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Spanish Language Outreach Program Workshop

Empowering Library Staff to Reach Out
to Spanish Speakers and Increase
their Access to Technology

Slide 1 Where minds meet.


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WELCOME ¡BIENVENIDOS

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INTRODUCTIONS

Trainers:
Julie McBride, Pawtucket Public Library
Pam Perdue, East Providence Public Library
Robert Kelley, Central Falls Public Library

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Exercise 1: Origin of Your Name

- Find a partner and introduce yourself
 - Talk about the origin of your name
 - Are there any cultural reasons for how/why you were named?

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Names in Spanish-speaking Community

- Religious influence
- Family influence
- Sample structure of names in Spanish
 - Personal name, paternal surname, maternal surname, woman's married name
 - Maria Yolanda Jiménez Martínez de Cuesta
- How you can help customers fill out your library application?
See Supplemental Materials Section 1

[\[http://www.sci-plus.net/plus/services/app.htm\]](http://www.sci-plus.net/plus/services/app.htm)
or Slide 106

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Supplemental Materials pp. 1-2

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How to Refer to Spanish-speaking Community?

- Hispanic
- Latino/Latina
- Chicano/Chicana
- Mexicano, Colombiano, Salvadoreño, etc.
- Depends on local/personal preference

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SPANISH LANGUAGE OUTREACH WORKSHOP OBJECTIVES AND EXPECTATIONS

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Spanish Language Outreach Program

- Partnership between WebJunction and state libraries
- Goal: increase the knowledge and skills of library staff to better serve the needs of Spanish speakers in their communities and increase the number of Spanish speakers using public access computers
- Libraries share their experiences and resources through the online community at WebJunction

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Workshop Environment

- Support each other in the learning process
- Share as much as you are comfortable sharing
- Recognize that you may experience some personal discomfort
- Be open to different perspectives. You may disagree with some of the comments or material presented

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Agenda

8:30 a.m. Registration

9:00 a.m. Welcome/Introductions
Workshop Objectives/Agenda Overview
Local Library Expectations
Making the Case for Serving the Spanish-speaking Customer
How libraries are meeting computer needs of Spanish speakers
Getting to Know Your Community
The community leader interview process
Community Leader Panel


12:00 p.m. Lunch

12:30 p.m. What is diversity?
Four dimensions of diversity
What is culture?
Cultural differences
Selecting Outreach Activities and Developing an Action Plan
Marketing to Spanish-speaking community
Evaluation
Increasing access to technology

4:00 p.m. Adjourn

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Objectives

- Increase understanding of the benefits and challenges of reaching out to Spanish-speaking customers to increase their access to public computers and resources
- Increase understanding of what culture is, how we learn it and how it impacts our behaviors and perceptions
- Increase awareness of selected cultural differences, behaviors and values of dominant American culture and Hispanic/Latino culture

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Objectives, cont.

- Learn how to build strong community partnerships and collaborate with the Spanish-speaking community to increase access to public computers and resources
- Increase understanding of how to develop an action plan for reaching out to the Spanish-speaking customer and increasing access to public computers in the library

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Local Participant Expectations

- Participants in the State Library's Spanish-speaking Outreach Workshop will be expected to:
 - Select a minimum of three activities (one from each category) from the "Outreach Activities List" (Supplemental Materials, Section 4, p. 13) to implement locally in the five months following the workshop.
 - Develop an action plan for implementing selected activities
 - Share the workshop experiences with co-workers and library administration
 - Participate in WebJunction's online community to share successes and challenges
 - Participate in evaluation process

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MAKING THE CASE

*How to build organizational support
and develop positive attitudes toward
Spanish-speakers*

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Know the Numbers

- RI's Hispanic population has been increasing on an average of 204% for each of the past 2 decades.
- As of 2000, Latinos/Hispanics represented 8.7% of RI population, and 14% of the children.
- Latinos have the highest percentage of poor households of all groups in the state.
- See next 3 slides

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Hispanics are the largest and fastest growing minority group in RI

RI % of Race/Ethnic Group	1980	1990	2000
White	93.4	89.3	81.9
Hispanic or Latino	2.1	4.6	8.7
Black or African American	2.9	3.4	4
Asian/Pacific Islander	n/a	1.8	2.3
American Indian or Alaskan Native	n/a	0.4	0.4
Other Races	1.7	1	3.1

Percentage of Minority Race/Ethnic groups in Rhode Island

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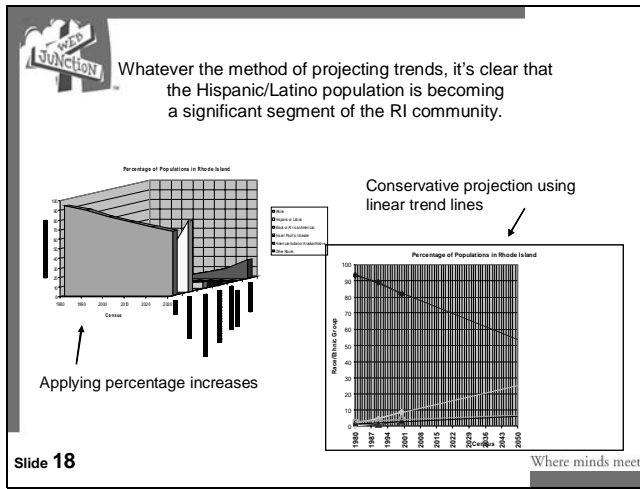


Chart: White is the only population group in the decline: from 93.4% in 1980 to 81.9 % in 2000

Percentage of Populations in Rhode Island

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See next page of slide handouts


Exercise 2: Benefits and Challenges

Directions: Brainstorm the benefits and challenges of:

- 1. living in a community with Spanish-speaking people
- 2. serving a community with Spanish-speaking people
- 3. working with co-workers who are Spanish-speaking

Benefits	Challenges
1.	
2.	
3.	

