The Library Image and YOU

Outreach to Diverse Populations

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Reaching Out

➔ Researching Your Community
➔ Engaging with Organizations and Community Leaders
➔ Designing Library Programs
➔ Building Inclusive Collections
Who Are We Talking About?

→ Demographics

- Census
  - Language other than English spoken at home (ages 5+):
    Anderson - 3.7% (est. 7,223 people)
    South Carolina - 6.9% (est. 342,317 people)

- Pew Research Center
  - “83% of U.S.-born Latinos say they have visited a public library at some point in their lives—a share similar to that of whites and blacks. However, among immigrant Latinos, a smaller share—60%—say they have visited a public library or bookmobile in person.”

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Getting Conversations Started

➔ Connecting in the Community
  ◆ Local - Human Relations Council, United Way, local businesses
  ◆ State - SC Commission for Minority Affairs, SC Hispanic Outreach, PASOs
  ◆ National - REFORMA

➔ Getting out of the 4 walls
  ◆ School literacy nights, book fairs, or Parent/Teacher nights
  ◆ Local festivals, fairs, farmers' markets, special events

➔ Community Leader Interview
Designing Library Programs

→ For Kids
  ◆ Bilingual Storytime
    ● Flashcards
    ● Guest Readers
  ◆ Spanish Storytime
  ◆ Dia!

→ For Teens
  ◆ Spanish study group

→ For Adults
  ◆ ESL/Conversations Groups
  ◆ Hispanic Heritage Festival
“My goal is to show that no matter what language you speak you can enjoy both the English and Spanish language in books.”

-Evelyn M., ACLS

“A Hispanic contact of mine once told me it took about 3 years to get “in” to the community (get known, be trusted etc) and she was correct. You just have to keep at it and take advantage of every opportunity you have to help a family, a school, or an individual.”

-Cindy F., GCLS
Inclusive Collections

What’s the policy?

“The library will strive to provide materials for the diverse cultures represented in Anderson County and to provide materials in the major languages represented in the county to the extent that resources permit.”

Where will the books be located?

Space for passive displays?

Reader’s Advisory materials?
Questions?

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