



Welcome!

Before the program, please:

1. visit our demo information
fair tables

2. prepare for discussion

Reach Out, Jump Up and Wave your Hands!

- ▶ Karen Hill, Director
- ▶ Maria Aguilar, Latino Outreach Coordinator
- ▶ Olivia Vance, Latino Outreach Intern

- ▶ Cornelius Public Library



You don't have to be big!





What did you notice?

Bad outreach

- Passive
- LOTS of handouts
- Lack diversity



Good outreach

- Active
- Bilingual / bicultural
- Visually stimulating
- Give-aways
- Examples of material





LSTA grant for bilingual Spanish/English outreach intern

- ▶ Ideas
- ▶ Revisions
 - ▶ graduate library student to “bilingual college student”
 - ▶ hired Dec 2012
 - ▶ programs started Feb 2013
 - ▶ cut back Oct 2013

Grant Goals

A paid bilingual college intern will be hired to support and expand Latino Outreach programs in Cornelius.

- ▶ support **story times** at Head Starts, schools, etc.
- ▶ visit partners to **publicize** library programs
- ▶ offer **early literacy** activities
- ▶ **staff** special library programs
- ▶ teach basic **technology** workshops

Activities

- ▶ Book talks
- ▶ Library tours
- ▶ Story times
- ▶ Local medical clinic (migrants)
- ▶ Homework club at migrant housing community
- ▶ Science Fair night
- ▶ Summer reading.....adults too
- ▶ STEAM
- ▶ Video
- ▶ Latino Services library Group
- ▶ Children's day
- ▶ Intercambio
- ▶ Book club



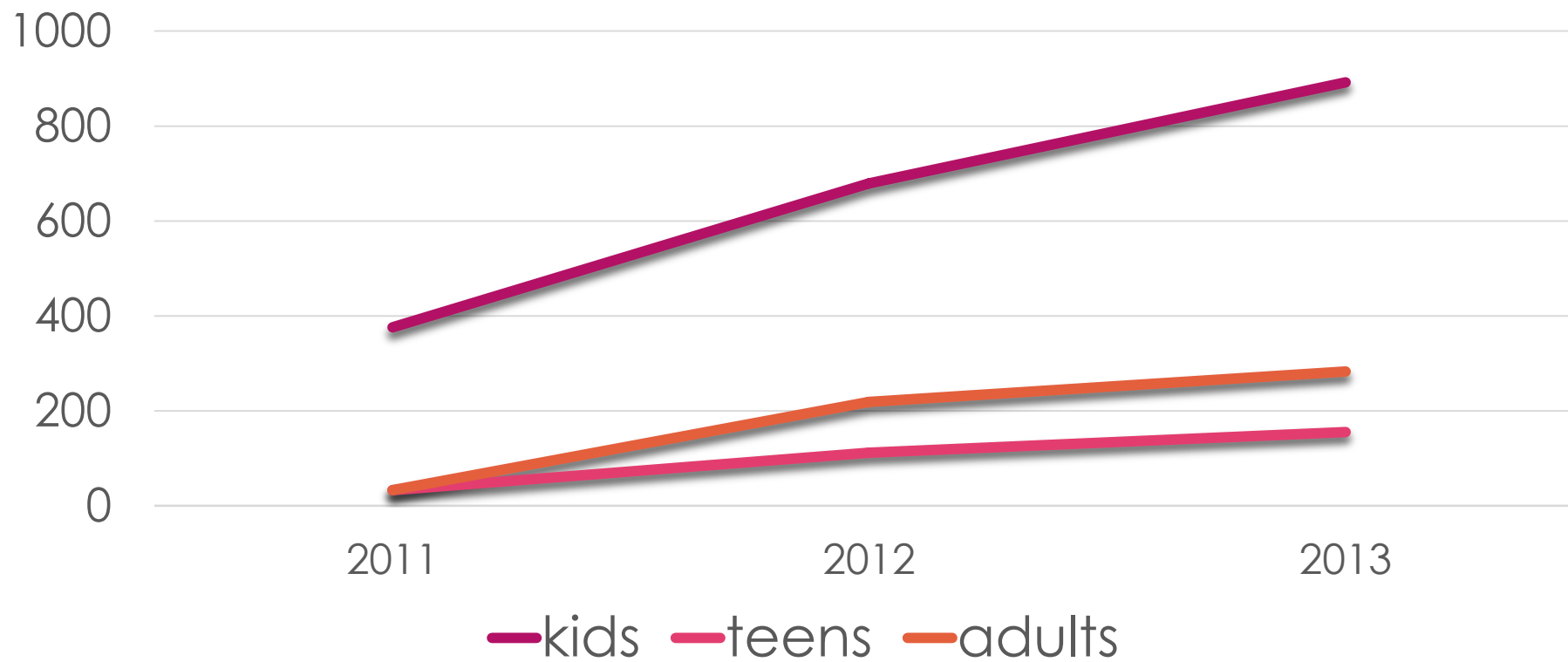
Programs

- ▶ Attendance at Spanish or bilingual programs
 - ▶ Head Start story times
 - ▶ Intercambio (Language Exchange)
 - ▶ Computer class
 - ▶ Class tours and talks
 - ▶ Information tables at events



Results

Summer Reading Program





Quotes

- It was a great presentation and the students **listened enthusiastically!** They loved hearing the stories in both Spanish and English. They were also very excited to hear about the summer reading program and all the opportunities involved.

-2nd grade two way immersion teacher

- Awesome Maria, **thank you soooooooo much** the teachers and children LOVE it!

-Head Start Coordinator

- The bilingual college students that spoke to our second graders last year **really got these students excited** about the summer reading program at the library. I think that more students than ever participated, because of these presentations.

Having bilingual students speak to our elementary students, lets them know that the Cornelius **Library is for all** with plenty of resources for everyone. We'll look forward to having bilingual college students speak to our students again this year to have even more participation in the summer reading program.

-Kindergarten bilingual teacher

Simple, cost-effective plan

- ▶ **Goals – keep it simple**
 - ▶ Start a Latino Outreach Program to promote library services to Spanish speakers.
- ▶ **Activities – use interns special skills**
 - ▶ Hire a friendly, intelligent, flexible, bilingual college student to work with the librarian
 - ▶ Create a list of possible outreach activities:

- Story times
- Information fairs
- Language exchange

- Web videos
- Computer class
- Develop new program with migrant center

Exercise

- ▶ A Volunteer, please!
- ▶ Reach out , jump up and wave your hands!

The Hokey Pokey

- ▶ You put your right hand in,
You put your right hand out,
You put your right hand in,
And you shake it all about,
 - ▶ You do the hokey pokey
and you turn yourself around
That what it's all about.
- ▶ 2) left hand
3) right foot
4) left foot
5) head
6) butt
7) whole self

Simple, cost-effective plan continued...

- ▶ **Budget – you must pay!**
 - ▶ **Wage = \$2,300**
 - ▶ \$12 per hour (above minimum wage; equal to a page)
 - ▶ Include 14% benefits (workers comp, etc.)
 - ▶ 6 hours per week; 27 weeks; April 15th through October 15th
 - ▶ **Training**
 - ▶ 1 day workshop on early literacy for caregivers, storytellers, etc.
 - ▶ Observe story time, language program, etc. at another library
 - ▶ Shadow library staff
 - ▶ **Promotional materials**
 - ▶ Special fun bilingual books for story time
 - ▶ Give aways (bilingual bookmarks, pens, stickers, tattoos, in-kind)

Line 'em up!



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