

# Today's Presenters



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Once Upon a Cuento:  
Bilingual Storytime in  
English and Spanish



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Community Librarian,  
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# Before Bilingual Storytime:

The Outreach Bridge to Engaging Latino and Spanish-  
speaking Families

*Katie Scherrer and Lauren Simon*

# Demographics

- Largest and youngest minority group in the United States (16.9% of population; median age of 27)<sup>1</sup>
- ¼ of all newborns in US are Latino<sup>2</sup>
- In 17 states, at least 20% of kindergarteners are Latino<sup>3</sup>
- 38% of Latinos are Spanish-dominant, 36% are bilingual, and 25% are English-dominant<sup>4</sup>
- The self-described heritage of most Latinos in the US is Mexican, followed by Puerto Rican, Cuban, Salvadoran and Dominican<sup>1</sup>
- Latino community in the US is *very* diverse!

<sup>1</sup>Anna Brown and Eileen Patten, “Statistical Portrait of Hispanics in the United States, 2012,” Pew Research Center

<sup>2</sup>Pew Research Center, “Between Two Worlds: How Young Latinos Come of Age in America,” (2009)

<sup>3</sup>Jens Manuel Krogstad, “A View of the Future through Kindergarten Demographics,” Pew Research Center, (2014)

<sup>4</sup>Jens Manuel Krogstad, “11 Facts for National Hispanic Heritage Month,” Pew Research Center, (2014)

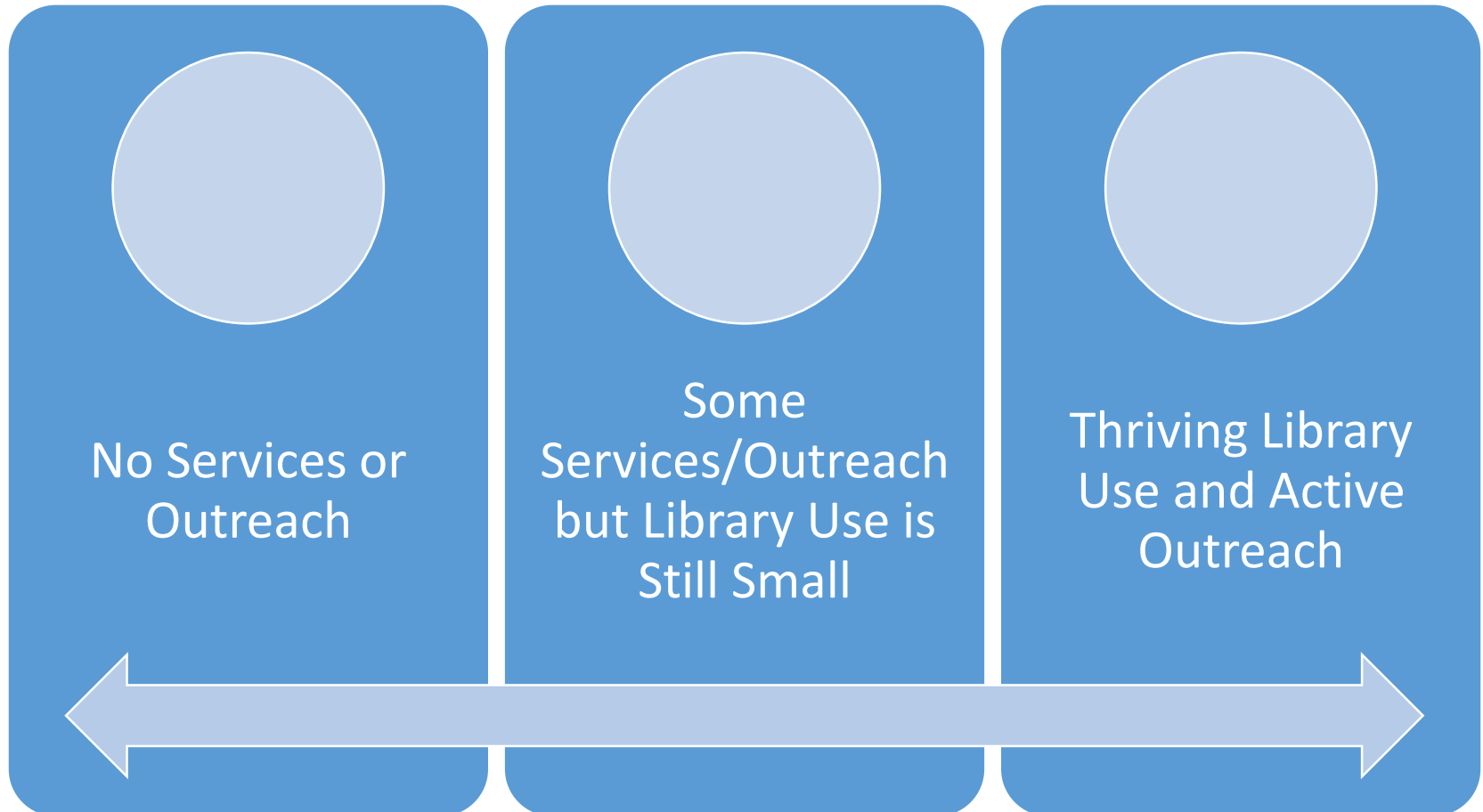
# A Common Scenario



A library realizes there is a new/growing Latino community, currently underserved in its service area. In order to attract families to the library, they decide to offer a bilingual storytime. They research and plan and get great books and songs to use...**but no one comes.**

