

HISPANIC

LATINO

Outreach to Hispanic / Latino Populations

Tu Biblioteca!



Webinar Objectives:

- Learn the facts about this growing population
- Look at how libraries are meeting the challenges to reach this community
- Discover how to create participatory programming & services
- Review what program/service elements have proven successful at other libraries
- Determine a course of action to assist your library in expanding your effectiveness
- Receive online resources that can assist you with next steps

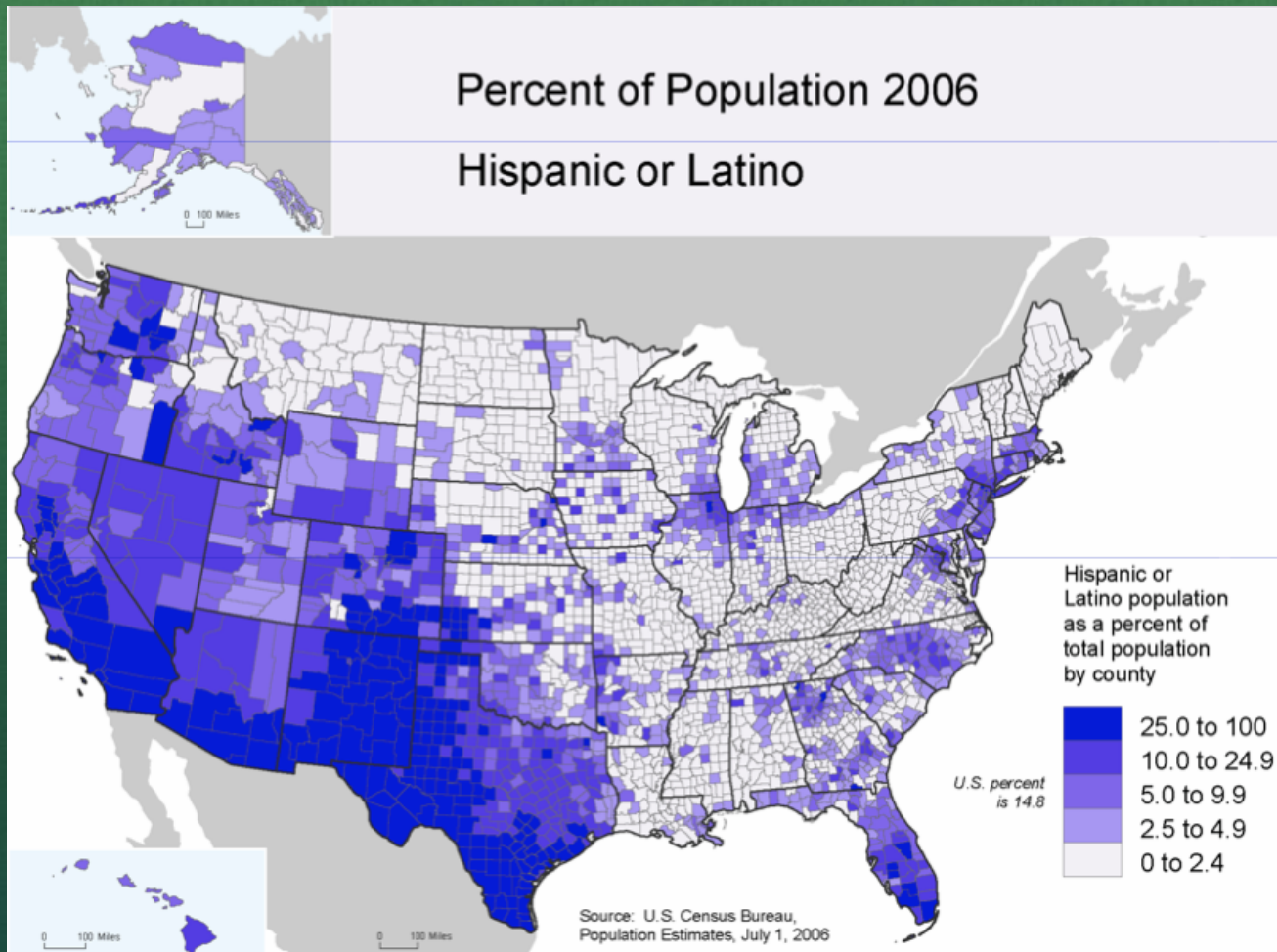
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WHO MAKES UP THE HISPANIC/LATINO COMMUNITY?



