

RUSA Guidelines for the Development and Promotion of Multilingual Collections and Services

“It is the responsibility of libraries to provide an equitable level of service to all members of their communities regardless of ethnic, cultural, or linguistic background. Providing library materials for ethnic, cultural and linguistic groups should not be seen as an “additional” or “extra” service, but as an integral part of every library’s services. Libraries should establish goals, objectives, and policies that integrate multilingual services into their overall work plan. These guidelines should serve as models with which to assess the provision of services and materials.”

<http://www.ala.org/ala/mgrps/divs/rusa/resources/guidelines/guidemultilingual.cfm>

Successful Spanish Language Collection Development

Make your Spanish language collection
shine when budgets and staffing are tight
Annie Lewis, Elizabeth López, María Aguilar,
Kathryn Alexander, and Karen Hill



A recent report from the US Census Bureau notes that, “the Hispanic population increased by 15.2 million between 2000 and 2010, accounting for over half of the 27.3 million increase in the total population of the United States.”

“Overview of Race and Hispanic Origin: 2010.” U.S. Census Bureau. March 2011. p. 3. retrieved from <http://www.census.gov/prod/cen2010/briefs/c2010br-02.pdf> 04/06/2011.

Objectives

- Define best practices
- Outline process
- Identify resources and considerations
- Identify considerations for vendors
- Identify cataloging and processing issues
- Address administrative issues

Annie

- Define best practices in developing multilingual collections
- Outline process for establishing or growing Spanish language collection
- Identify selection tools, resources and considerations for Adult and Children's materials
- Identify special considerations when selecting and working with vendors
- Identify specific cataloging and processing issues related to Spanish language materials and tips for addressing those issues
- Address administrative issues related to successful Spanish language collection development

Defining Best Practices

- RUSA guidelines
 - Guidelines for the development and promotion of multilingual collections and services.
<http://www.ala.org/ala/mgrps/divs/rusa/resources/guidelines/guidemultilingual.cfm>
 - Guidelines for library services to Spanish speaking library users
<http://www.ala.org/ala/mgrps/divs/rusa/resources/guidelines/guidespanish.cfm>

Reference and User Services Association developed guidelines for developing and promoting multilingual collections as well as guidelines for delivering library services to Spanish speakers (<http://www.ala.org/ala/mgrps/divs/rusa/resources/guidelines/guidespanish.cfm>).

The guidelines are a basic beginner's manual intended for a hypothetical librarian serving as an administrator of a medium-to-small institution having become aware of the needs of Spanish-speaking communities within its service area. These guidelines are a very effective tool for ensuring your library is following best practices as defined by the American Library Association.

Process of Developing Spanish Language Collections

Karen Hill

Establishing and Growing your Collection

Where do I begin?

- Research and understand your community
- Create a section for Spanish language resources in your collection development policy



Karen

1. Research and understand your community

This is really critical with Spanish language. Just buying Spanish language books does not help anyone and wastes your budget. You must buy what they want and need.

2. Include Spanish language resources in your collection development policy.

Do this first! You are the keeper of public money – people may not care how much you spend on CD's vs. young adult books, but they will ask you about your reasoning for buying in Spanish.

Market and Community Analysis

- Where to search
 - Census
 - American Community Survey
 - Pew Hispanic Center
 - Other sources:
 - County or local non-profit data
 - County website
 - Service agencies
 - School District data
 - Business directory



Who are your customers? Adults, teens, children? Seniors? Language preference / ability? Education level?

Find out with some level of community analysis – “Assessing your service area demographics, economic indicators, social indicators, housing, education and industry data.”

Census is the first place to start – some data is not available for small cities, so expect to use other sources:

Population; % Hispanic, % speaking Spanish at home, age categories

County and service agencies often have reports that will describe income, household size, educational levels and a variety of barriers for service. These can help you understand your customers.

School data (AYP – adequate yearly progress) is great because it is standard for every individual school. Look for “limited English” or ESL, “Hispanic origin” and participation in federal lunch program for community descriptions.

Grants

- Be ready
- Community needs
- Library use
- Supporters
- Library Services and Technology Act (LSTA)
- Meyer Memorial Trust
- Target



Karen

Keep track of that data about your community. You should be able to tell anyone what percentage of Spanish speakers are in your community and what special needs they have.

Also – make sure you can track your materials. Even a general statistic that can show how usage changes will be helpful.

Spanish speakers are often classified as “underserved” this is a big attraction for grants.

Staffing

- Bilingual
- Professional
- Volunteers
- Patrons
- Cheat!



You may say – How can I do this without knowing Spanish?

There's ways. If you have a bilingual staff person – great, have them help.
Is there another person in other departments that can help a little?

If you have a professional doing your CD, they just need more time to do their selecting.

Give your bilingual volunteers a task – create lists of popular materials from other libraries, Amazon, publishers.

Read through the Spanish suggestions.

Have a suggestion box or web form for patrons to recommend books.

Have staff proactively invite Spanish speakers to make suggestions – talk with them about the collection.

Cheat by buying the same things other libraries buy (school libraries too) – use their catalogs, resources lists, contact their staff.

Ask local agencies what topics and materials they would like available to their clients. Parenting? GED? Religious?

Use vendors – pick from their selections.

Collection Development Policy

- Evaluate the current collection
- Prioritize needs
- Add specific goals to policy
- Justify the use of resources



Karen

EVALUATE

Review what you already have and how it checks out. If you are in a consortium, look at what gets borrowed from other libraries.

It is important to go beyond circulation when evaluating. A new collection needs TLC.

*Do your current patrons know where and what you have? Check signage, verbally show and recommend, consider appropriate placement and labeling.

*Will the new collection bring in more or new patrons? "If you build it, they will come."

EX. If you add a collection of learning English and passing the GED materials and promote it to a local class – I'll bet they come!

