

MEETING THE DIVERSE NEEDS OF UTAH THROUGH PROGRAMMING

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Salt Lake County Library Services

#ula2016



OBJECTIVES

- Develop a community-centered outreach & programming model and a plan for your library
- Gain the knowledge and confidence to deliver programming in languages other than English
- Leave with tools you need to present programs like
 - Movie programs
 - Programs for adults
 - Family programs, including bilingual storytimes
 - Dual immersion afterschool programs

DEVELOPING A COMMUNITY-CENTERED OUTREACH & PROGRAMMING PLAN

- Determine the specific under-served demographic you'd like to target
- Move from a Librarian based model to a Relationships based Model
- Develop a Programming & Outreach Plan for the community you serve

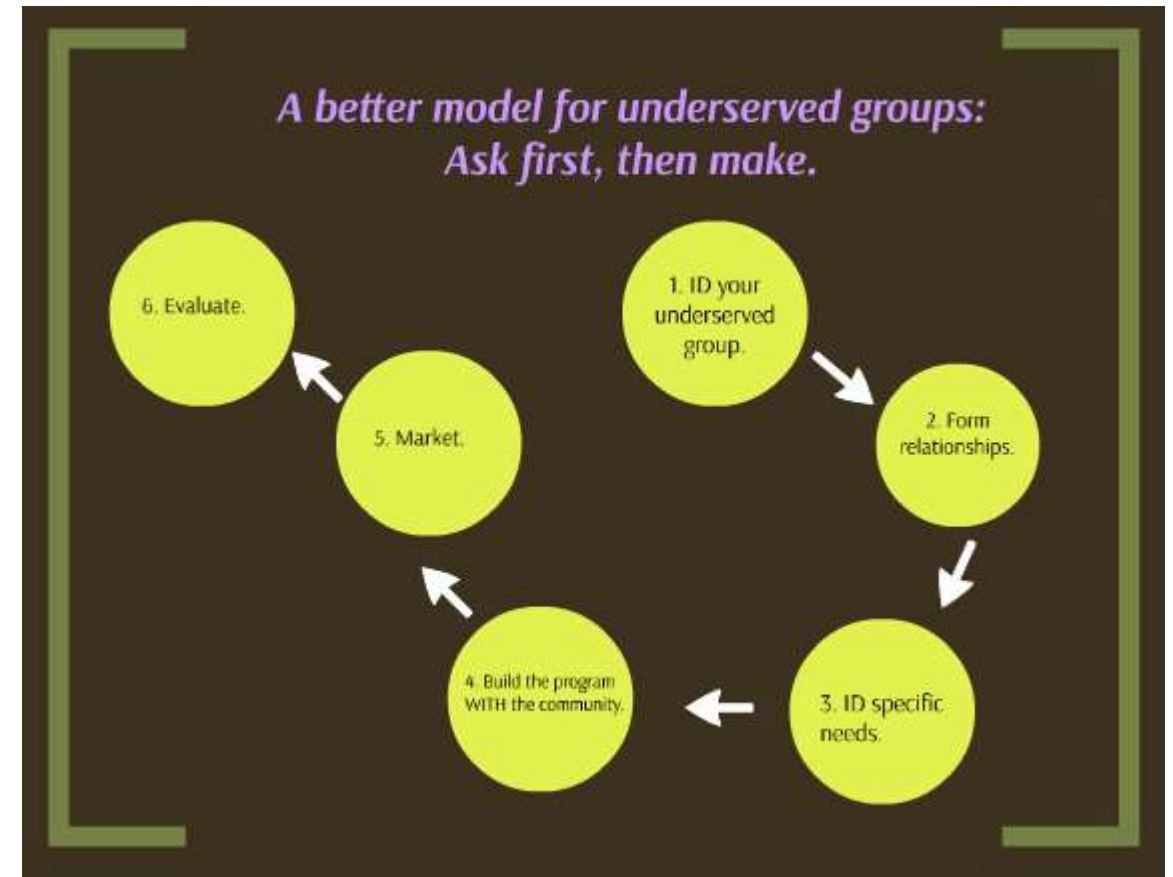
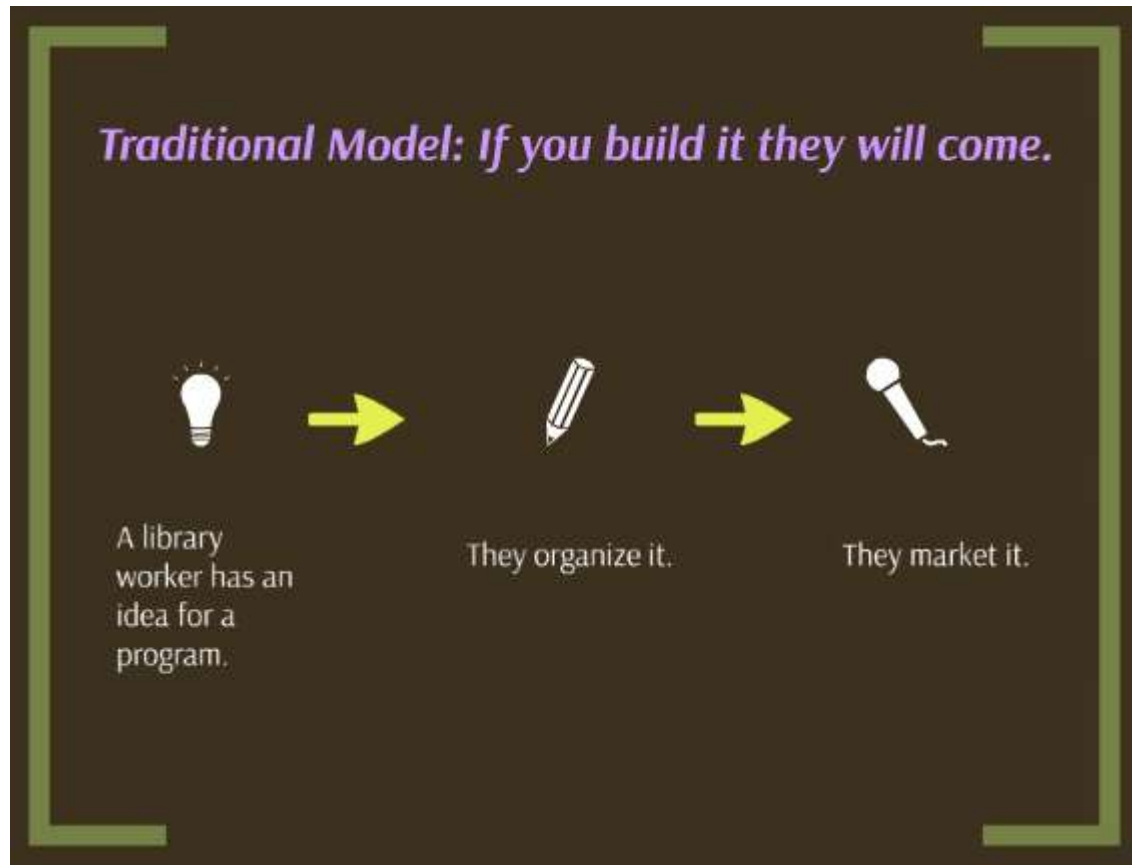


