

Libros for Oregon: *Collections Connect Communities*



A two-year LSTA grant-funded project
to support Spanish-language collection development
in Oregon libraries

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Wilsonville Library

Libros for Oregon

- Background: the need (books!) & the conversation(s)
- The grant idea
- The FIL (Guadalajara Book Fair)
- The grant: advisory council & the test year
- Books!
- Outreach
- Website tour & how to apply
- Panel and Q & A
- Books!

Background: The need & the challenge

The perennial challenge:

Acquiring good books in Spanish for our libraries

- Materials reflecting and honoring the experiences of people in our service populations
- Mirrors and windows
- Written originally in Spanish
- Formats suitable for libraries
- Available for purchase



Background: The conversations

Fall of 2015: **Oregon library listserv discussion**

- Not enough satisfactory resources yet in the US
- Challenges of sending staff to the important Guadalajara book fair
 - biggest Spanish-language book fair in the world
 - 2017 = 31st year
 - (More about this later)

California: rumors of a **library book-buying collaborative**

- Why couldn't we do that in a way that would benefit all of Oregon?

January 2016: gathered listserv **conversation** participants, OLA & REFORMA Oregon members, & Katie Anderson (state YL)

The Grant: Outline

- **The idea:** to support Spanish-language collection development for participating Oregon libraries by making the resources of the FIL more accessible.
- **The goal:** for Spanish-speaking Oregonians statewide -- especially in rural areas -- to have improved access to high quality, culturally relevant collections.

Libros for Oregon: Collections Connect Communities

has three parts:

BUYING BOOKS AT THE FIL:

Form an Oregon library book-buying cooperative (with new participants each year) to purchase materials for members at the International Book Fair (FIL) in Guadalajara.

OUTREACH:

Help participating libraries to develop and implement outreach plans for connecting their enhanced collections with their Hispanic/Latino communities.

BOOKLIST:

Create and post a “Best of FIL” booklist (ideally, annotated to show US availability) for all Oregon libraries to use in collection development.

Backing up...

**La Feria Internacional del Libro,
(aka The FIL)**

or

**The Guadalajara
International Book Fair**

What is it?

FIL: ¡Feria Internacional del Libro!



The Guadalajara International Book Fair!

FIL: The Basics

- Biggest Spanish-language book fair in the world
 - 2017 was 31st year
 - 9 days (and nights!) long
- Book professionals from all over the world
 - Authors, literary agents, librarians, booksellers and of course publishers
 - In 2017, **2,187** publishing houses from **47** countries
 - **300,000+** titles
 - **1,500+** librarians from Latin America attend
- “**Over 814,833**” visitors in 2017





USIVO
ALIDA

CENTURION
INGRESO
CAFETERIA ACREDITADO
PERSONAS DE LA 3RA. EDAD
PERSONAS CON CAPACIDADES DIFERENTES
BOLETO PRECOMPRADO

CENTURION
EXCLUSIVO
COMPRA
DE BOLETOS

EXPO GUADALAJARA

FERIA INTERNACIONAL
DEL LIBRO DE GUADALAJARA
MADRID

FIL: The Basics

- Massive literary arts festival and cultural event
 - Music, theater, workshops, performances, art, author talks, lectures
 - Day and night
 - FIL Niños





Well over 800,000* visitors



*"Over 814,833" visitors in 2017



The FIL is a cultural festival that runs for 9 days and nights and is enormously popular locally.

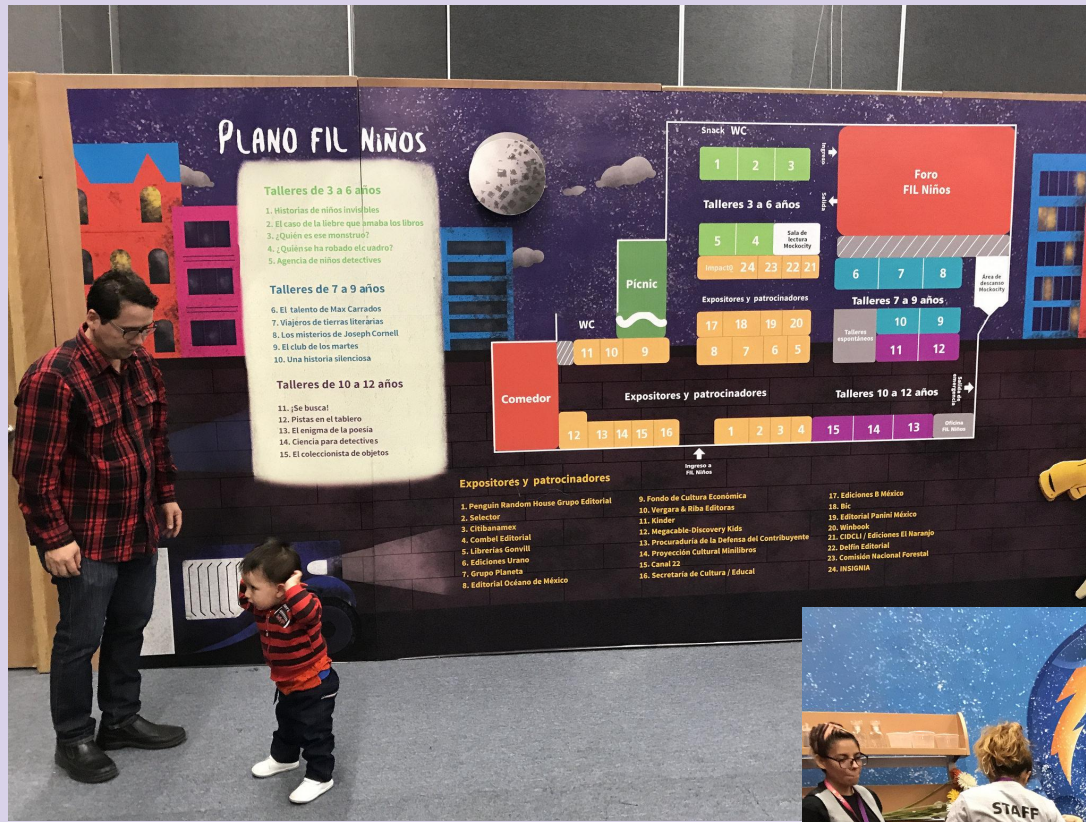




Prestigious prizes
for best stand



FIL Niños





FIL Niños





Interviews,
panels,
presentations,
author talks...