PRIORITIZE

Since you know who's in your community – decide your priorities for formats and material type:

Example – if your community is low literacy, consider starting with an AV collection.

CD POLICY

I think it is essential to have a collection development policy of some kind. This helps you keep focused on specific attainable goals and not get spread too thin.

Share this policy with your board or council. It's good to show how you serve the WHOLE community. It also helps if you need to justify a purchase in the future.

Policy examples

Non-English Languages

In an attempt to meet the needs of a large Spanish speaking population, the library strives to maintain a diverse collection of Spanish language children's and adult reading materials, both fiction and non-fiction. Selection of these items is based on availability, popular demand, the quality of the publication and price.

Spanish Language resources

We have a really nice collection in Spanish. Statistics show that adult fiction is not very popular, so we'll work more on adult non-fiction with the little money we have.

	2010-11 Fiscal		
	English	Spanish	Coll %
Periodicals	3.0%	1.5%	8%
Adult fiction	23.0%	1.5%	27%
Adult non-fiction	8.0%	6.0%	8%
AV	21.0%	3.0%	28%
Children/Juvenile	24.0%	10.0%	32%
	79%	21.0%	100%

General Selection Considerations

Annie Lewis

Selecting Spanish Language Materials

- Select for your community
 - Culture
 - Language
 - Ethnic heritage
 - Education and literacy level
 - Levels of bilingualism
 - Age of population
- English language materials by Latino authors
- Native Spanish language authors
- Works in translation
- Remember if you don't have it, you won't know if it will circulate!



Remember your community – work to select materials that reflect the spectrum of Spanish language authors across the globe. Collect multiple formats to respond to all literacy levels. Audiovisual materials are especially important in communities where literacy levels are low.

Familiarize yourself with native Spanish authors (more detail in sections on adult/children specific considerations)

Carefully evaluate works in translation. If you do not speak Spanish, ask for feedback from your patrons, volunteers. Library Journal provides reviews of works in translation. Consider: was the English language review positive? Does your library own the title in English? Pay attention to the publication date of the original work. The original work may have a publication date that makes it not relevant or current.

Latin American vs. Peninsular authors – consider the cultural and linguistic differences between Spanish authors and Latin American authors. If the item is non-fiction determine if the information will be relevant to an individual living and working in the United States.

Seek out alternative and nontraditional review sources to assist in evaluating materials. These might include blogs, author websites, reviews on bookstore websites such as Amazon (more on subsequent slides).

Review Sources

- Patron recommendations
- Review journals
- Spanish language media, social networks.
- Vendor selection tools
- Award Lists
- Word of Mouth
- Circulation statistics
- Media specialist recommendations from local schools or community partners



Spanish language review sources are more scarce than English language review sources. For this reason it is important to be open to alternative review sources and to seek out the professional review sources that are available. Take advantage of Spanish language media outlets. If you do not speak Spanish, use Google translate to get the gist of the content.

We will go into more detail in the next sections but some general areas to look for reviews include review journals, blogs, bookstore websites, award lists, and one of the most important, word of mouth.

Collection Maintenance

- Establish regular schedule for evaluating the collection
- Ensure the budget is set to allow for replacement materials
- Low demand should not be a sole consideration when removing materials
- In-house use
- Donate materials to local non-profits serving Spanish speakers

Collection maintenance is essential for every collection. The appearance of the collection is important so even in small collections, de-selection is important.

It is better to have a small collection that is current and fresh than a larger collection with worn, outdated materials.

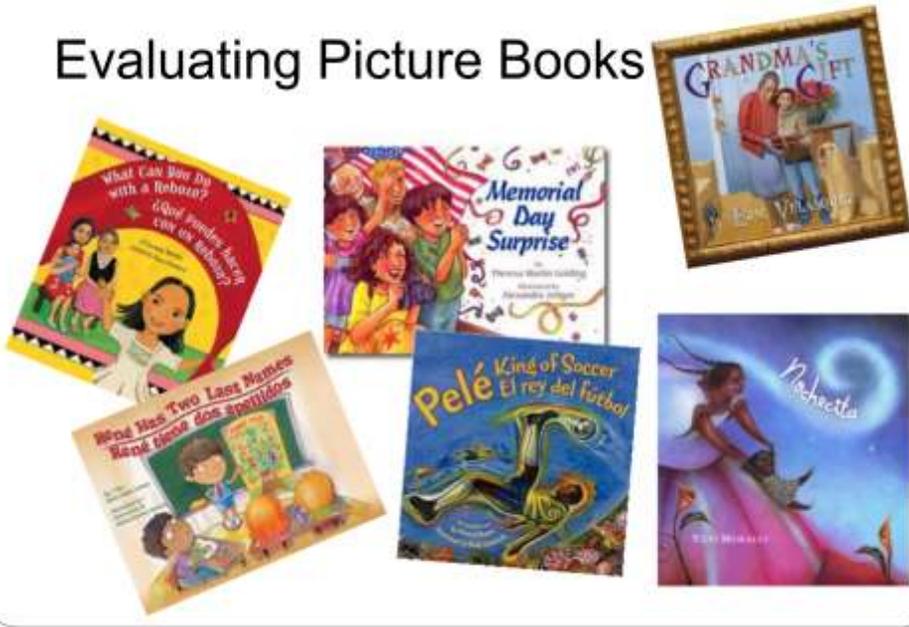
Remember that circulation of the Spanish language collection will be relative to your population %. At Tualatin our fiction collection does not circulate as well as our other collections so I adjust my accepted circulation levels for each collection when considering whether or not to withdraw an item.

Many of our Spanish language materials are used only in-house. Collecting this data is a helpful way to get an accurate picture of the use of the Spanish language collection.

