MEETING THE DIVERSE NEEDS OF UTAH THROUGH PROGRAMMING

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#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

Traditional Model: If you build it they will come.

- A library worker has an idea for a program.
- They organize it.
- They market it.

A better model for underserved groups:
Ask first, then make.

1. ID your underserved group.
2. Form relationships.
3. ID specific needs.
4. Build the program with the community.
5. Market.
6. Evaluate.

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
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](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
MARKETING PROGRAMS WITH PARTNERS

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

Getting more complex—but you’re up to it!
## 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

GRATIS

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
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.
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• Heather Novotny, Senior Librarian
  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