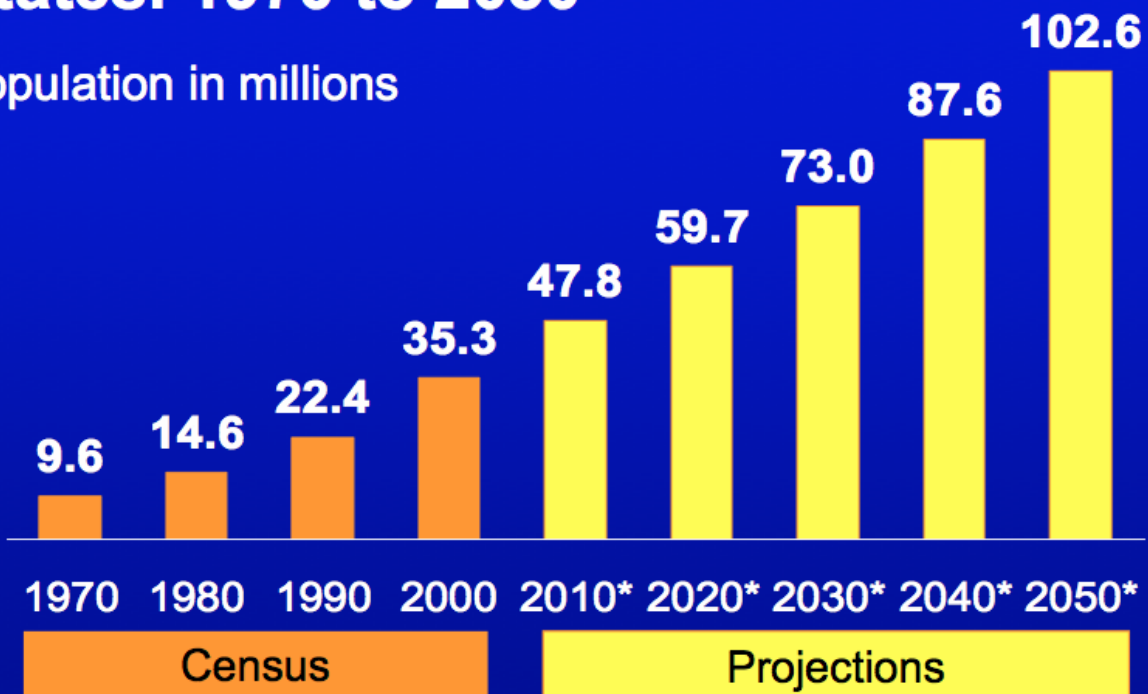
WHO MAKES UP THE HISPANIC/LATINO COMMUNITY?



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Hispanic Population in the United States: 1970 to 2050

Population in millions



U.S. CENSUS BUREAU

*Projected Population as of July 1

3

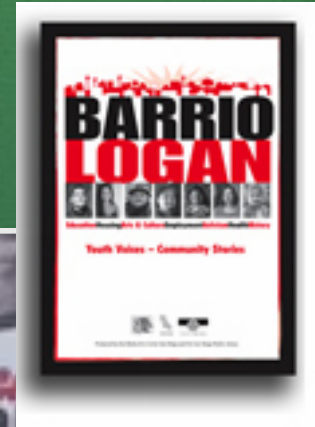
Source: U.S. Census Bureau, 1970, 1980, 1990, and 2000 Decennial Censuses; Population Projections, July 1, 2010 to July 1, 2050

WHO MAKES UP THE HISPANIC/LATINO COMMUNITY?



¿HISPANIC OR LATINO?

CASE STUDIES: BARRIO LOGAN AND ADELANTE!