UNDER-SERVED COMMUNITY

- LGBT
- Chamber of Commerce – Diversity Services
- Various College Student Demographics
- Foreign Language-speaking Moms of School-aged Kids
- Immigrant/Refugee Youth



MOVE FROM A LIBRARIAN BASED MODEL TO A RELATIONSHIPS BASED MODEL



Beyond Bilingual Storytime: PLA 2016

<https://prezi.com/yzykkeqwuuky/beyond-bilingual-storytime-and-esl-digging-deeper-into-your/>

IDENTIFY AN UNDERSERVED POPULATION



Form relationships within the community:

- Identify community representatives:
 - Local community services and government
 - Local religious groups
 - Local business and chamber of commerce
 - Search keywords in social media and join those groups.
- Introduce yourself then listen to their stories.

Only then should you share with them your ideas and request input.

IDENTIFY THE NEEDS OF THAT GROUP



Listen:

- Ask about their experiences
- Make yourself available
- Offer conversation over food
- Learn about the structure and needs of the group

Ask about their communication habits and needs

OUTREACH, PROGRAMMING, AND MARKETING PLAN



Yes! Take the time to develop a plan!



How does this group communicate amongst itself?



How do other organizations successfully communicate to the group?

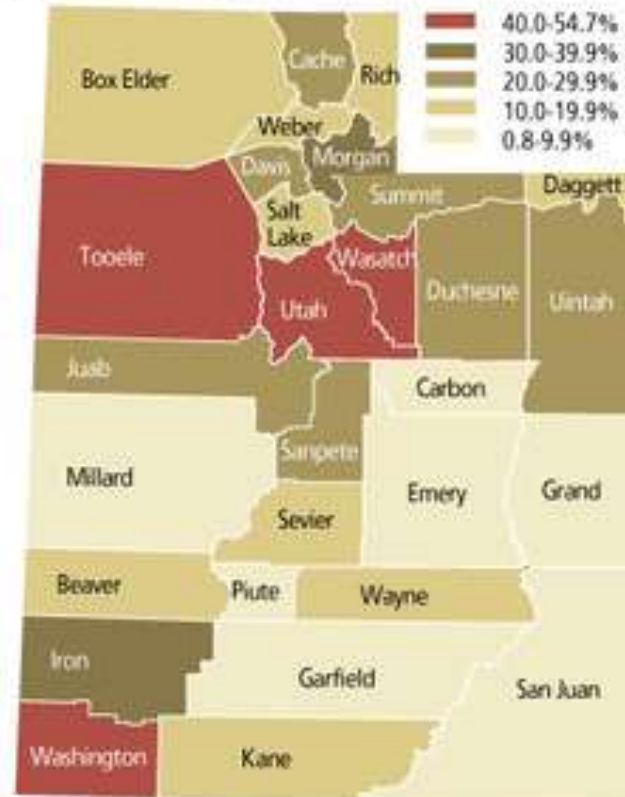


Other Marketing Tips

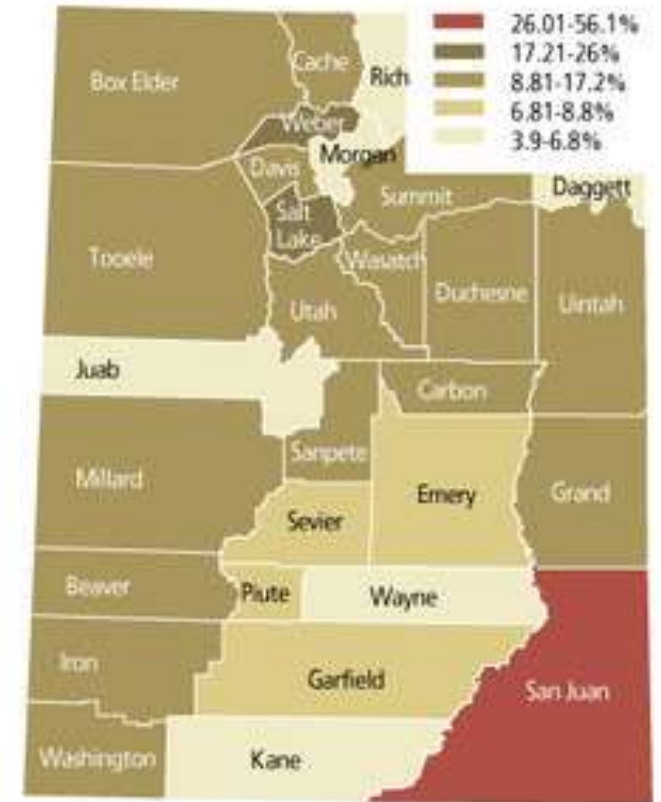
DEMOGRAPHICS

Utah's changing population footprint

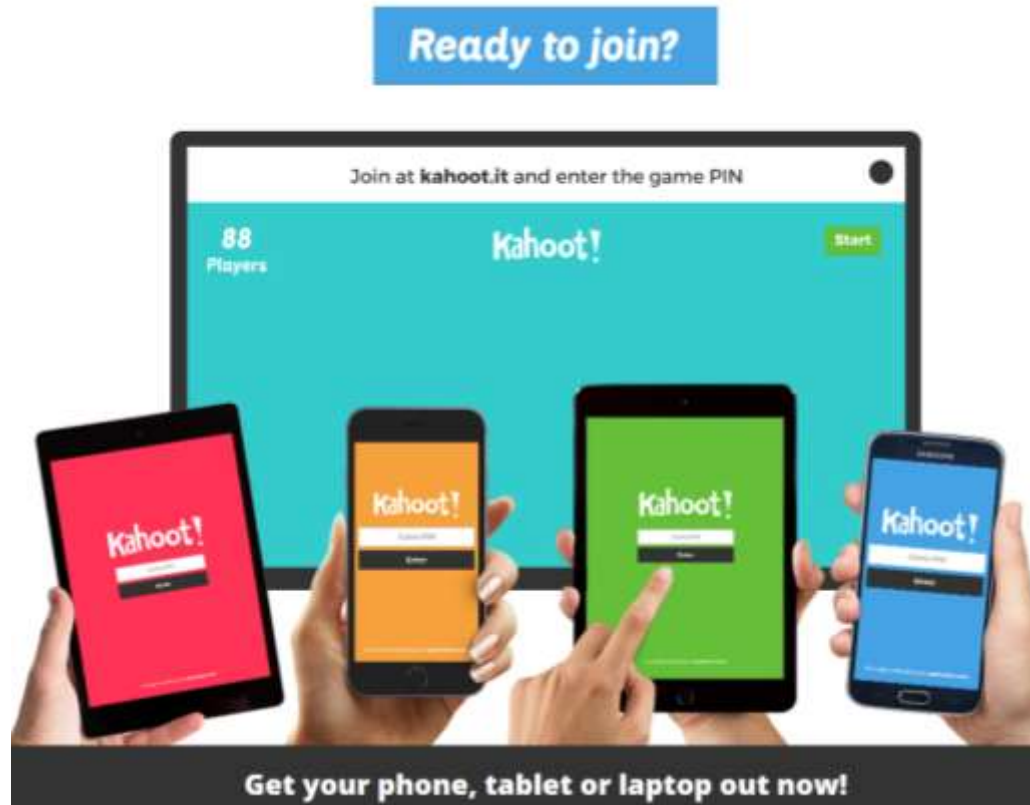
Counties' overall population growth, percent change, 2000-2010



Counties' minority composition, percent of total population, 2010



DEMOGRAPHICS



- Kahoot quiz login:
- <https://play.kahoot.it/#/k/9a413bf4-5c19-465a-956f-b56e70396631>

