recruiting bilingual Latinas to volunteer as literacy tutors? Many of the adults seeking help for asking to learn English but only one or so of our tutors are bilingual. Can you take that one?

I was going to suggest that number one Mansi, or a semi-local colleges and universities and translating programs, people seeking to be professional interpreters and translators. So the local colleges and universities for your volunteers, a lot of adults learning to be translators or students who are taking Spanish speaking classes at the local colleges or university are always a good resource for us. We found that not only the Spanish speaking classes, but any student taking maybe two, -- taking Latin American studies at a local college would be more interested in that. For us it is about putting a call out there for volunteers and telling them your needs. I would find it hard that we would find support out there in the community because I think we've been very fortunate to get the volunteers out there that are bilingual. Might be via the colleges or universities, I would start there. Patrick will talk about this and little bit, but the importance of community partners and advisory groups.

Absolutely. I have worked with a lot of different libraries, and a lot of times in use or bolt technology programs. I find the connection with the young students with the older members of the community really sparks some amazing things. It is the older generation likes to impart their history and their knowledge on to the younger people. And it can really open up some amazing doors into the community when you start that sort of thing and that takes place at your library.

Even though we talk about two successful programs here in California we all know that Spanish language outreach or SLO is being done throughout the country at many libraries. According to the ALA report some 78% of libraries nationwide develop programs and services and Spanish, the number one non-English language used in public libraries. Not that surprising. That is a large number of us. I want to particularly bring to your attention a few successes and resources available to you.

From Montana SLO and New York state SLO professional development. In Montana, two years ago the library had a successful webinar and that spun off into a blog. I just posted the blog information on the chat section. The blog gives library and throughout Montana a place to share ideas and develop a successful outreach activities for Spanish speakers in their local communities. I highly suggest you visit that to get an idea that can translate into your own library. It is always exciting to see list for librarians are actively teaching and sharing information. Montana did a really good job with it SLO site.

New York State, not surprising, is also doing some amazing things. If you are attempting to put together a large-scale panel -- plan for Spanish which outreach, you might want to seriously review the final report they have posted on the works outreach program. That information is on the chat line as well. It launched a national Spanish that which outreach program which was funded by the Bill and Melinda Gates foundation, US libraries foundation, so if you're working on a grant writing side of things, this is a perfect place to get a lot of great information on how to format your own narrative.

[Please stand by]

The first resource I want to share is chiles.org. -- You could spend hours on this website it is so cool. It is chock full of articles, webcasts maps, book reviews, you name it, if you are a children's librarian this is a really cool place to hang out. I find this site even more robust than Salsa and that is that of the Chicago public Library, actually Chicago public school library and information services. It is their educators resource site that serves Latino students.

They have tons of great information as well, but definitely check out Chiles. And then you may have heard, give me one second here. Chiles.org, Someone was asking about that. You might have already heard of Reforma, that is a national Association to promote library and information services to Latinas and the Spanish speaking. Does this require -- though this does require a membership, I feel it is important to mention. It is not as exciting or as fun as the children's focus of Chiles perhaps, that you will find lots of upcoming events, news, announcements and of course the annual national conference takes place in September. This year they're famous elevating Latina services to a higher level. It is membership that libraries have a \$50 annual rate to access all the information, as well as their maternity to connect to regional chapters of the organization.

They are well-known for their participation in the ALA reference and user Association publication, like the guidelines for library services. It would be a good resource as well for you to connect with.

[Please stand by]

Three steps to take away, number one, advisers. Identifying key advisers in the community, whether they are from a local nonprofit social service organization that works with the lead to know community, or local college professor, teacher, or someone from a local Spanish-speaking media outlet. The key is advisers and not doing this alone. That is what we found for many years is that as long as you have a strong community of advisers, and the community sees you working with different organizations and leaders in the community, they will never your kind of serious about this outreach and it is not just a one-time thing.

So community leaders, they could be at the religious organizations, educators, may be involved with advocacy issues, but in addition, you need to make sure that these individuals have a bye and to what you want to do at the local library. This is important. It may just be like this is just a one-time event and they need us all to come to their event. No, it is not just a one-time event. You want these people engaged, we are in business, and we want to get the community involved in the long-haul. Again, in-kind media partnerships connects to the marketing and PR efforts, but really, the power of radio and TV for the Spanish-speaking community is pretty amazing.

You can send out e-mail blasts, pass out flyers, talk to family and friends, but the radio in particular, that power is amazing. It is important to have one of these media partners kind of on your advisory group as you

move forward in providing more services and programs to the community.

So, time for you to ask some questions and maybe we can help you with some answers. I have mentioned it several times already, but there are adults to go along with this webinar. You'll find a copy of this PowerPoint presentation. A key document we have not mentioned, we pull together some Spanish language and bilingual marketing efforts done by libraries that we have worked with. Please check out the marketing PDF. There is a resource list detailing all of the links and videos that we saw today. And of course Info People necessary Spanish-language for librarians.

[Please stand by]

I see some participants have listed some information in the chat area. DWI, but access is free -- their site is available for to assess.

[Please stand by]

Thank you all for attending. We hope to see you at our next webinar.

[Event Concluded]