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Building Organizational Support

- Communicate and collaborate with library administration/director
- Get philosophical commitment—include in library's strategic plan/mission
- Prioritize—select target segment, specific need, specific service to start with
- Develop specific outcomes and action plans
- Start small but plan for the long term
- Communicate with and involve all staff
- Report, document, evaluate, adapt

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Developing Positive Attitudes Toward Spanish-speakers

- Acknowledge that overcoming a lifetime of attitudes and values is difficult
- Talk about:
 - the personal benefits of living in a community with Spanish-speakers
 - the benefits to the library
 - the benefits to the community at large
- Reward, acknowledge, recognize individual and library efforts
- Provide frequent, safe opportunities for people to learn about/interact with Spanish-speaking community
- Collect stories, anecdotes from Spanish-speaking community about how the library helps and share them with everyone
- Talk about the purpose/mission of the library to serve the entire community

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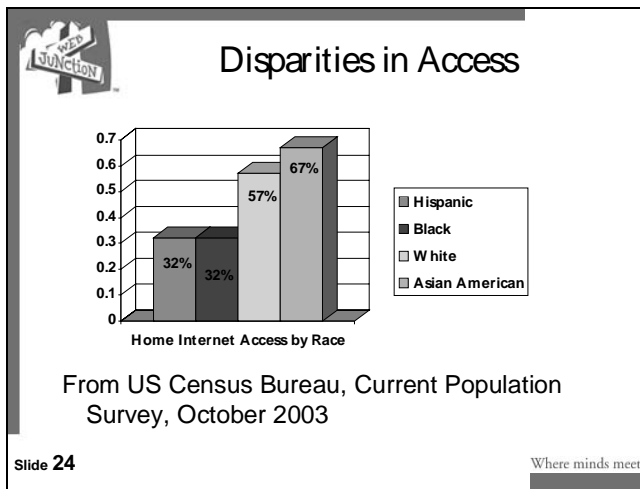


MAKING THE CASE

Disparities in Access to Technology

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- Why Do Spanish speakers Want/Need Computer Training and Access?**
- Help kids succeed (and keep up with them!)
 - Apply for jobs or function in current jobs
 - Access important information (health, legal, educational, etc.)
 - Communicate with family/get news from home
 - Learn and improve English skills
 - Entertainment (music, movies, sports)
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- Types of Programs Being Offered**
- Basic computer skills
 - Internet/email
 - Word and other common applications
 - Using search engines: how to find the information you need
 - ESL tutorials
 - Open hours – one-to-one help
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What's Working – Common Traits of Successful Programs

- Partnering with community organizations
- High level of organizational support
- Sufficient resources (staff, money)
- Positive attitude towards Hispanic/Latino community
- Promoting programs through Hispanic media and community service agencies that service Spanish speakers

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Existing Challenges

- Lack of organizational support
- Lack of resources
- Language barrier (need for bilingual staff)
- Cultural barrier/negative attitudes towards Spanish-speaking population
- Literacy: how to teach computers if they don't speak English

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Existing Challenges continued

- Perception that the classes are fee-based or that they need a proof of legal residency to get a library card
- Difficulty establishing relationships with community organizations
- Determining varying skill levels of students

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GETTING TO KNOW YOUR COMMUNITY

Overcoming Language and Cultural Barriers

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Who Are Your Spanish-speaking Customers?

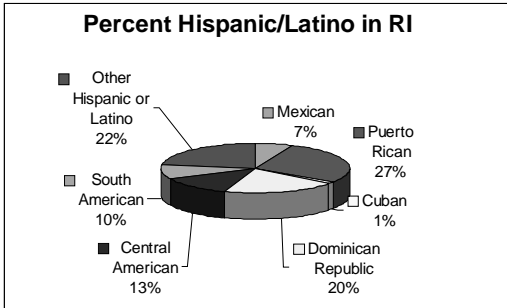
- Diversity of community
- Country of origin
- Length of residence in U.S.
- Facility with English language
- Educational level
- Economic level
- Level of acculturation
- Understanding of the library

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Percent Hispanic/Latino in RI



Group	Percentage
Puerto Rican	27%
Dominican Republic	20%
Other Hispanic or Latino	22%
Central American	13%
South American	10%
Mexican	7%
Cuban	1%

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Understanding the Concept of the Public Library

- Varying experiences with public libraries in country of origin
- Misunderstandings, misconceptions, confusions about the public library and its services

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