

1 **Outreach to Diverse Communities**

Administrative Considerations

2 **Get to know your community**3 **Market and Community Analysis: Quantitative Data**

- 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

4 **Market and Community**

- Focus groups involving community leaders, patrons, non-profits, business groups
- Patron survey in native language
- Informal conversations

5 **Advocacy**

- Be prepared and proactive
- Be prepared to articulate the community's needs to:
 - Governing body (city council, county commissioners, school board, etc.)
 - Library Administration
 - Citizens (i.e. tax payers)

6 **Developing partnerships**7 **Developing Partnerships**

- Spanish language media – identify Spanish language media in the community.
- Churches
- Apartment complexes
- Schools
- Nonprofit groups serving Latinos and Spanish Speakers
- Educational Institutions
- Farmworker advocacy groups
- CDC

8 **Diversity Outreach with Staff and Volunteers**9 **Diversity Outreach with Staff and Volunteers**

- Recruit diverse workforce
- Provide diversity training to staff
- Language resources for staff
 - Language services: interpreting, translating
- Volunteers
 - Family volunteer opportunities
 - Recruit regular program participants / patrons

10 **Give me the money!**11 **Funding Opportunities**

- Be ready
- Library budget
- Library foundation, Friends of the Library
- Library Services and Technology Act (LSTA)
- Meyer Memorial Trust
- Target

- Verizon Corporation
- Bill and Melinda Gates Foundation

12 **The wheel was invented a long time ago...**

13 **Resources for Libraries**

- 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/rts/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
- Professional Publications
 - Bauman, Susana G. (2011). *iHola, amigos! : a plan for Latino outreach*. Libraries Unlimited: Santa Barbara, CA.
 - Alire, Camila and Jacqueline Ayala. (2007). *Serving Latino Communities*. 2nd Edition. Neal Schuman Publishers Inc.: New York.