TV, radio,
other media



So! This is what we wanted to tackle.



Year One: The Planning Year

Y1: July 2016-June 2017

Convened Advisory Council

- Diverse representation: state geographic region, library size, role within library, service population of Spanish speakers
- Started figuring out how it will work & creating materials
- Advisory Council served as our guinea pigs, including as test cohort during the trial year



Grant logistics: LfO Participants

Eight libraries annually

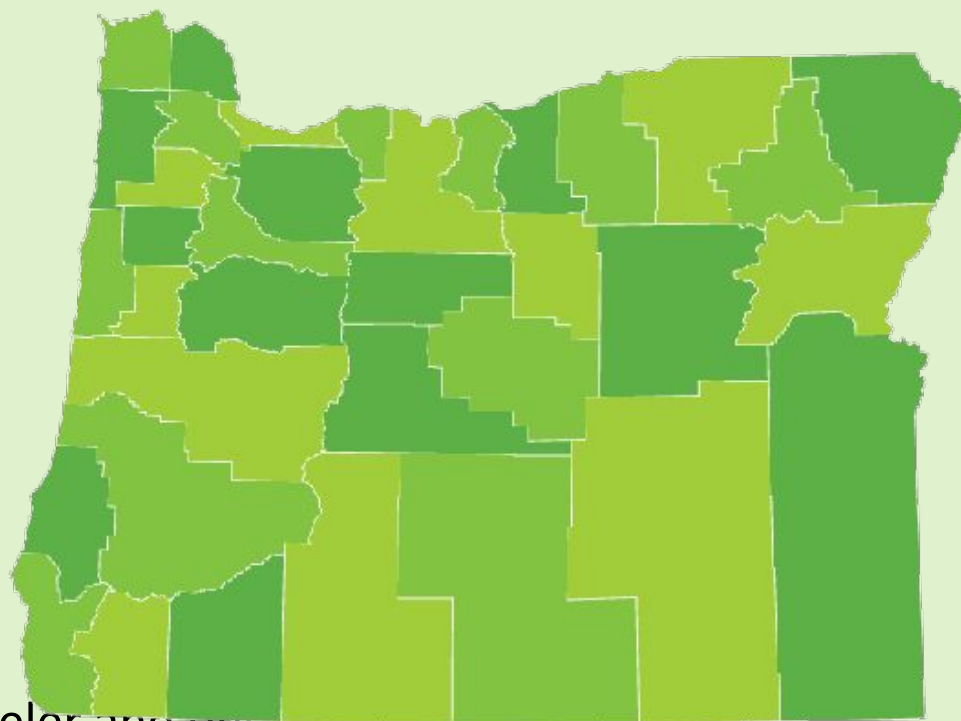
Annual application

- Library data
- Outreach plan
- (Purchase requests)

Ante: \$200 - toward travel kitty

The “Travelers”

- 3 staff representatives
- At least one seasoned LfO Traveler and one newbie
- Buy for the 8 libraries, using libraries’ own collection funds



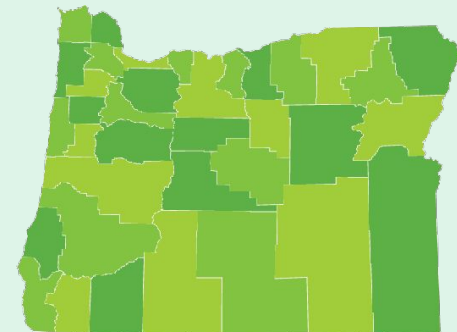
Details: LfO Participants, Y1 & Y2

9 libraries in 2017

(in future probably 8)

- Regional diversity, other diversity
- This first year: five LINCC libraries (LINCC is the fiscal agent) + 5 (4) others
- Trial year: LfO Council Members
- Future years: any Oregon public library, selected by committee

1. Oregon Trail LD
2. Newport
3. Driftwood/Lincoln City
4. Klamath
5. Wilsonville
6. Oregon City
7. Canby
8. Estacada
9. Milwaukie



Surprisingly Affordable: The ALA-FIL Free Pass Program

- A long-standing partnership: since 1999
- 3 (or 6) nights at the business hotel
- 3 (or 6) continental breakfasts
- FIL Registration, courtesy of FIL
- \$100 toward the cost of airfare, courtesy of ALA



But wait, there's more!

Also:

FIL offers an additional \$100 to the first 100 applicants who submit their airfare confirmation by October 2nd



More info at :

<http://www.ala.org/offices/iro/awardsactivities/guadalajarabook>

Year One: The Dry Run

Wilsonville sends Deborah to Guadalajara Book Fair

- Serves as a dry run
- Shadows WCCLS (small team buying for many libraries)
 - Vendor: Multicultural Books & Video



Year Two (2017) Buying Team



Star, Deborah, Teena, and on-the-ground assistants

So, how do you navigate this carnival of books?



Shop on the Professional Days



- Monday, Tuesday, & Wednesday
- Only registered book professionals
- 12 hour days
- Hydrate!
- Wear good shoes...