*What went wrong?*

# Where Is Your Library?



# Why is Outreach Necessary?

- To build awareness
- To reach people where they are
- To learn about what people actually need/want from the library
- To build relationships and establish trust



Image of outreach effort conducted by staff from Charlotte Mecklenburg Library - <http://libraryinaction.blogspot.com/>

# What is Outreach?

Outreach is an ongoing process consisting of:

- Research
- Relationship building
- Establishing a presence *outside* of the library
- Marketing
- Internal evaluation
- Follow up



Image of partnership between El Centro Comunal Latino and the Monroe County (IN) Public Library -

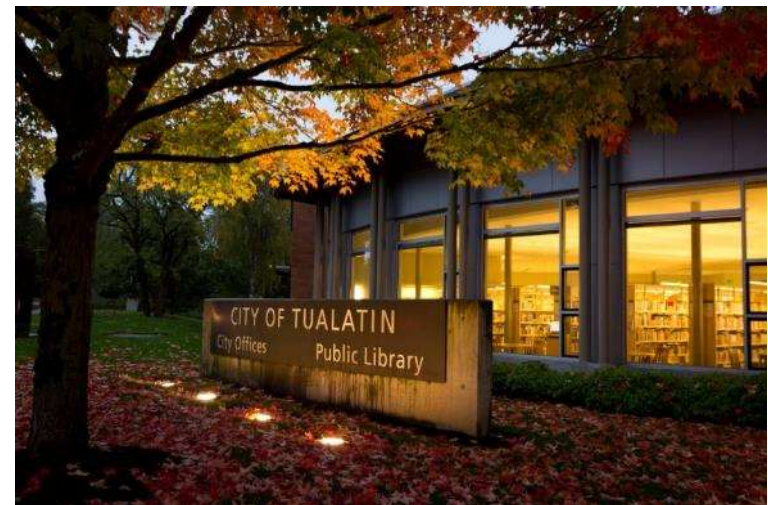
<http://www.elcentrocomunal.com/CommunityPartners.html>

# 5 Strategies for Beginning the Outreach Process:

1. Explore your neighborhood!
2. Make connections with other agencies serving your target user group
3. Conduct Community Leader Interviews
4. Work with local Latino and Spanish-language media
5. Work with your supervisor(s) and administration



# Tualatin Public Library



Images of Tualatin Public Library: <http://www.tualatinoregon.gov/library>

# Community Profile

Total Population: 27,475

Hispanic or Latino: 4,977 (18.1%)

Primarily Mexican (14.2%)

14.2% of Tualatin Residents speak Spanish

Three public schools and one charter school

One Head Start Program (2 half-day classrooms)

# Bilingual Storytime

- Saturday Mornings at 11am
- All Ages with a Craft
- Sept 2015 - May 2016 average (and median) attendance has been 7 adults and 10 children



# Things I've Learned

- **Go** the same events and groups **over and over again**
- **Building relationships and connections takes time** (years, usually) and sometimes things go slowly
- **Word-of-mouth is important.** Get a few library users on your side to help talk up the library.
- Sometimes **things don't work exactly how you expect**, but it still important to keep trying. **Don't give up!**

# 5 quick strategies

1. **Call your local schools** to see if there is a Family Liaison and/or multicultural coordinator and see if you can visit a Spanish-speaking parents meeting.
2. **Identify Latino/Hispanic Businesses**, chat with owners, and see if you can have them put up flyers.
3. **Connect with local churches** and see if you could come to an ESL class they teach and/or other events.
4. **Visit Free Lunch Sites** to sign kids up for Summer Reading Program and do a craft or storytime.
5. **Set up a time to interview and/or chat with Latino/Hispanic community leaders** (library users, church leaders, teachers, business owners, volunteers etc.)