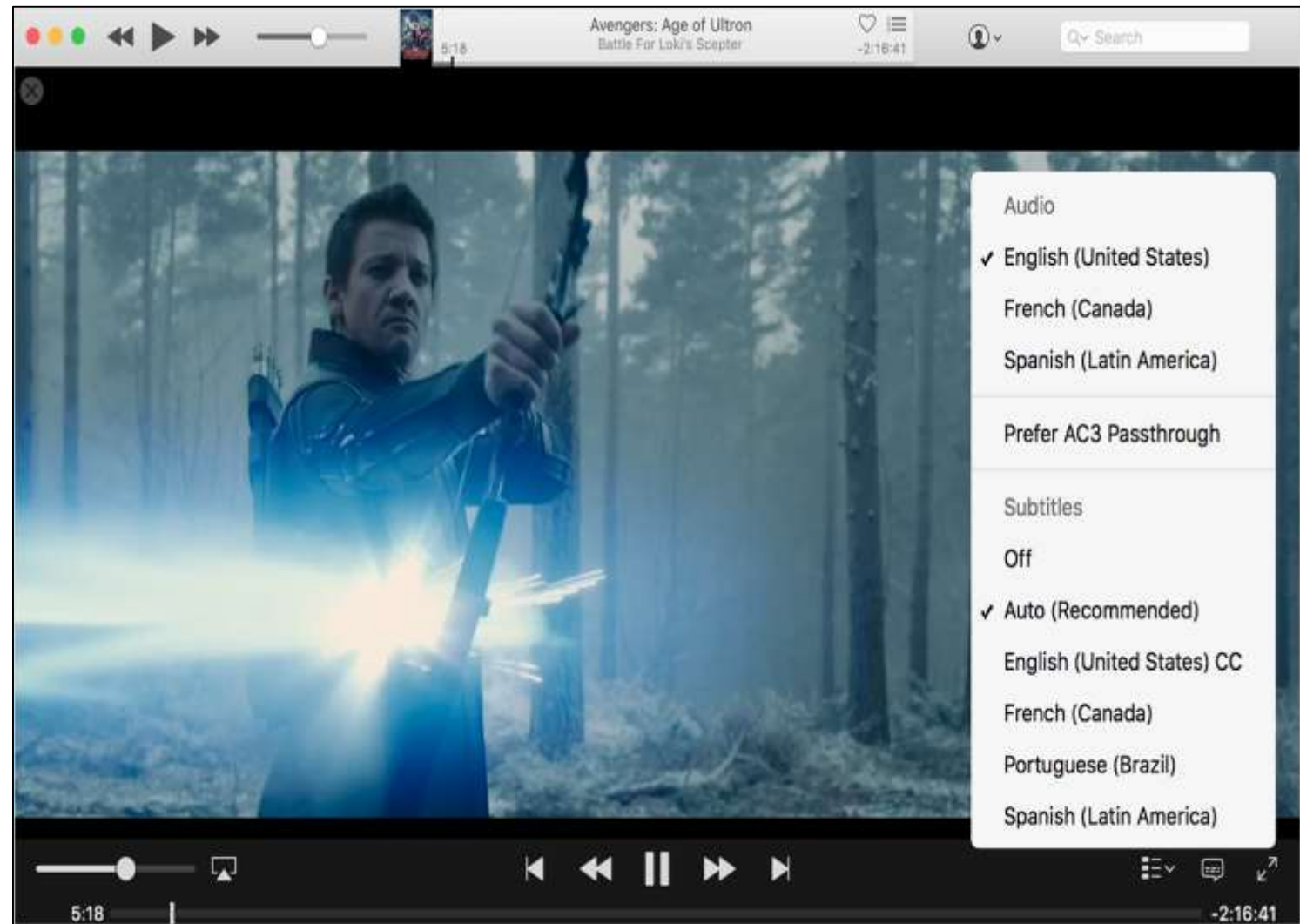
MOVIE PROGRAMS

So easy, why not?



MOVIE PROGRAMS

- Projector or large TV
- Select a movie
- Performance rights