Work with a vendor

- Purchasing & shipping
- Helpful assistant(s)
- Sticky note system





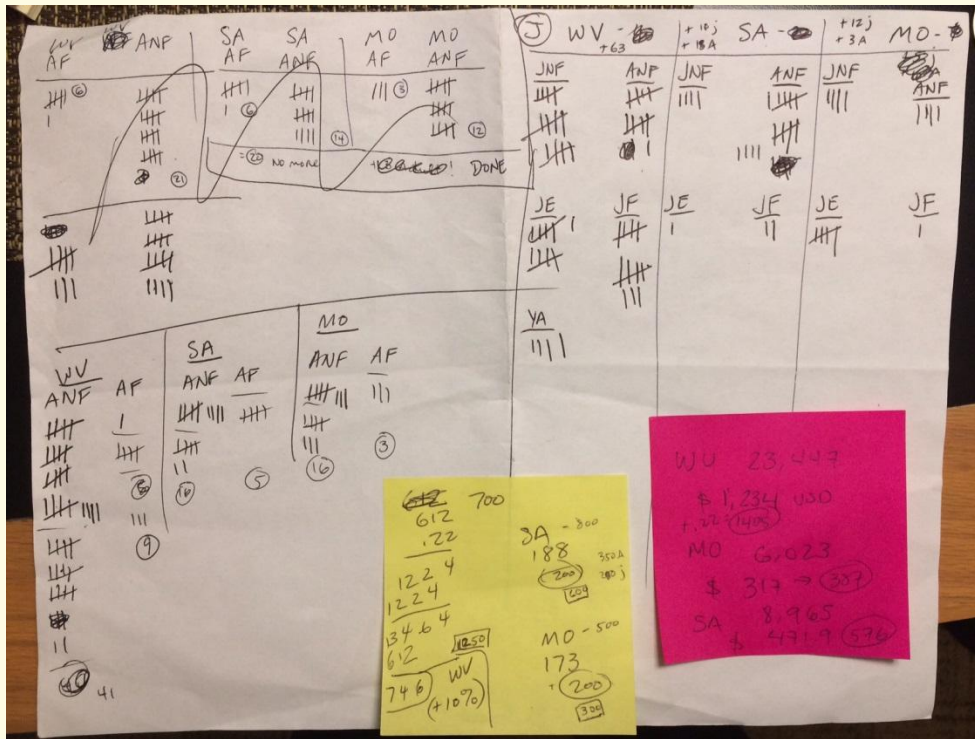
It's a fabulous book circus!
...but it's also hard work



JJ 43 - El Paseo del Elefante - 3 (reader - Japanese \rightarrow Sp)
 La Casa Diviniente - 3
 La Casa Mas Grande del Mundo - 3
 (El Atorn de Adela) - 1
 (Gato Pato) - wordless, small, funny
 JJ 21 - Van Grande Como 7 osos - juv (like Actual Size, kunda) - 2/3
 (Melone Ballena)
 Ann Hetherman - (2?) - concordile
 X An American creolina bailonosa... (lift the flap, rhythmicsteing - sr) - 2/3
 ¿ Quien come a quien? - life cycle - 1/2
 ¿ Mueve entre el sol y la noche - 1
 Nunca hago cosquillas e un tigre - 1/2
 Todos Menos Uno - 1 (pica)
 Terrible! black wolf, pink para - 1
 ¿ Que hacen las niñas? - 1 (Gory, enu)
 JJ 22 - Mucho a Mano - (crafts) - 2/3
 Juegos Tradicionales (rhymes) - 2/3
 ¿ Como funcionan? (above/below words) - 1/2
 ¿ Como se dicen? (manners / facts) - 1/2
 La Niña de Guatemala - 1
 Muestrate y mequetruque - 1
 JJ 19 - Rompecabezas (use all part-boxes) - 1/2
 ¿ Ecología hasta en la sopa (pt - jnf) - 1
 ¿ América - 1
 Guía turística de la Tierra Extrema
 del Sistema Solar
 Ed B - Mi Hijo es Gato? - wsl, sa
 Verde Tei Mully? - 1, Hillywood, Athora, Libro Mágico
 A3 - Fula (short jnf/s) - 1

Buying for 3 libraries, 2016

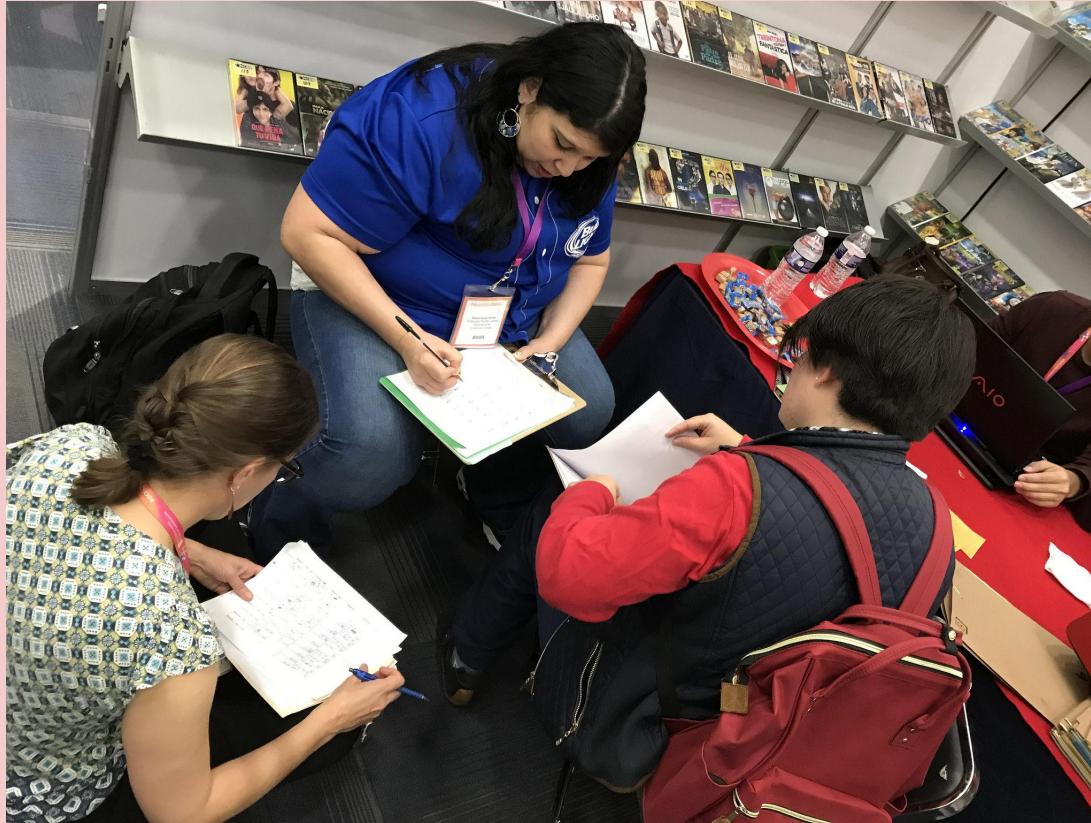
Searching, sorting, stacking, unwrapping, calculating, recalculating, walking, walking, walking...