Selection of Children's Materials

Maria Aguilar and Elizabeth López

Evaluating Picture Books



Evaluating Picture Books



- Evaluate the characters
- Examine the role of the various characters
- Examine and Identify Stereotypes
- Examine the Diversity in Text and Illustrations
- Evaluating picture books when not physically available

Reference:

Náidoo, Jaime C. (2008). *Growing Comunalidad: Library Programs and Materials for Latino Youth* [PDF Document]. Retrieved from WebJunction website: http://www.webjunction.org/document_library/get_file?fileid=6620859&name=DI.FI-16270063.pdf

Maria and Elizabeth— these are considerations to follow when you are able to examine the book in-person, as in book fairs

Evaluate the characters

- Are the Latino Characters also portrayed showing a range of emotions just like other characters
- Are they able to solve their own problems or do they rely upon others for help?
- Do Latinos abandon some aspect of their culture in order to achieve happiness?
- Do Latinos move to the U.S. where everything is “perfect” and everyone is happy?

Examine the role of the various characters

- Are they active or passive participants, do they take on leadership roles?
- Do Latinos spend their time taking siestas, going to fiestas, etc. –

Examine and Identify Stereotypes

- Are Latinos only depicted as poor low class citizens often living in barrios? Are Latino characters in culturally stereotyped roles: **mass media** Latinos are presented as always partying (fiestas), Latin Lover, pregnant girls, gangbangers, only as farm workers, etc.)
- Are cultural stereotypes present in the illustrations such as sombreros, piñatas, cacti, mariachi bands, donkeys, and palm trees?
- Do Latinos lapse into Spanish when excited or use broken English?
- Are females depicted as active as male characters?

Examine the Diversity in Text and Illustrations

- Are positive role models of both genders provided for Latino children?
- Are varied cultural experiences of Latinos represented (cultural backgrounds, urban, rural, variations in traditions, foods, family types, etc)?

Awards Lists

- Pura Belpré Award
- Tomas Rivera Mexican American Children's Book Award
- The Américas Award for Children and Young Adult Literature
- International Latino Book Awards



Pura Belpré Award- The award is named after Pura Belpré, the first Latina librarian at the New York Public Library. The Pura Belpré Award, established in 1996, is presented annually to a Latino/Latina writer and illustrator whose work best portrays, affirms, and celebrates the Latino cultural experience in an outstanding work of literature for children and youth. It is co-sponsored by the Association for Library Service to Children (ALSC), a division of the American Library Association (ALA), and REFORMA, the National Association to Promote Library and Information Services to Latinos and the Spanish-Speaking, an ALA affiliate. **2011 Winner:** *The Dreamer* by Pam Muñoz-Ryan (Author), *Grandma's Gift* by Eric Velasquez (Illustrator)

Tomas Rivera Mexican American Children's Book award: Texas State University College of Education developed the Tomas Rivera Mexican American Children's Book Award to honor authors and illustrators who create literature that depicts the Mexican American experience. The award was established in 1995 and was named in honor of Dr. Tomas Rivera, a distinguished alumnus of Texas State University. **2010 Winner:** *What Can you do with a paleta?* By Carmen Tafolla.

Américas Award - given in recognition of U.S. works of fiction, poetry, folklore, or selected non-fiction (from picture books to works for young adults) published in the previous year in English or Spanish that authentically and engagingly portray Latin America, the Caribbean, or Latinos in the United States. The award is focused on cultural heritages within the hemisphere and not just the Latino experience in the U.S. The award is sponsored by the national Consortium of Latin American Studies Programs (CLASP). The award winners and commended titles are selected for their 1) distinctive literary quality; 2) cultural contextualization; 3) exceptional integration of text, illustration and design; and 4) potential for classroom use. **2010 Winners:** *Return to Sender* by Julia Alvarez and *What Can You Do with a Paleta? / ¿Qué puedes hacer con una paleta?* (Tricycle Press, 2009) by Carmen Tafolla.

International Latino Book Awards: In recognition of the many positive contributions being made to Latino literature by publishers and writers worldwide, Latino Literacy Now, created the Latino Book Awards. Latino Literacy Now is a non-profit organization that supports and promotes literacy and literary excellence within the Latino community. Several categories: Children's & Young Adults Books (awards for fiction, non-fiction, books in Spanish, bilingual, English). **Some 2010 Winners:** Best Children's Picture Book – English: *What Can You Do With A Paleta?* - Carmen Tafolla/ Best Young Adult Fiction – English: *Clara...Reencuentro con la vida* - Gabriela Garcia-Williams – Self Published

Print & Electronic Review Sources

- [Isabel Schon International Center for Spanish Books for Youth & Other Publications](#)
- [Library Journal](#) Review of Spanish language children's materials
- [Multicultural Review](#)
- [ARS](#) Essential Guide to Spanish Reading for Children & Young Adults
- REFORMA Newsletter reviews
- New Book lists from other library systems – RSS Feeds
- [CHILES: Children & Libraries en Español](#)
- Books people are talking about:
 - [Imaginense Libros](#) (Imagine Books)
 - [Latin Baby Book Club](#)
 - [Latina Lista Book Shelf](#)

Maria and Elizabeth– add a slide about Isabel Schon's books and website

-The main purpose was to serve as a resource center of books in Spanish and in English about Latinos. Hence, the Barahona Center collection includes both recommended and not recommended books up to 2007. The **Barahona Center's** collection is no longer receiving/cataloging books nor is the Web site being updated—it includes titles up to 2007.

-It is important to note that only recommended titles are added to the Center's collection and become part of the searchable database accessible through the San Diego Public Library's Web site at www.isabelschoncenter.org. Updated weekly.

-**Recommended Books in Spanish for Children and Young Adults, 2004-2008**- most recent

-**Multicultural Review**: it is solely dedicated to reviews of a better understanding of diversity. We focus on differences in ethnicity, race, spirituality, religion, disability, and language. Extensive Juvenile section divided by grade levels: PreK-3, 4-6, includes both fiction and non-fiction. More appropriate for bilingual books, for teen selections. \$66/yr for institutional rate.