- Offer a snack, presenter, or activity that relates to the movie
- Market the program



PRINT MARKETING MATERIALS

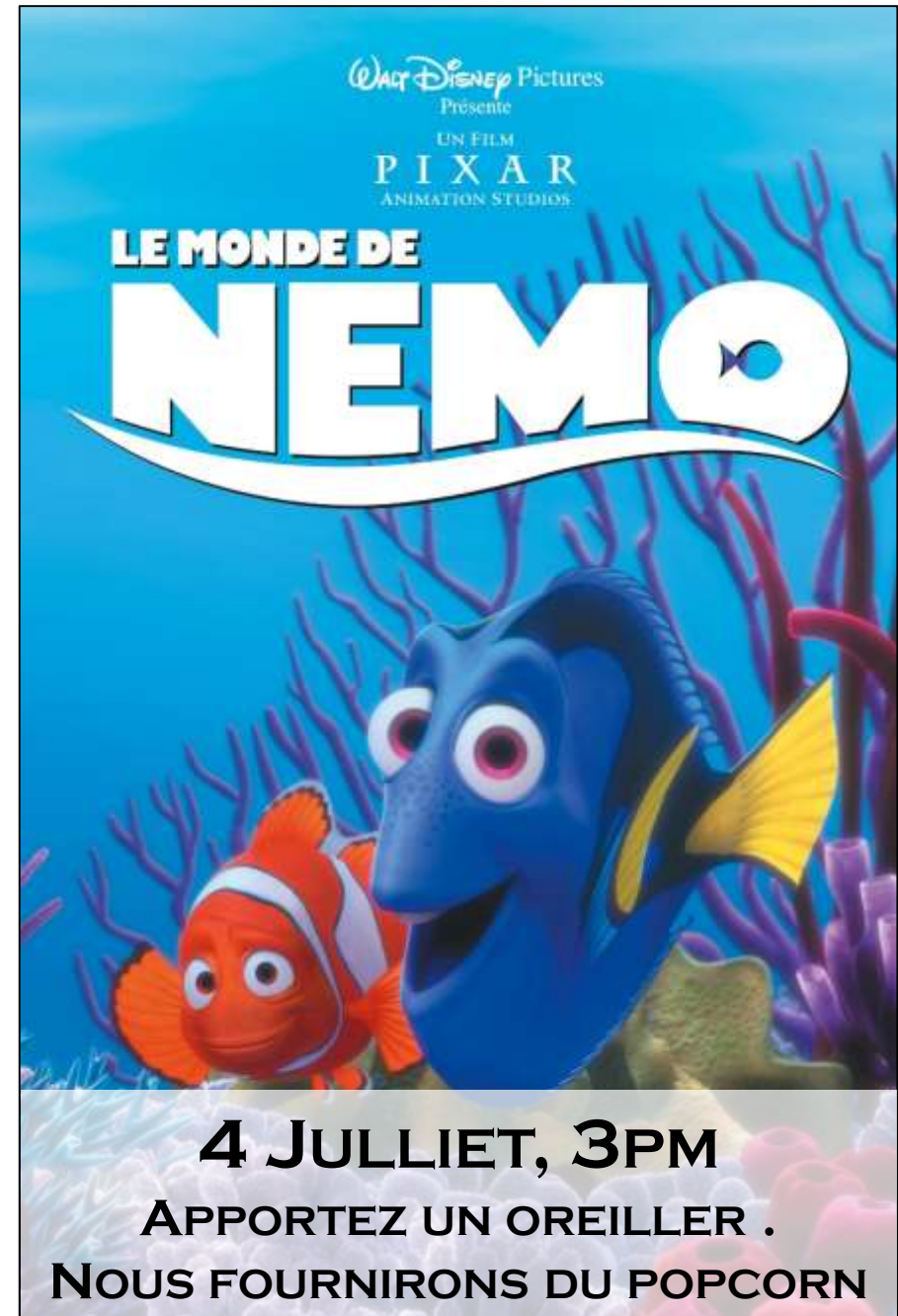
Marketing Materials IN THE PRIMARY LANGUAGE