Buying for 3 libraries, 2016

Tallies & approximate currency conversions,
plus shipping & handling...

Buying for 9 libraries, 2017



Buying for 9 libraries, 2017



¡Libros libros libros!



Fancy Book Stacking is a Thing

chevron

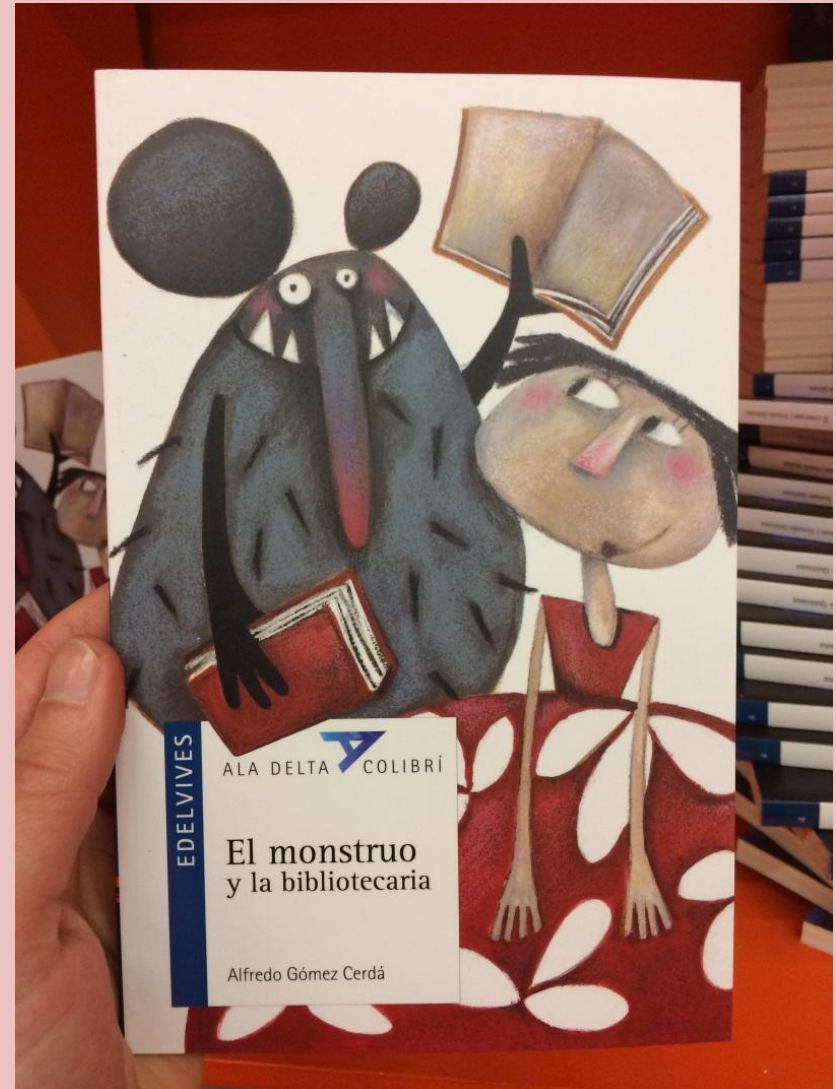


spiral



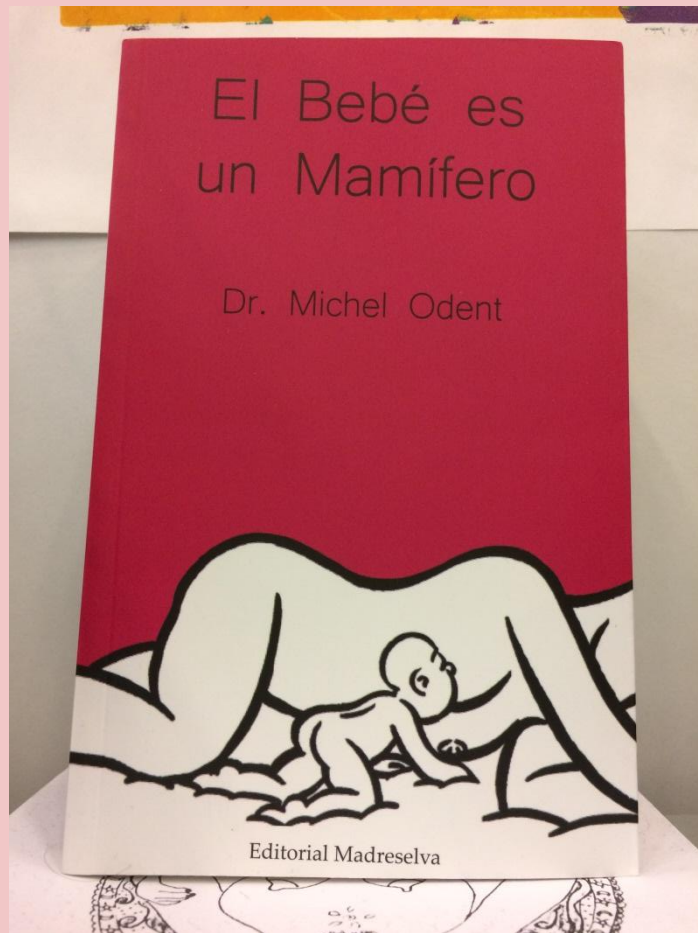
El monstruo y la bibliotecaria