-**Chiles, or Children & Libraries en Español**, is a site dedicated to bringing together children's librarians who serve Spanish-speaking youth who want to learn and discuss more about serving this population. This site is intended to be a resource -- for best practices, ideas, inspiration, language -- as well as a community where we can share ideas and resources with each other. **Collection Dev. page**

Sampling of Latino Children's Authors & Illustrators

- Alma Flor Ada
- Carmen Tafolla
- Gary Soto
- Julia Alvarez
- Monica Brown
- Pat Mora
- René Colato Laínez
- Marisa Montes
- Lulu Delacre
- Pam Muñoz Ryan
- Yuyi Morales
- Marissa Montes
- Esmeralda Santiago
- Simon Silva
- Maya Christina Gonzalez
- Francisco X. Alarcón
- Esmeralda Santiago

Sources: <http://www.patmora.com/sampler.htm>

Growing Comunidad
(handout)

- Alma Flor Ada- (Cuban, children's poetry, narrative, folklore and non-fiction)
- Alma Flor Ada (Southwest, poetry, children's books)
- Gary Soto (Fresno, Central Valley, poetry, middle-school readers, YA)
- Julia Alvarez (parents, Trujillo dictatorship- In the time of the butterflies, Dominican Republic)
- Rene Colato Lainez (teacher, Salvadorean)
- Yuyi Morales (Veracruz, Mexico, folklore, artist, writer)

Children's Music

- Cepillin
- Cri-Cri
- Maria Elena Walsh
- Topo Gigio
- Dora y Diego
- Jose Luis Orozco
- Adriana Szusterman
- Solecitos
- Tatiana
- Local artists



*It is important to also explore local artists in your area. Ex. Mona Warner is a retired bilingual teacher & musician who works closely with one of our WCCLS member libraries for bilingual storytelling & concerts.

Children's Books Publishers

- Piñata Books (an imprint of Arte Público Press)
- Lee & Low Books
- Children's Book Press
- Corimbo
- Ekare
- Fondo de Cultural Económica
- Rayo (an imprint of Harper Collins)
- Cinco Punto Press
- Greenwood Books

Good binding

Variety of Latino experiences

Reliable sources – might request catalogs

For example, **Cinco Puntos Press** (El Paso, Texas) is a publisher of non-fiction, fiction, poetry and children's literature that brings the multicultural literatures of the American Southwest, the U.S./Mexico border region, and Mexico to a national audience.

Young Adult Latino Authors



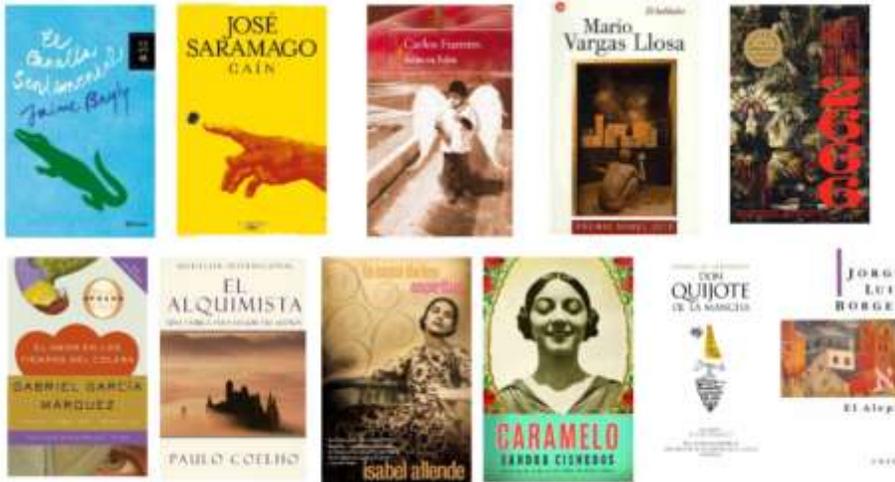
Provide young adults the opportunity to be introduced to American authors who write authentically about Latino life in the U.S. – the idea of providing mirrors as much as we provide windows for reading
In English – but with a cultural twist.

Selection of Adult Spanish Language Materials

Annie Lewis

ANNIE

Sampling of Spanish Language Fiction Authors



It is important to select Spanish language authors from across Latin America and Spain. The handout available on NW Central provides a sample list of well known Spanish language authors.

Hot Authors in Washington County



The handout provided gives the names of popular authors in Washington County based on circulation statistics. The handout is divided into works by native Spanish language authors and authors of translated works. This list is a great place to start if you are just establishing your collection or working on improving a small collection.

More Bang for Your Buck:

Romance, Fotonovelas, Magazines, Newspapers



Romance novels, fotonovelas and magazines circulate well and are relatively inexpensive. Fotonovelas are a weekly serial publication that are very popular and will help attract new users to the library. You should consider the format when deciding to add fotonovelas to your collection as they are small and wear easily. The processing costs are often more than the material itself. In Washington County the romance novels and magazines circulate very well. These collections are also great for in-house use. Latin American Periodicals is an excellent source as well as Amazon and EBSCO. Refer to the acquisitions handout on NW Central for a list of acquisition sources for periodicals.

Non-fiction Print Materials

Hot topics at WCCLS:



- o English language instruction
- o Cookbooks
- o Health, wellness
- o Education
- o Parenting
- o Computer technology
- o Self-help
- o Astrology, metaphysics
- o Christianity
- o Personal finance
- o Immigration / Citizenship

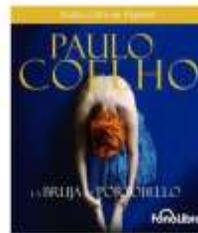
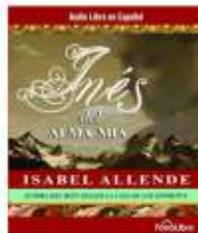
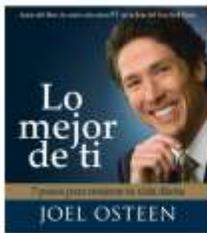
When selecting non-fiction, apply the same criteria as you would an English language non-fiction item. For works in translation, make sure to note the publication date of the original work.