Spelling, punctuation conventions, getting it proofread, be open to corrections

Diacritical Marks

Time & Date in the program language

If you like, include English translations but the primary language comes first.



PARTNERING FOR PROGRAMS SERVING ADULTS

A little bit harder, and worth it!



PARTNER FOR PROGRAMS FOR ADULTS

Partnerships

- Higher education classes

- Court class series

Working With Partners

- Finding Partners
- Build & maintain strong working relationships

Educación Superior y yo: ¿Cómo puedo prepararme para asistir a la Universidad? @ West Valley Library

Wednesday, September 30, 2015

7:00 PM - 8:45 PM

West Valley Meeting Room

Event Type

Library Program - Spanish

Organization

West Valley Library



Calendar

ALL Library Calendars, Spanish Events, West Valley Library

Educación Superior y yo: ¿Cómo puedo prepararme para asistir a la Universidad? Los pasos básicos para aplicar, buscar becas y ayuda económica.

¿Quieres ir a la Universidad pero no sabes que hacer? ¿Estás preocupado sobre los costos de tus estudios? ¿Quieres que tus hijos vayan a la Universidad, pero no sabes como solventar los gastos?



Email




Add

MARKETING PROGRAMS WITH PARTNERS

- Graphics Standards
- Editing?
 - Be sensitive—the relationship is probably more important than any signage

Representarse a sí mismo en los tribunales del estado de Utah
Representing Yourself in the Utah State Courts



Aprenda sobre los recursos de ayuda gratuitos del tribunal y el Programa electrónico de ayuda del tribunal (OCAP) en español.

West Valley Library
2880 West 3650 South | West Valley City
6:30 - 7:30 p.m.

21 de abril

Cómo crear documentos para reclamos menores

*Instructors will not provide legal advice or representation

FAMILY PROGRAMS

Getting more complex—but you're up to it!





BILINGUAL STORYTIME

Why Bilingual?

Ideal for beginners

Why Me?

If you don't do it, will the population be served?

Can they wait for someone else?

What If I'm Not Good Enough?

We are learners.

You can learn and grow.

New staff? Pass on an intact program

HOW DO I DO THAT?

Children's Librarian + Spanish Speaker = Program!