Hard-to-find early readers



Topics: adult & juvenile

El Bebé es un Mamífero



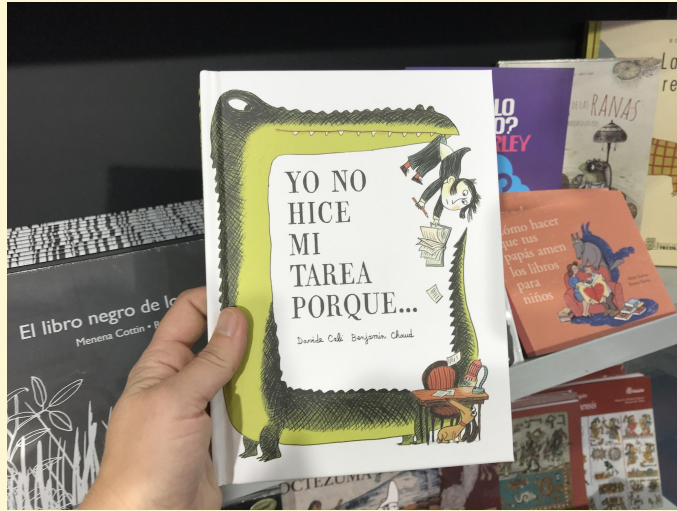
(A Baby is a Mammal)

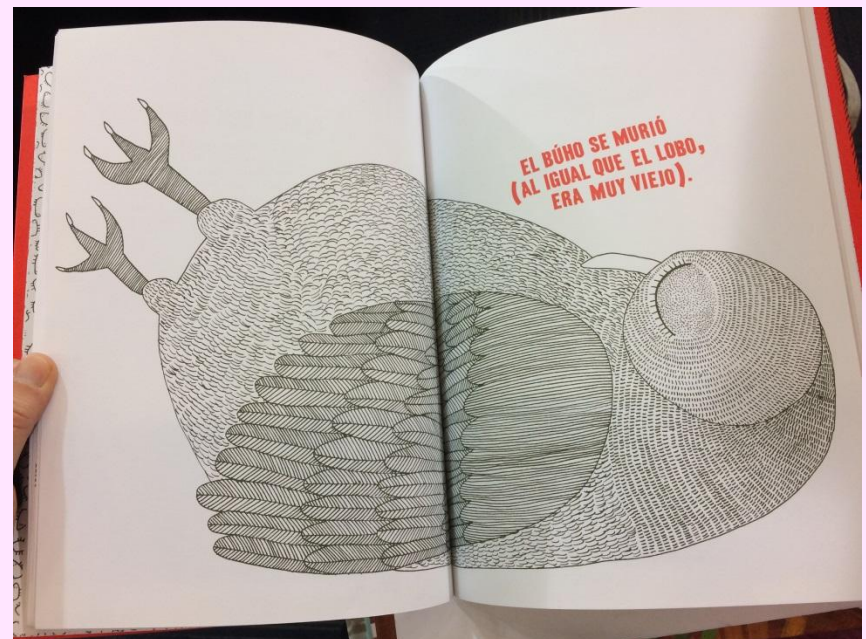
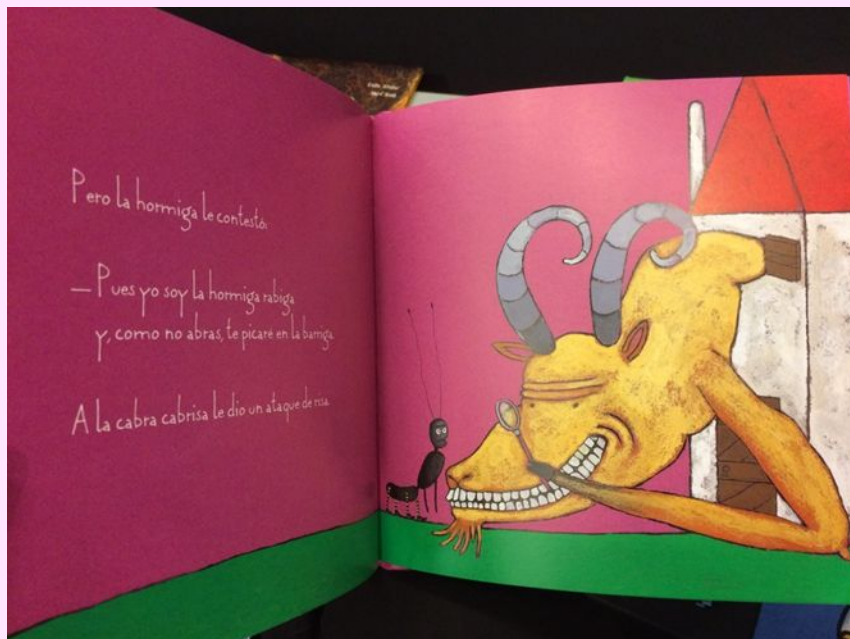
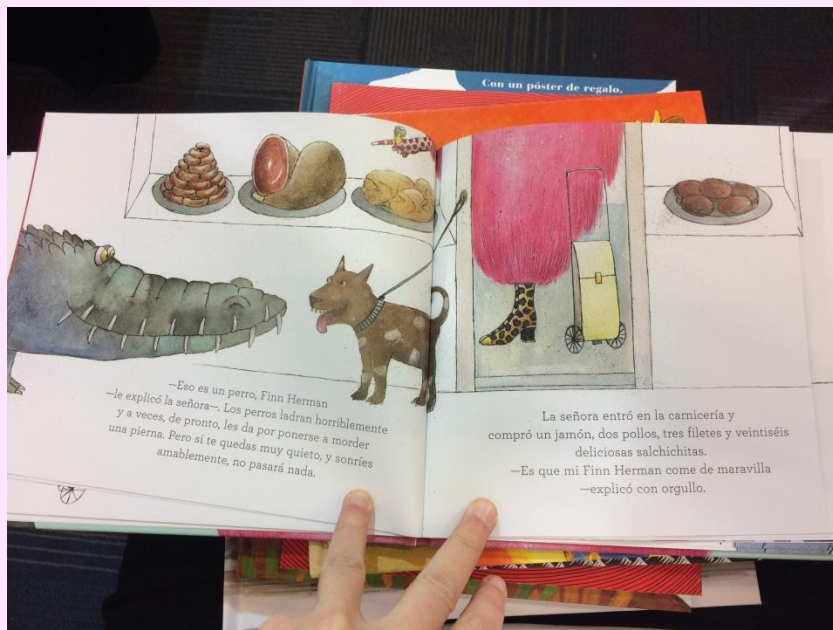
Cero racismo y más zanahorias



(Zero racism & more carrots)

“Yo no hice mi tarea porque...”





