



¡Bienvenidos!

Deschutes Public Library
Latino Outreach Services
Project Plan
22. April 2008

Ham and Eggs



Needs Assessment

Just like Señor Cruz Nava, from the Ham and Eggs video, new Spanish-speaking residents of Central Oregon need places where they can learn about their new home, its resources, and its language....

Needs Assessment...

Latino Community

Central Oregon Community

Library Community (Staff and Board)

leads to **Goals, Outcomes**

Goal One

Inform the Latino community, especially those who are new to the United States, about the role and services of the library in American culture (free information and lack of formal relationship with government, etc.).

Strategies or Solutions (*Activities and Services*)

Library information campaign targeted to the Latino community, in both language and culture.

Outcome 1.1

Latino community members demonstrate awareness of library services and resources by visiting the library for the first time.

Outcome 1.2

Latino community members request library cards and make repeat visits to the library.

Outcome 1.3

Latino community members ask both reference and resource questions at the library.

DECLARACIÓN DE LOS DERECHOS DE LAS BIBLIOTECAS

La Asociación de Bibliotecas de los Estados Unidos de America (American Library Association, ALA) afirma que todas las bibliotecas son foros abiertos para la información y las ideas, y que las siguientes normas básicas deben dirigir sus servicios.

I. Con el fin de satisfacer el interés de sus usuarios y darles acceso a todo tipo de información, toda biblioteca debe poner sus libros y otros recursos a la disposición de todos los integrantes de la comunidad a la cual sirve.

II. Toda biblioteca debe proveer información y materiales que representen todos los puntos de vista sobre temas históricos y de actualidad. Ningun material debe ser prohibido ni retirado de circulación por motivos doctrinarios o partidistas.

III. En su misión de proveer información sin restricciones, toda biblioteca debe enfrentarse a todo acto y tipo de censura.

IV. Toda biblioteca debe cooperar con todos los individuos y grupos interesados en oponerse a cualquiera restricción a la libre expresión y el libre acceso a las ideas.

V. No se le debe negar a ninguna persona el derecho de usar la biblioteca por motivos de origen, edad, antecedentes personales o punto de vista.

VI. Toda biblioteca que cuente con espacio disponible para exhibiciones o reuniones publicas, debe ofrecerlo en forma equitativa, sin tener en cuenta la creencia o afiliación de los individuos o grupos que soliciten su uso.

Adoptado el 18 de junio 1948. Enmendado el 2 de febrero de 1961 y el 23 de enero de 1980 por el Consejo de la Asociación de Bibliotecas de los Estados Unidos de America (Council of the American Library Association).

¡Bienvenidos!
La Biblioteca Pública de Deschutes



Goal Two

Create an accessible library, both physical and digital, that allows Spanish-speaking users to find information about the library, its collection, services, and physical layout.

Strategies or Solutions (*Activities and Services*)

Library signage and Web Site updates (to provide more information in Spanish).

Outcome 2.1

Latino library users successfully navigate both the physical and digital library spaces.

DESCHUTES PUBLIC LIBRARY



300-399 SOCIAL SCIENCES

301 Sociology
320 Political Science, Citizenship
330 Economics
340 Law, Immigration
360 Social Problems, Criminology
370 Education

300-399 CIENCIAS SOCIALES

301 Sociología
320 Ciencias Políticas, Ciudadanía
330 Economía
340 Derecho, Inmigración
360 Problemas Sociales, Criminología
370 Educación

DESCHUTES PUBLIC LIBRARY



800-899 LITERATURE

810 American Literature
822 English Literature
860 Spanish Literature

800-899 LITERATURA

810 Literatura Norteamericana
822 Literatura Inglesa
860 Literatura Española

Goal Three

Develop library staff with the Spanish language skills to communicate with Spanish-speaking users.

Strategies or Solutions (*Activities and Services*)

Spanish language and pointing instruction for staff.
Hiring of bilingual outreach staff.

Outcome 3.1

Library staff members communicate with and assist Latino library users in Spanish.

Welcome!



DESCHUTES PUBLIC LIBRARY

JO CAISSE

OUTREACH SERVICES MANAGER



¡Bienvenidos!
Yo Hablo Español



Goal Four

Develop a library program schedule that recognizes the educational needs, cultural interests, and values of the Latino community.

Strategies or Solutions (*Activities and Services*)

Hiring of bilingual outreach staff.

Library programming, to include:

- El día de los niños/El día de los libros
- Latino Heritage Month
- Open Houses
- Children's Programs
- Youth Programs
- Technology Programs

Outcome 4.1

Latino users increase their English language skills, basic technology skills and information-seeking skills that allow them to communicate and access information, both in person and electronically.

Outcome 4.2

Latino users celebrate and share their culture and heritage at the library through regular and special programs.



Cuentos Para Niños

mayo

- 3 piratas
- 10 animales
- 17 el circo
- 24 las estaciones

junio

- 7 alrededor de nuestra ciudad
- 14 el alfabeto
- 21 el compartir
- 28 hora de jugar

julio

- 12 Dr. Seuss
- 19 Eric Carle
- 26 Shel Silverstein

agosto

- 2 mi jardín
- 9 en el mar y en la playa
- 16 magia
- 23 el alfabeto
- 30 de nuevo a escuela



Goal Five

Build, embrace, and involve a community of Latino library users and supporters.

Strategies or Solutions (*Activities and Services*)

Hiring of bilingual outreach staff.

Recruitment of Latino volunteers.

Library staff attendance at Community Programs.

Sponsorship of exhibits at Latino community events.

Creation of Latino Advisory Council.

Development of leadership within the Advisory Council that may lead to future Board involvement.

Outcome 5.1

Latino users incorporate the library into their regular schedule of activities; they visit consistently, not only for Latino programs or services, but also for library programs and services.

Outcome 5.2

Latino residents expand their social fabric to include the library as indicated by increased participation in forums, advisory councils, and library leadership.



¿Tiene
Su
Tarjeta?

¡Bienvenidos!
La Biblioteca Pública de Deschutes



LA BIBLIOTECA PÚBLICA DE DESCHUTES

601 N.W. Wall Street,
Bend, OR 97701

(541) 617-7050

<http://www.dpls.lib.or.us>

lunes - jueves	10:00 - 8:00
viernes	10:00 - 6:00
sábado	10:00 - 5:00
domingo	1:00 - 5:00



Goal Six

Organize and contribute to an informal network of social service agencies that assist new and migrant Latino community members with transitional issues. Create an information portal for communication among and about that network.

Strategies or Solutions (*Activities and Services*)

Collaboration with other agencies.

Involvement with regional roundtable groups or alliances.

Creation of resource database and links page on Web Site.

Outcome 6.1

Library staff members increase their awareness of social services and agencies serving the Latino community; they develop contacts and connections and share them with other staff, agencies, and the Latino community.

Outcome 6.2

Latino library users bring new Latino community members to the library for basic help with transitional questions and issues.

Assessment

- Review of Existing Records
- Observation
- Interviews
- Limited Surveys

Conclusion

- Growing Population
- Needs that Dovetail with Library Mission
- Careful, Flexible Planning will Benefit All

Thank You.