Proposal for Community Input into World Languages Collections

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Population

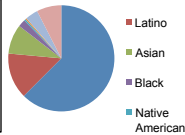
Legend:
- White
- Latino
- Asian
- Black
- Native American

City of Duckville, OR
- 91,00 people
- 76% White
- 16% Latino
- 11% Asian
- 3% Black
- 1% Native American

The Proposal
- Duckville City Library has a substantial Spanish-language collection, is interested in expanding its collections in other languages
- Librarians have noticed a significant increase in patrons who speak Asian languages
- Duckville Public Schools survey indicates Chinese, Vietnamese, Korean 3rd, 4th, and 5th most spoken languages among students, after English and Spanish
- Librarians plan on expanding collections in those languages, by forming focus groups from members of these communities

Why Providing materials in Asian Languages is important
- Asians have already overtaken Latinos as the biggest group of immigrants to the United States
- 309,000 versus 47,000 in 2012 (Shah, 2012)
- Often do not speak English as a first language
- In order to serve them effectively, materials in the languages they speak would be very important
- Example: Denver Public Library has been developing a Vietnamese-language collection ever since 1987, with 1% of the total budget since 2002 going to Vietnamese-language materials
- Each of the three locations with sizable Vietnamese populations experienced significant circulation of those items

Why Consulting the Community is Important
- Cultural groups often have specific needs or desires that outsiders may not be aware of
- Example: a needs assessment by the Multnomah County Library on Mandarin, Vietnamese, and Russian revealed a lot of interesting information
- Examples: Russian-language patrons very interested in religious materials, Vietnamese patrons prefer books not published in Vietnam (to avoid Communist propaganda)

Children's Materials
- Immigrant parents particularly interested in materials for their children in their first languages
- Example: Atlestam, Brunnstrom, and Myhre found this in interviews with focus groups for Gothenburg Public Library in Gothenburg, Sweden
- "Many [in the focus groups] wish that the library could support children's mother tongue development" (Atlestam et al. 2011)
- Any attempt to create focus groups for foreign-language materials should include parents to suggest children's materials

Marketing
- In order to be effective, the library needs to be able to find communities it's planning on reaching
- Advertising in local newsletters such as *Asian Reporter*
- Contacting ethnic organizations (Vietnamese Community of Oregon, Korean Society of Oregon, etc.), churches, and other community organizations to spread the word
- Printing out fliers in English and target languages to distribute through community organizations and businesses

Collaboration
- Develop relationships with Korean Society of Oregon, Vietnamese Community of Oregon, and Chinese Friendship Organization of Oregon
- Ask them to help promote initial meetings and to recruit interested participants
- Also ask to point library in direction of other organizations and businesses that would be interested in getting involved
- Ask about possibility of providing translators or cultural navigators at meeting

Recruiting Volunteers
- Advertise about a month in advance through *Asian Reporter* and fliers
- Held at the library in the evening
- Ask for 3-5 volunteers per language group to join advisory committee
- Try to have at least one person per language group who is somewhat bilingual (can fluently speak both English and target language)
- Look for age diversity-parents, seniors, teens/ twenty-somethings, etc.
- Expected to be in focus group for about a year (can be on for longer), if necessary to drop out asked to notify a month or so in advance if possible
- Others can drop in at focus group meetings if they wish to give comments
- Hold similar meeting to initial one to recruit new focus group members each year

Budget for Initial Recruitment and Focus Group Meetings

Items Needed	Projected cost
Advertisement in *Asian Reporter*	$240
Fliers for distribution to community organizations and businesses	$200
Meeting supplies (refreshments, handouts and schedules for meetings, etc.) for first 4 months of meetings	$250
Translators for meetings	$500
Total	$1190

Budget for Purchasing of New Books
- Duckville currently gives $2700 for Korean, Vietnamese, and Korean combined
- In next financial year, give $1000 for each language, for a total of $3000
- Books will be selected based on recommendations from focus groups, after review from librarians with selection authority

Basic Timeline
- April 2014: Initial meeting to recruit focus group members
- May 2014: First meeting of focus groups
- June-August 2014: Compile list of desired materials
- July 2014: Include $3000 for Asian language materials in FY 2014-2015 Budget
- August 2014: Ensure materials are purchasable by the library
- September 2014: Begin purchase of materials
- September 2014-March 2015: Continue to hold focus group meetings to make sure community happy with purchases, begin planning purchases for next year
- March 2015: Perform assessments to make sure items are being read
- April 2015: If significant number of purchased materials have been circulated, plan on purchasing new materials with beginning of new financial year

Assessment
- Easiest way would be to track circulation of new materials
- If materials circulate roughly 5 times or so between being purchased in September and assessed in March, program will be considered a success
- If materials only circulate 1-2 times, reassess the program
- Either way, hold another big meeting similar to initial meeting about a year later, asking for further input from communities at large
- This can also be an opportunity to select new volunteers for focus groups, especially if materials selected haven't pleased library patrons
- If there is an overall disinterest in participation in focus groups or in materials they select, funding can be reset to its level in the previous financial year

Expansion
- If the program proves successful, expansion can be implemented for next financial year
- More money for popular language collections
- If program appears particularly popular, can apply for grants or ask for donations from Friends of Duckville Public Library
- If local statistics indicate increases in other language communities (Russian, Arabic, etc.) can create focus groups for those communities as well

Desired Outcomes
It is hoped that the creation of focus groups to select materials will not only bring the voices and opinions of the community of Duckville into the library, but also make communities that might feel isolated from Duckville at large feel more a part of the community as a whole.

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