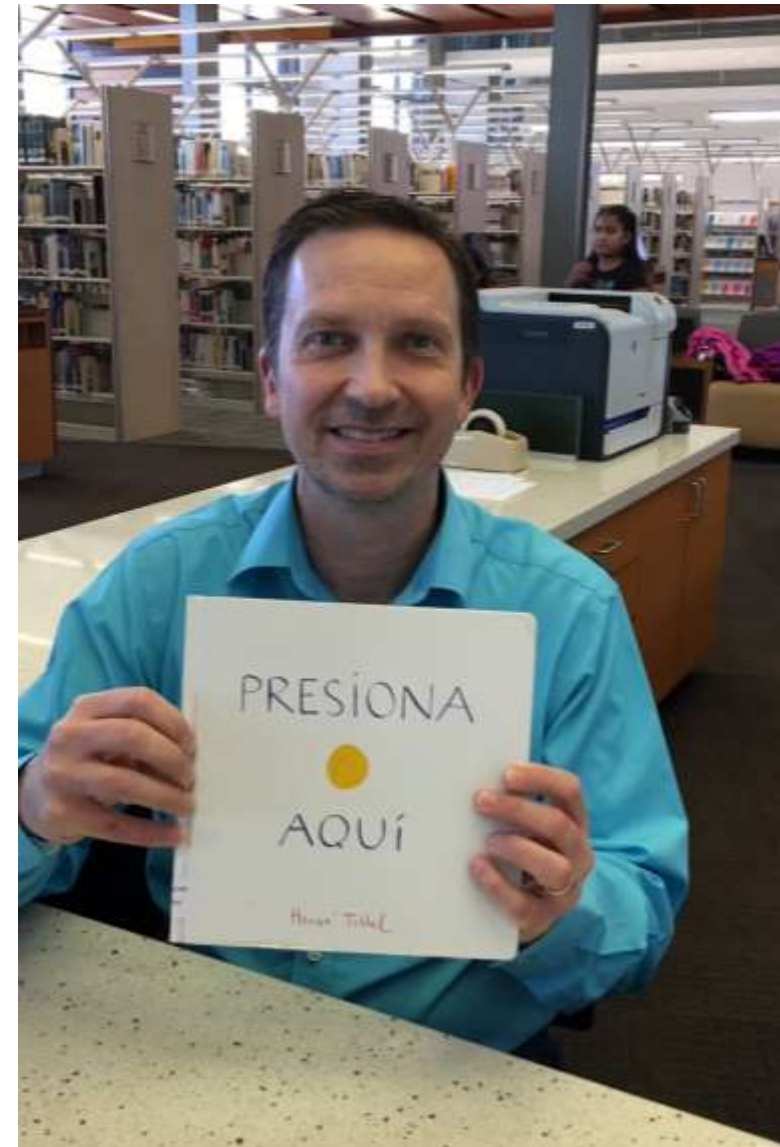
Follow a standard outline

Read short books

Keep it culturally relevant

Do lots of music

Bring the fun!



MARKETING YOUR BILINGUAL STORYTIME



Canciones y cuentos
para toda la familia,
en Inglés y Español.

Songs & stories for
the whole family.
In English and Spanish

Martes
a las 11:15 AM

DUAL IMMERSION AFTERSCHOOL PROGRAMS



- Develop a relationship with your local schools
 - School librarians and the office staff.
 - Target schools with high bilingual attendance or dual-immersion programs.
- Contact them monthly
 - Remind them of your programs.
 - Encourage them to announce the programs to the students.
- Do fun activities
 - Reuse regular afterschool programs.
 - Adjust the program to tie in the foreign language or targeted group.

MARKETING DUAL IMMERSION PROGRAMS

Develop a relationship with your local schools



- School librarians and the office staff.
- Target schools with high bilingual attendance or dual-immersion programs.

Contact them monthly



- Remind them of your programs.
- Encourage them to announce the programs to the students.

FAMILY PROGRAMS



KIDS FIESTA



April 23, 11 am - 2 pm
Viridian Event Center
#kidsfiesta



MARKETING FAMILY PROGRAMS

- Form relationships with:
 - the families attending your library
 - community services that also work with the targeted group
- Identify their needs
- Ask them either how they market to the targeted group or what form of communication they use to get information
- Use culturally relevant images and language



Amigos y Libros

Lunes a las 11:15
a partir del 15 septiembre

Canciones y cuentos para toda la familia: en Inglés y Español.
Songs & stories for the whole family: in English and in Spanish.

 **West Jordan Library**
8030 South 1825 West
West Jordan, Utah 84088 | (801) 943-4636
www.slcolibrary.org



WORKSHOP

Now Apply this to your library:

1. ID an underserved group within your community that you want to focus on.
2. Brainstorm a list of individuals, community organizations, groups or insiders that you can strategically reach out to
3. List 3 distinct outreach strategies for gaining the trust and insight that might for your group.
4. Develop some program ideas you could suggest to those individuals to get the ideas going.

Contact info:

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hnovotny@slcolibrary.org
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References

- Beyond Bilingual Storytime: PLA 2016
 - <https://prezi.com/yzykkeqwuuky/beyond-bilingual-storytime-and-esl-digging-deeper-into-your/>
- Handouts on ULA website:
 - This PowerPoint
 - Six Spanish & Spanish/English bilingual storytimes
 - Spanish Storytime Favorites Tipsheet
 - Workshop exercise