



The Library Image and YOU

Outreach to Diverse Populations

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LIBRARIES
MAKE IT HAPPEN
SCLA CONFERENCE 2017


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)²

◆ 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.”³

SOUTH CAROLINA AT A GLANCE ¹

HISPANIC POPULATION

258,000

HISPANICS AS PERCENT
OF STATE POPULATION

5%

MEDIAN AGE OF HISPANICS

26

MEDIAN ANNUAL PERSONAL EARNINGS,
HISPANICS 16+

\$20,000

POVERTY RATE,
HISPANICS 17 AND YOUNGER

41%

HISPANICS WITHOUT
HEALTH INSURANCE

37%

HISPANIC HOMEOWNERSHIP

47%

HISPANICS AS PERCENT OF
ALL K-12 STUDENTS

8%



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
 - Flashcards⁴
 - Guest Readers⁵
- ◆ 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



NEW!

Bilingual Pajama Storytime for the family

Enjoy stories, rhymes, and songs in English and Spanish on the 3rd Tuesday of each month at 6pm. Pajamas and stuffed animals welcome!

Tuesday, October 17
6pm
Hampton Memorial Library, Easley

Free and open to all!

¡NUEVO!

Pijamas y Cuentos en español e inglés para toda la familia

Disfruten cuentos, rimas, y canciones en inglés y español en el tercer martes de cada mes. Pijamas y peluches son bienvenidos.

martes, 17 de octubre
6pm
Hampton Memorial Library, Easley

¡Gratis y todos son bienvenidos!

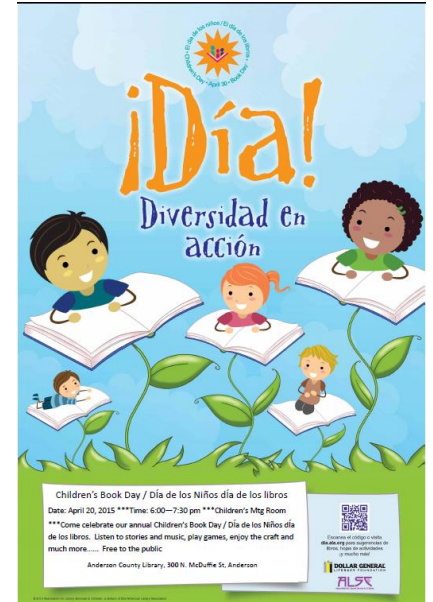
Children's Book Day logo at the top center.

Illustration of a bear wearing a red and white polka-dot nightgown and a matching nightcap, sitting on a red and white striped rug with a smaller brown bear.

Anderson County is an equal opportunity provider and employer.

“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



¡Día!
Diversidad en acción

Children's Book Day / Día de los Niños día de los libros

Date: April 20, 2016 ***Time: 6:00–7:30 pm ***Children's Mag Room

***Come celebrate our annual Children's Book Day / Día de los Niños día de los libros. Listen to stories and music, play games, enjoy the craft and much more.... Free to the public

Anderson County Library, 300 N. McDuffie St. Anderson

QR code and logos for DOLLAR GENERAL and ALSC.

Illustration of four diverse children sitting on books that are growing on a green vine against a blue sky background.

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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