Additionally, consider the language, and author's intended audience. Ask questions: Is it current? Does it meet the demands of the community? What are the author's credentials? Does it have an index? Does the item add depth to your collection? Will it circulate? (this should not be a sole reason for not selecting an item).

On this slide I have identified some of the "hot topics" at my library. I work to provide greater depth in these subject areas and funding accordingly.

Audiobooks

- Select fiction and non-fiction
- Excellent for communities with low literacy rates
- Challenges:
 - Limited selection
 - Unabridged editions are even more limited



- Select fiction and non-fiction – apply similar evaluation criteria and select similar authors as with print materials.
- Excellent for communities with low literacy rates
- Challenges:
 - Limited selection – due to limited availability it is wise to consider multiple vendors for selecting audiobooks.
 - Unabridged editions are even more limited – many of the titles that are available are abridged editions. Make sure to be aware of this when selecting for your library.
- Please refer to the handouts for acquisition sources for fiction and non-fiction audiobooks.

Book Review Sources

- Library Journal Spanish Language Reviews
- MultiCultural Review
- Blogs
- Media and entertainment websites



Library Journal posts monthly reviews of adult, young adult and children's Spanish language fiction and non-fiction materials on their website. Reviews include works in translations as well. Most reviews are of the Spanish language edition of a book but be aware that some reviews are simply citations of the original English language review and do not evaluate the translation. Remember also to select materials for your community. Literary fiction often receives starred reviews however in communities with lower literacy levels, these materials may not be in high demand.

MultiCultural Review offers reviews of Spanish language materials as well as English language materials with appeal to Latinos.

La Bloga is an English language blog featuring reviews by Spanish language writers. The blog is continually updated with reviews of current Spanish language materials. This is a great way to stay in touch with new materials and current events in Spanish language publishing.

Use local and national media outlets such as Univision and La Opinión to stay in touch with the latest in Latin American social, political and entertainment news. Some media websites offer English language web pages however for those in Spanish, work with bilingual staff members, volunteers or use Google Translate to get the general content of web pages.

Literature Awards

- Neustadt International Prize for Literature University of Oklahoma and World Literature Today.
- Nobel Prize in Literature The Nobel Foundation, Sweden.
- Premio Alfaguara de Novela Editorial Alfaguara, Spain.
- Premio Biblioteca Breve Editorial Seix Barral, Spain.
- Premio Casa de las Américas. Cuba.
- Premio Miguel de Cervantes. Spain.
- Premio Herralde de Novela Editorial Anagrama. Spain.
- Premio Primavera de Novela Editorial Espasa y Ámbito Cultural, Spain.
- Prince of Asturias Awards. Spain.
- Sor Juana Inés de la Cruz Prize. Guadalajara International Book Fair. Mexico.

Source: Latin American Network Information Center. Literature. Retrieved from <http://lanic.utexas.edu/lairegion/literature/> March 27, 2011.

The selection resources handout available on NW Central offers a list of literature awards given to Spanish language literature. You should be familiar with these awards and actively seek out award winning material from your library. Vendors often include this information in their annotated records as well.

Finding New and Bestselling Titles

- Latin American Network Information Center - Literature
- America Reads Spanish
- Publisher catalogs and websites
- Amazon



LANIC is an excellent resource from the University of Texas provides a long list of general resources, links to journals and magazines on Latin American literature. They categorize resources by country so this is an excellent resource for identifying materials from all over Latin America and learning more about Latin American literature. The website includes links to both English language websites and Spanish language websites.

The Independent Publisher's Catalog is available online and in print. This is a great resource for finding materials from smaller publishers throughout Spain and Latin America. They claim to have better success at acquiring back ordered materials so they are a good source for acquiring materials.

About America Reads Spanish: America Reads Spanish is an initiative between the Spanish Institute for Foreign Train and the Spanish Association of Publishers Guilds to promote reading in Spanish in the United States. They are a great source for finding new release titles for adults, children and young adults. They also have a reference book of recommended Spanish language titles in English that is available to download free and is also available in print. They provide links and information to bestseller lists from the United States and various other countries. To stay in touch with all of the latest news, subscribe to their enewsletter.

Amazon also maintains a "Libros en Español" webpage where they publicize new books, bestsellers and other Spanish language materials.

Refer to the available handout on NW Central to more publisher websites and catalogs.

Vendor Selection Tools

- BWI Notification Lists
- Baker and Taylor Español Catalog and Boletín email newsletter
- Brodart McNaughton Español Program and Bibzii
- Ingram iPage
- Lectorum Online Catalog
- Midwest Tape



Vendors provide a wealth of resources to help you order materials efficiently. You should meet with your vendor representative to learn about all of the services available to you including the best methods for searching for materials in Spanish.

Midwest offers Spanish language DVDs, music and audiobooks. They offer regular notification lists of the latest Spanish language CDs and DVDs.

Ingram offers a selection of Spanish language materials for all ages including audiobooks.

Lectorum Libreria features new titles, feature articles, bestseller lists, award lists. Also available in Spanish.

Brodart McNaughton offers starter collections and monthly subscription services for Spanish language materials. Great for very busy staff although be sure to supplement the collection to fill gaps and ensure that the catalog items are meeting the needs of your community. They provide processing services as well.

Brodart also provides special lists through Bibzii. The special lists feature new and bestselling Spanish language print and AV materials for adults, young adults and children.

Baker and Taylor - Recent releases and bestselling books in Spanish, including a wide selection of children's books, YA books and books for adult readers. Four issues each year, delivered via e-mail in February, May, August and November. They also provide audiovisual materials (DVDs, audiobooks, music) and feature articles about Spanish language collection development.