Libros for Oregon: Buying the Books

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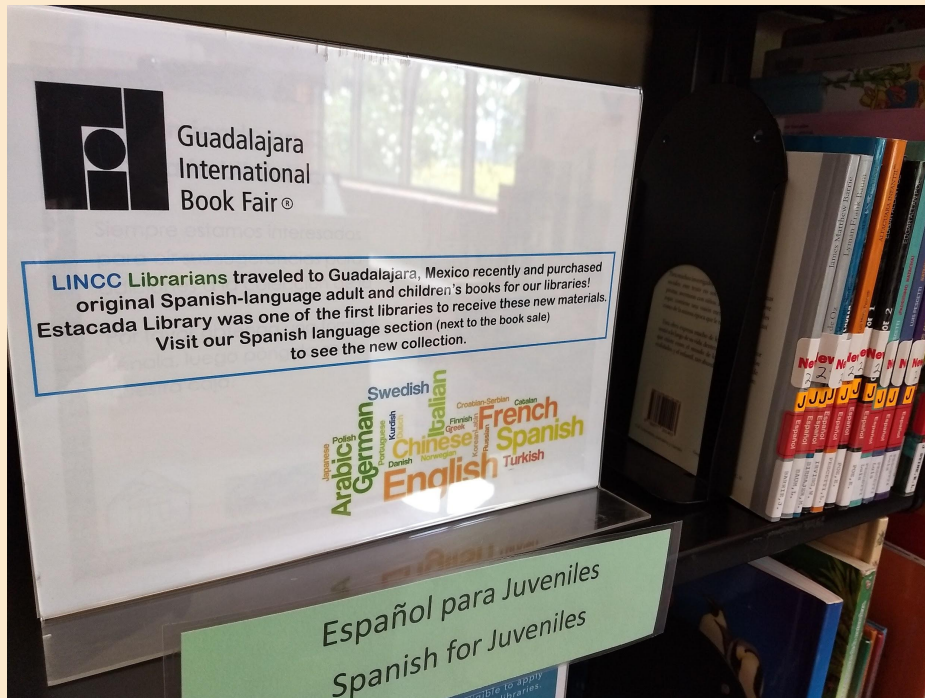
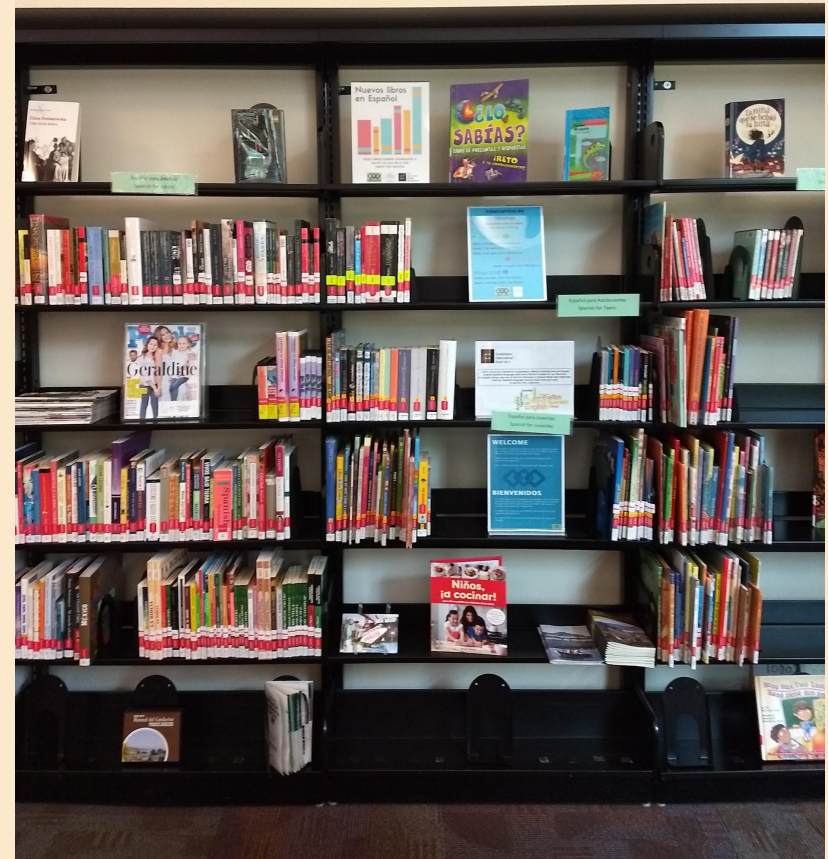
Buying for 9 libraries, 2017



Shipping & Invoicing



Estacada's new books!



Libros for Oregon: Outreach

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OUTREACH: Connecting the books with the community

We ask participants to outline 3 outreach ideas to:

- engage Spanish speakers with the library, and
- connect their Spanish collection (including their new FIL materials) with their Latino and/or Spanish-speaking population.



Connecting books and community:

Outreach Planning Tool

First, we help participants consider where they're starting from:

1. *Briefly describe your library's Latino/Hispanic community or communities.*
2. *What outreach does your library already do (or has done) to connect with your library's Latino/Hispanic community or communities?*



Outreach Planning Tool prompts

Activity Title

Activity Description

One-Time or Ongoing?

Target Audience

How do you want participants to benefit from this outreach? *(Examples provided)*

How does this service support the library's mission or goals?