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BARRIO LOGAN AND ADELANTE!**



www.DigitalStoryStation.com

California of the Past: Salinas Stories

Media Arts Center's Services to Create Your Own Digital Story Station

InfoPeople Webinars

Introduction to Digital Storytelling: Everyone Has a Story to Tell

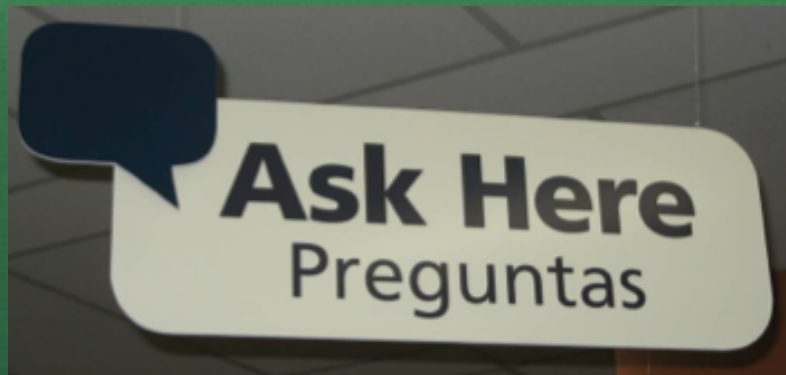
Introduction to Digital Storytelling Communities: How to Engage the Public

CASE STUDIES: BARRIO LOGAN AND ADELANTE!

Identify community leaders
Invite to library and introduce initiative
Create needs assessment
Recruit bilingual volunteers
Retool services & marketing
Go into the community



CASE STUDIES: BARRIO LOGAN AND ADELANTE!



MARKETING AND PUBLIC RELATIONS



RESOURCES:

SUCCESSFUL PROGRAMMING & SERVICES



Spanish Language Outreach *also known as SLO*



S.A.L.S.A.

Spanish Award-winning Literature Seminar for All



TAKING ACTION

Advisors

- Identifying key advisors*

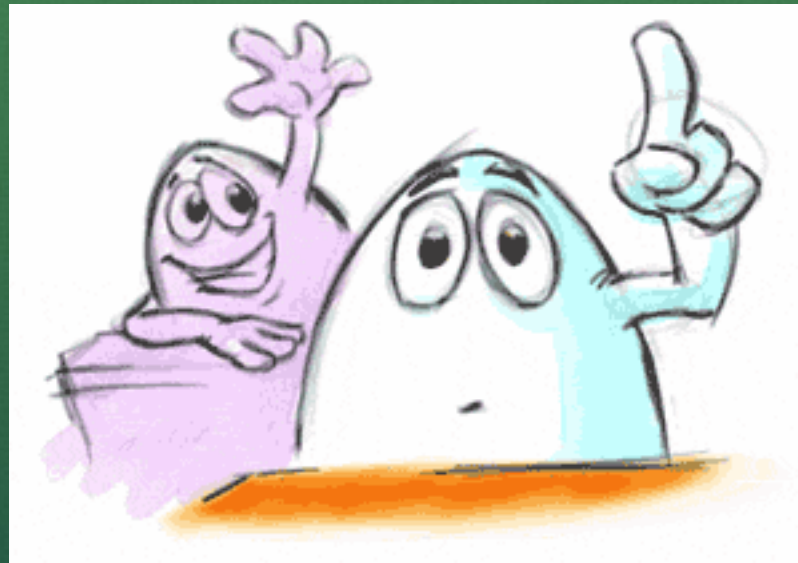
Community Leaders

- Contacting local community leaders*

In-kind Media Partnerships

- Building a partnership*

QUESTIONS & ANSWERS



PREGUNTAS Y RESPUESTAS

ETHAN
VAN THILLO

FOUNDER &
EXECUTIVE DIRECTOR

MEDIA ARTS
CENTER SAN DIEGO

ethan@mediaartscenter.
org



PATRIC
STILLMAN

INNOVATIONS AND
PROGRAMMING OFFICER

MEDIA ARTS
CENTER SAN DIEGO

patric@mediaartscenter.org

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