BWI provides Spanish language audiovisual and print materials. They provide monthly notification lists of the latest adult materials. Additionally they provide a list of the Spanish language children's and YA materials that have been reviewed in School Library Journal.

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Content and Collections

Language Sets

- At a glance
- Overview
- Available languages and options
- Promote Language Sets in your library
- Success stories
- Common questions
- Ordering
- Support, training and documentation

View recent Web sessions

Learn more about world

Language Sets

Language Sets™

Collections of world languages that meet the needs of your culturally diverse library community

AT A GLANCE

- Meet the needs of your diverse library community with popular materials in 15 languages
- Choose the languages you need and our OCLC language specialists will build a collection for you
- Promote your collections with full-color shelf-top posters and bookmarks

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OCLC Language Sets

- <http://www.oclc.org/languagesets/default.htm>

OCLC provides starter sets for establishing new language collections and an ongoing subscription service. They offer processing, automatic cataloging and promotional materials as well.

Spanish and Latin American Film

- Select films from across Latin America and Spain
- Include classics in addition to new release films and music
- Telenovelas
 - Pay attention to local programming
- Non-fiction DVDs



When selecting DVDs, select films from across Latin America and Spain. Identify and collect classics and new release films. Remember that your Spanish speaking users will be served not only through Spanish language films but also through English language films that have been dubbed in Spanish. Telenovelas are widely available and should be considered. Patron suggestions are always very important but they are especially helpful for telenovelas.

When I first started selecting Spanish language DVDs for Tualatin, I purchased titles that do not circulate. I learned from my mistake and am not more selective and work especially hard to identify titles of interest to my patrons. Pay attention to local programming to determine if telenovelas are widely available on local television. This might impact circulation. Be sure to solicit input from patrons.

There are many quality non-fiction DVDs available. Non-profit agencies such as PBS release educational programming and there are various English language instructional DVDs, biographies and documentaries available. The acquisitions handout provided lists many sources for finding instructional DVDs, classics and new releases. Like audiobooks, the inventory of vendors varies widely so it is best to use multiple vendors to acquire titles.

Selection Resources for Spanish language DVDs

- Spanish language media
- Latin American Network Information Center
- Entertainment websites
- Publisher/Distributor websites
- Award Lists
- Film festivals
- Vendor supplied resources



IMDB provides user reviews of films as well as a list of films indexed by country of origin.

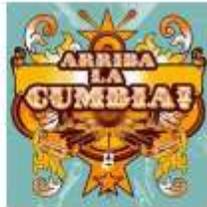
Univision provides information about the latest movies, music, books and television programming. They also provide an A to Z list of telenovelas with the programming information provided. If you do not speak Spanish, use Google translate to get the gist of the content.

“Cine Mexicano is the country’s top-rated and most popular Spanish-language movie channel featuring commercial-free contemporary Mexican movies that include romance, dramas, comedy, rancheras, action, and thrillers. Cine Mexicano also features world premieres of recent films produced exclusively for the network starring Mexico’s most famous actors.”

Refer to the acquisition handouts for a list of distributors of Spanish language film and music and to the selection handout for more selection resources.

Selecting Music

- Select a wide variety of music from all different genres
- Watch Latin Billboard lists and Latin Grammy Awards
- Consult popular Spanish language media outlets, local and national



Select a wide variety of music from all different genres – Familiarize yourself with the multitude of genres within the broad category of “Latin” music. Work with your patrons to find out artists they are interested in and seek out multiple albums by those artists.

Watch Latin Billboard lists and Latin Grammy Awards. The Latin Grammy are awarded to musical groups from across Latin America in multiple genres.

Consult popular Spanish language media outlets, local and national. The local Portland Spanish language radio station, 93.1 El Rey received the highest ratings of all FM radio stations this year.

Examples of Latin Musical Styles

- Bachata
- Bossa Nova
- Merengue
- Mexican Regional (select examples)
 - Banda
 - Bolero
 - Corrido
 - Danzón
 - Duranguense
 - Son Guerrerense
 - Huichol
 - Norteña
 - Ranchera
 - Tejano
 - Mariachi
- Cumbia
- Pop
- Urbana
- Rock
- Reggaetón
- Salsa / Timba
- Tango
- Tropical
- Alternativa
- Cantautor
- Cristiana
- Brasileña
- Tradicional
- Jazz
- Instrumental
- Clásica

For more information on Latin musical styles see: <http://www.allmusic.com/explore/genre/latin-d4330>

"Latin music is a catch-all term for a number of diverse styles from different regions and countries in Latin America. Often, the term refers to Latin pop -- either dance-based or pop oriented-music sung in Spanish or Tejano. Tejano has a number of different styles, from romantic ballads to the narrative nortenos, and they're usually performed by large groups with acoustic instruments and horns." - All Music

Acquisitions and Processing

Kathryn Alexander and Annie Lewis

Vendors

- Consider small vendors
- Get to know vendors
- Questions to ask vendors
 - Does the vendor employ staff with special training that select Spanish language materials?
 - What is their fill rate?
 - Do they have materials in stock or do they order on demand?
 - How big is their inventory?
 - Do they provide a notification service?
 - Do they include annotations or reviews in their records?
 - Do they offer vendor supplied processing?
 - What is their discount for Spanish language materials?
 - Does the vendor attend the Guadalajara Book Fair?

Annie

Acquisitions: Challenges

- Low fill rates
- Longer for items to arrive
- Translations take longer to produce.
- Small print run sizes
- Lack of Hispanic literary agents, publishers and distributors all contribute to making Spanish language materials much harder to come by.