Staffing & Resources:

- a. How many staff (& staff hours) will be needed to provide this outreach service?
- b. What resources will this service require?

Potential Partnerships *(specific groups, organizations, events, etc. you could work with to reach this community)*

Action Steps: *What needs to happen for your activity to take place?*

Marketing to Target Audience

Evaluation Plan

- A. How will you measure/demonstrate the impact of this program?
- B. What is your definition of success using that measurement?

Brainstorm Breakout

What brought you to this presentation today? **What would you like to happen next** for your library?

Whom do you serve who might benefit from an enhanced Spanish-language collection? What do you know about them? What do they need?

What **outreach/activities** might you try, to connect your collection & services with your community?

- Activity Title & Description
- Target Audience
- How do you want participants to benefit from this outreach? (*Examples provided*)
- How does this service support the library's mission or goals?
- Potential Partnerships (*specific groups, organizations, etc. you could work with to reach this community*)
- Marketing to Target Audience

Libros for Oregon: the Booklist

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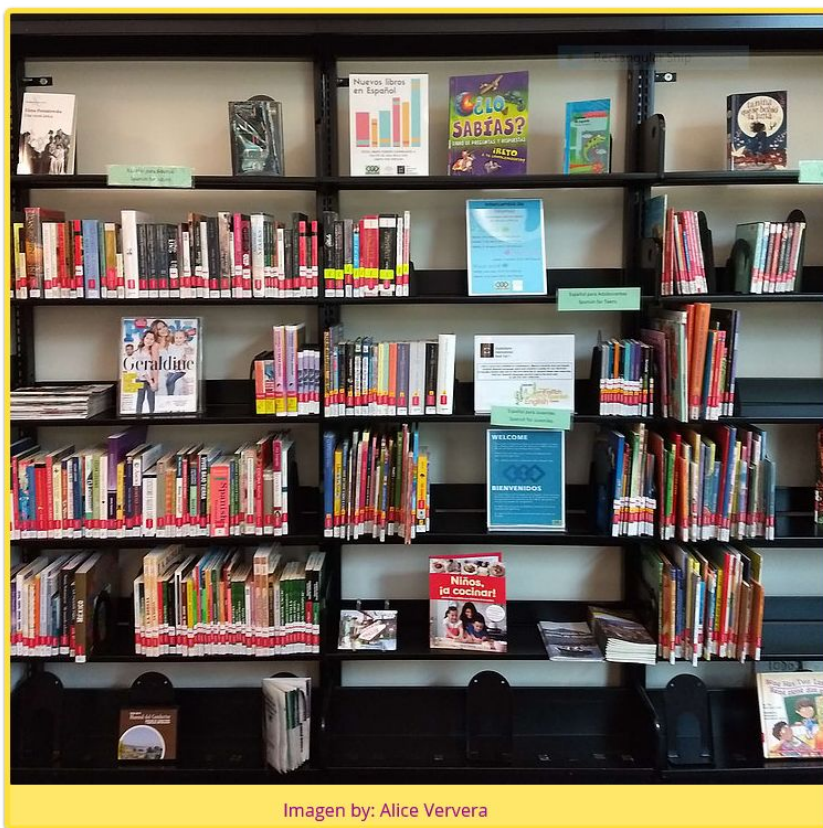
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BOOKLIST:

Create and post a “Best of FIL” booklist (ideally, annotated to show US availability) for all Oregon libraries to use in collection development.

Booklist archives



2016 FIL List

2015 FIL List

Additional resources include [collection development tips](#).

Booklist on website: So far not annotated, but perhaps in future.

Possible practicum: Partnership with Emporia?

Rough sort: Broken down by adult, juvenile, fiction, nonfiction.

Home APPLY BOOKLISTS RESOURCES FIL GALLERY CONTACT US

Rectangular Strip

Youth

List 2017

Nonfiction	Fiction
Title	Title
1. ¿LO SABIAS?	1. ¡NO!
2. ¿QUÉ? ¿DÓNDE? ¿POR QUÉ?	2. ¿CÓMO SE DICE?
3. ¿SABIAS QUE?	3. ¿DE QUE COLOR ES LA CEBRA?
4. 100 COSAS QUE DEBEMOS SABER... GLADIADORES	4. 28 HISTORIA PARA REIRSE
5. 100 COSAS QUE... ARMAS Y ARMADURAS	5. A QUE SABE LA LUNA
6. 100 COSAS QUE... CABALLEROS Y CASTILLOS	6. ABECEDARIO
7. 100 COSAS QUE... ELEFANTES	7. ANABEL Y EL MONSTRUO
8. 100 COSAS QUE... EXPLORADORES	8. ANIMALES DE COMPAÑÍA
9. ADIVINANZAS MEXICANAS	9. ANIMALES DE FABULA
10. AJUSTAMOS CUENTAS	10. AQUÍ TAMBIEN
11. ANIMALES EN EXTINCION	11. ARISTOTELES EL MEJOR GATO PARA UNA BRUJA
12. ASQUEROSOLOGIA ANIMAL	12. BESTIARIO DE LAS EMOCIONES
13. ASQUEROSOLOGIA DE LA CABEZA	13. CAPITAN VENENO
14. ASQUEROSOLOGIA DEL CEREBRO	14. CHAP CHAP
15. ASQUEROSOLOGIA EN ACCION	15. CHIVOS CHIVONES
16. ATLAS AMERICANO	16. CHOCOLATE Y MERENGUE
17. BESTIARIO	17. COMO ENCENDER UN DRAGON APAGADO

What's Next & How to Apply

Finish testing the process, forms, and procedures
(with 2017-2018 cohort)

- including outreach reports

Make appropriate changes

Get the word out

- Call for 2018-2019 applications
- More on this in a minute

Libros for Oregon Website

<https://librosfororegon.wixsite.com/home>

Structure created and maintained largely by **Angelica Novoa de Cordeiro**,
Bilingual Services Specialist at Canby Public Library.