The image shows a 'Title Tales Cancellation Report' form. It includes fields for 'Cancelled Titles - Paul Jo Day', 'Account #', and 'Sub-Account #'. Below these are sections for 'Book', 'ISBN', 'Title', 'Author', 'Publisher', and 'Quantity Cancelled'. Three entries are visible:

Book	ISBN	Title	Author	Publisher	Quantity Cancelled
1	9781555210000	El dinero y otros cuentos, en la voz de Roberto López Soriano	Roberto López Soriano	Alfaguara	1
2	9781555210001	El arte de estar bien (The Art of Being Well)	By Herbert, Jorge Galán	Alfaguara	1
3	9781555210002	Aprende Yo A Tocar Guitarra	By Heron, Paul	Alfaguara	1

Kathryn

“Harry Potter and the Half Blood Prince” did not go to the translators until the English version was released. It took an additional eight months for the translation to be completed and for the work to be released in Spanish.

“Angels and Demons” did have a press run of 50,000 copies but compare that to the millions of copies printed for the English edition.

Cataloging and Access: Challenges

- Availability and quality of cataloging records
- Incomplete / inaccurate records
- Have subject or summary fields only in English



Kathryn

No
Subject
Headings

050 10 \$PQ9698.13.O3546\$bA4518.1994
082 00 \$869.3/220
100 1 \$Coelho, Paulo.
240 10 \$Alquimista \$Spanish
245 13 \$El alquimista : \$buna fábula para seguir tus sueños /\$cPaulo Coelho.
250 \$1. ed. de HarperCollins.
260 \$[San Francisco, Calif.] :\$bHarperSanFrancisco,\$c1994.
300 \$190 p. ;\$c21 cm.
500 \$Spanish version originally published: Barcelona : Ediciones Obelisco, 1990.

049 \$OQXA
050 00 \$PQ9697.A647\$bD618.2008
082 00 \$869.3/41/222
100 1 \$Amado, Jorge,\$d1912-2001.
240 10 \$Dona Flor e seus dois maridos.\$ \$Spanish
245 10 \$Doña Flor y sus dos maridos /\$cJorge Amado.
246 3 \$Doña Flor y sus 2 maridos
260 \$New York :\$bVintage Español,\$c2008.
300 \$478 p. ;\$c21 cm.
440 0 \$Vintage español
650 0 \$Widows\$Brazil\$Fiction.
650 0 \$Marriage\$Fiction.
651 0 \$Brazil\$Fiction.
655 0 \$Domestic fiction.
690 \$Spanish language materials.

Only
English
Subject
Headings

Language Challenges

- Non-Spanish speaking catalogers face difficulties with subject analysis and classification assignment
- Results in taking longer to catalog each item

Kathryn

Non-Spanish speaking catalogers face challenges because adding Spanish Language Subject headings is nearly impossible for the none Spanish cataloger.

Using on-line translators to try to discover the topic of a work in order to assign a classification number can be done but is unreasonably labor intensive

Bilindex is a subject authority database of Spanish Subject Heading equivalents to Library of Congress Subject Heading List (coded as bidex)

- Requires Spanish language skills
- Available online or as a CD-ROM product
- Expensive

650 7 ‡a Actores cinematográficos ‡v Novela.
‡2 bidex



For example the Bilindex General, High Tech and Medicus CD-ROMs each sell for \$795.00.

Solutions

- Train a Spanish reader to do cataloging
- Hold items and keep checking in OCLC for updated records
- Allow extra time to catalog Spanish materials
- Vendor supplied cataloging
 - OCLC
 - Ingram
 - Midwest Tape
 - BWI



My personal favorite solution is to have a staff person with Spanish skills trained to do cataloging

Vendors will do Spanish cataloging for a fee.

Processing considerations

- Poor quality of the product (binding, printing, cut)
- Font size can vary
- Spine labeling can be challenging because of the structure of longer Spanish names
- Structure of names in Spanish: personal name, paternal surname, maternal surname, woman's married name (ex: Maria Ana Garcia Sanchez de Lopez)



Examples are on the table.

Which surname do you cutter by?

Access challenges

- Patrons may have difficulty finding Spanish language materials
- Solution:
 - Add subject heading to make Spanish language keyword searchable



690 Spanish language materials.

Labeling and Collection Location

Annie Lewis and Maria Aguilar

Collection Location

- Collection placement: format, age and language
- Is the material packaging in Spanish or English?
- Signage
- Bilingual materials
- Book displays



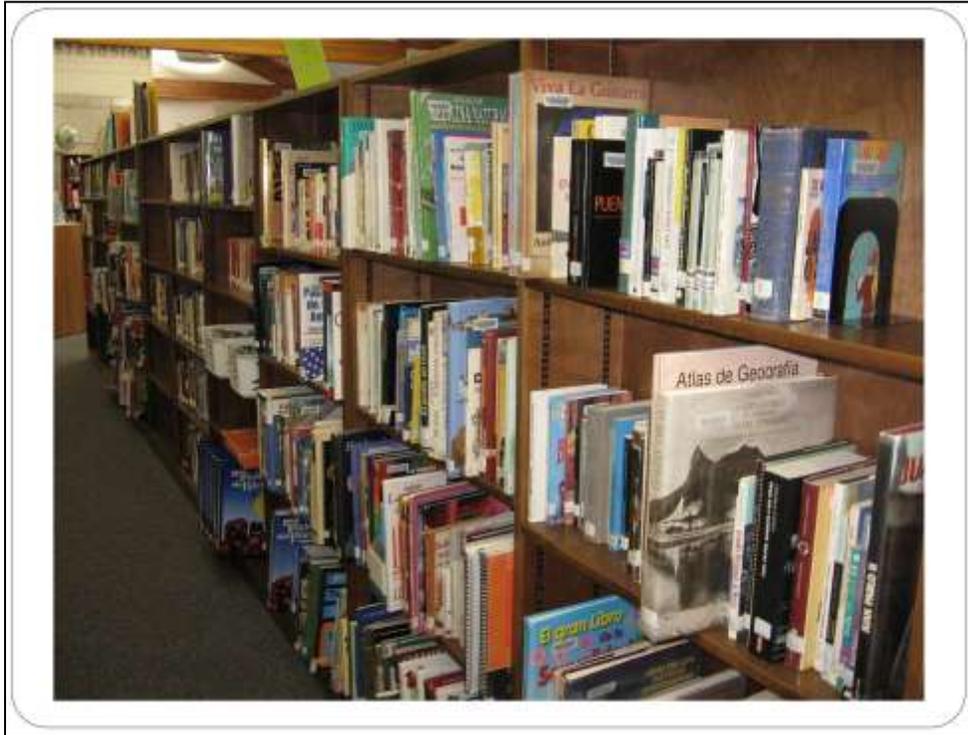
The placement of your Spanish language materials will depend on your community, layout of your library and size of the collection. There is no wrong or right answer but ask yourself: Is your collection easy to find? Are there signs in Spanish directing patrons to the collection? Would your community be better served to place all Spanish language materials together or separate? Decide whether or not to separate bilingual materials from Spanish language materials.