Home

APPLY

BOOKLISTS

RESOURCES

FIL

GALLERY

CONTACT US

Libros for Oregon

Collections Connect Communities



Images by: Deborah Gitlitz, FIL 2016 and 2017

Is Your Library Interested in Applying to Participate in the Libros for Oregon Project?

Take a few minutes to explore. These resources will help you navigate the process. Small and rural libraries are encouraged to apply to Libros for Oregon.

- [Timeline](#) (PDF) – The steps and timing of applying, and what's expected of participants each year.
- [Application Form](#) – The application for the current year will go live by this summer (date TBD).
- [Application Instructions & Information](#) – Provides guidance in filling out the application and answers common questions about the project.
- [Outreach Planning](#) – Participating libraries will submit plans for connecting their improved collections with their communities. This page includes:
 - the [Outreach Planning Tool](#)
 - [completed examples](#) of this Tool, and
 - other Outreach Resources
- [Samples](#) – Have a look at examples of applications and outreach plans submitted by previous participants.
- [Testimonials](#) – Feedback from previous participants.



Image by: Deborah Gitlitz, FIL 2017

Have more questions? We invite you to [contact us](#); we'll be happy to answer them!

How to Apply

- [Timeline](#): Stay tuned (this transition year's a bit different)
- [Application Form](#) – The application for the current year will go live by this summer (date TBD).
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Who's in Charge Now?

Grant ends June 30, 2018

Administration going forward:

- OLA will assume Libros for Oregon oversight
 - New committee to be formed
 - Half REFORMA members; half from other committees and roundtables (eg. CSD, PLD...)
 - Interested? Ideas? Talk to me!
 - Expect listserv posts when applications are open

The Grant: likely bonus outcome

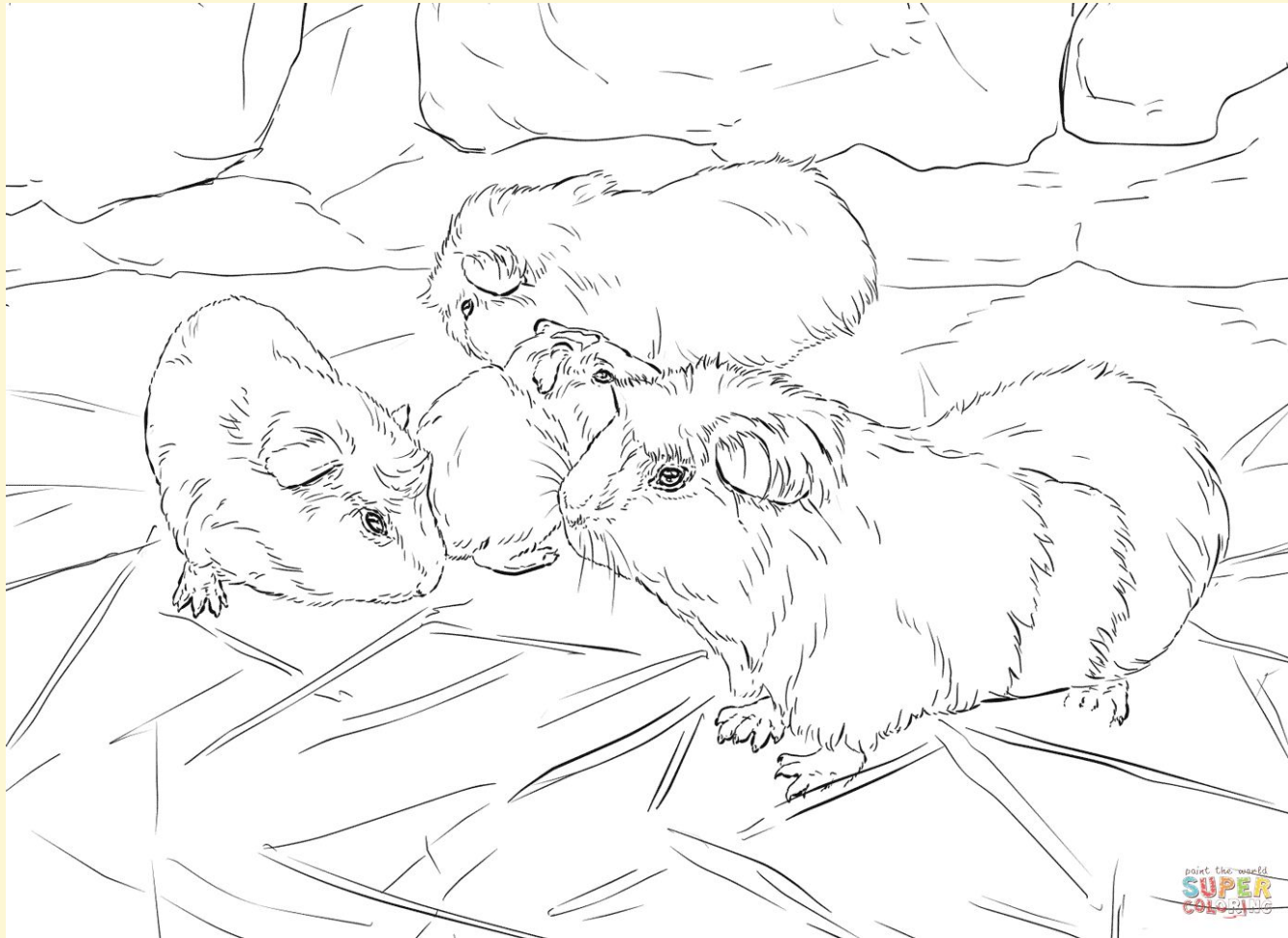
As we've gone along, another desirable project outcome has emerged:

Increase future Oregon library participation in the FIL, by:

- Increasing statewide understanding of the ALA-FIL Free Pass program;
- Supporting peer sharing about the FIL; and thereby
- Increasing Oregon libraries' confidence to participate in the FIL in future.

... eventually making this project obsolete!

Q & A: Book Fair, LfO Council & Travelers





Libros for Oregon website:

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