Make sure to advertise new materials by doing book displays. Use book displays during Hispanic Heritage Month, Día de los niños etc.

The following slides are examples of Cornelius Public Library and Tualatin Public Library's Spanish language collections.



Cornelius Public Library Welcome Sign.



Cornelius Public Library's adult Spanish language non-fiction collection before picture.



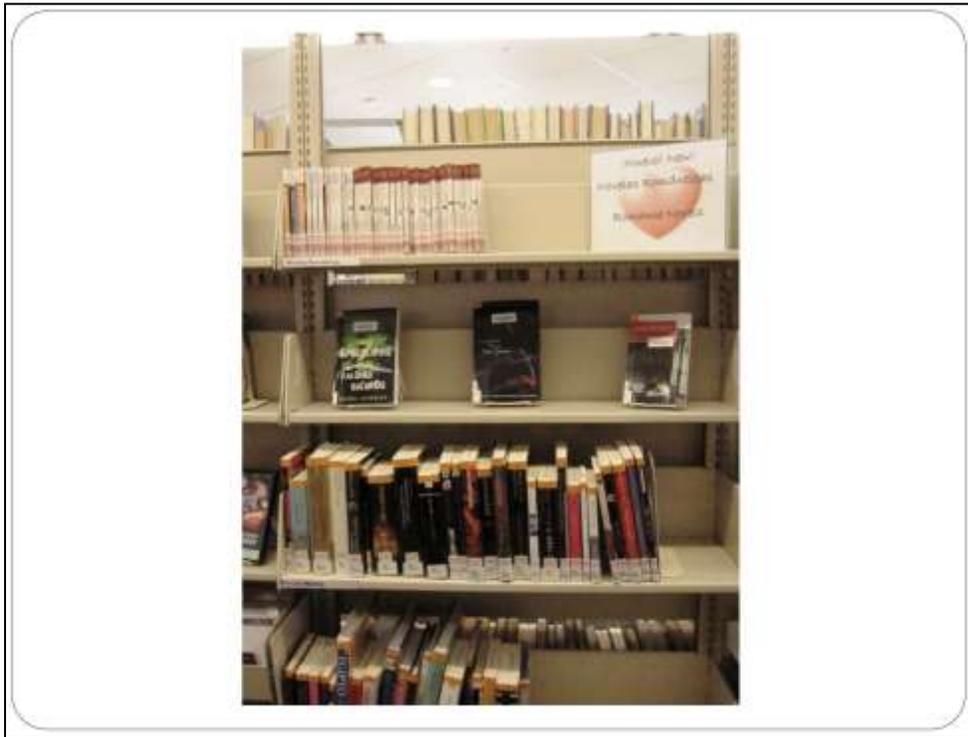
Cornelius Public Library Spanish language collection, after picture. Due to the small building size, Cornelius can easily place all Spanish language materials on one area of the library so that parents can browse the collection while children play or browse children's books.



At Tualatin Library the children's materials are placed in the children's room so that parents can sit and read while children browse the collection or play with the interactive toys in the room. Tualatin interfiles bilingual materials with Spanish language materials but distinguishes them with a sticker on the spine label.



The adult materials are in a central location in the library. All formats are shelved in the same location. We use shelf labels and pop-out labels to help patrons locate individual collections within the Spanish language collection.



We recently added our Harlequin romance collection and featured it with a sign. We also added a new books collection where we feature newly acquired materials.



The magazines face in such a way that they are readily visible outside of the Spanish language collection. They catch people's attention because of the colors and Spanish language titles.

Labeling

- Spanish language labels
- Bilingual materials



The Tualatin library labels all Spanish language materials with an Espanol label and bilingual materials with a bilingual sticker as shown in the photographs. Bilingual materials at Tualatin are interfiled with Spanish language materials whereas Cornelius separates bilingual materials from Spanish language materials. Cornelius labels Spanish language CDs with a yellow tape across the top of the spine of the CD.

Professional Resources

Professional Education and Research

- American Library Association
 - RUSA guidelines
 - Guidelines for the development and promotion of multilingual collections and services. <http://www.ala.org/ala/mgrps/divs/rusa/resources/guidelines/guidemultilingual.cfm>
 - Guidelines for library services to Spanish speaking library users <http://www.ala.org/ala/mgrps/divs/rusa/resources/guidelines/guidespanish.cfm>
 - Office for diversity <http://www.ala.org/ala/aboutala/offices/diversity/index.cfm>
 - Ethnic & Multicultural Information Exchange Round Table <http://www.ala.org/ala/mgrps/rtis/emiert/index.cfm>
- REFORMA – National Association to Promote Library and Information Services to Latinos and the Spanish speaking. <http://www.reforma.org/>
 - PNW REFORMA chapter <http://nwreforma.blogspot.com/>
 - REFORMA Listserve
- PLA Online Courses: Celebrate Diversity: Cultural Awareness
- WebJunction, library services for Spanish speakers
- Tomas Rivera Policy Institute
- Bill and Melinda Gates Foundation

Annie

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Questions?



All