# Places to Promote Bilingual Storytime

- Head Start classrooms
- Free summer lunch sites
- Spanish parent meetings at local elementary schools
- Local apartment complexes
- Service provider networking meetings
- In-home daycare providers
- Community events
- Flyers in local Latino/Hispanic grocery stores, apartments, and laundromats

# Working On / Dreaming Big

- Program is still small and trying to grow attendance at storytime
- Latino Advisory Committee (meets a few times a year)
- Spanish-language e-mail list every few months featuring all special events
- Possibly offering storytime after school or in apartment complexes
- Connecting with Spanish-language in-home childcare providers

# Example One: Party in the Park



Image Provided By City of Tualatin of Stoneridge Park:  
<http://www.tualatinoregon.gov/recreation/stoneridge-park>

Attended a city-sponsored event in the park on Saturday in a highly populated Latino/Hispanic neighborhood; did a STEAM activity; talked to families; invited them into the library



# Example Two: Head Start Family Night @ the Library



Image Provided By Tualatin Public Library:  
<http://www.tualatinoregon.gov/library>

Dinner provided by Head Start teachers; kids did crafts with teen volunteers; early literacy presentation; 15 minute bilingual story time

# Example Three: Free Lunch Site at Atfalati Park



Image From City of Tualatin :

<http://www.tualatinoregon.gov/recreation/atfalati-park>

- Every Wednesday from 11:30am-1pm
- STEAM activities and Summer Reading sign-ups for average 50 kids provided with help from bilingual intern and a bilingual volunteer

# Example Four: ESL Class Visit at Local Church

- Weekly ESL class taught at local church by volunteers on Monday evenings
- Childcare is provided
- Visited each classroom (Beginning, Intermediate, Advanced) to talk about the library and its resources
- Visited the two rooms of children
  - 0-5 years old presented story time
  - 5-12 years old did craft

# Example Five: Bridgeport Elementary School Parent Meeting

- Parent group had participated in a focus group for our Strategic Planning Process a week earlier
- End of year event for parents
  - Signed up kids for summer reading
  - Invited families to library events, including the Free Lunch Site with STEAM activities
  - Knew/recognized families from previous visits to the school or park
  - A few families came to a library event a few weeks later

Resources

# REFORMA

The National Association to  
Promote Library and Information  
Services to Latinos and the  
Spanish Speaking

[www.reforma.org](http://www.reforma.org)



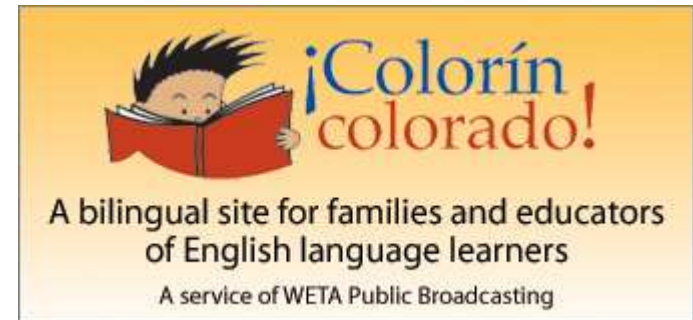
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# Resources

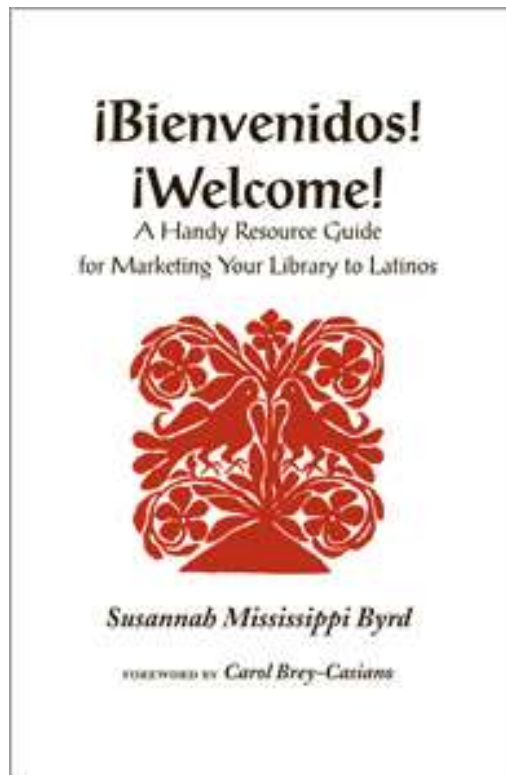
## **¡Colorín Colorado!**

- [www.colorincolorado.org](http://www.colorincolorado.org)
- Bilingual website for educators and families of ELL's
- Sister site to Reading Rockets
- Helpful articles, videos, activity guides, etc.
- “A Guide for Engaging ELL Families: Twenty Strategies for School Leaders”



# Resources

## Books



- *¡Bienvenidos! ¡Welcome! A Handy Resource for Marketing Your Library to Latinos* by Susannah Byrd
- *¡Hola, amigos! A Plan for Latino Outreach* by Susana Baumann
- *Serving Latino Communities: A How-to-Do-It Manual for Librarians* by Camila Alire and Jacqueline Ayala



# Resources

## **Jumpstart Your Outreach Plan Conference Session Materials**

<http://b8f.645.myftpupload.com/conference-materials/ola-conference-2016/jumpstart-your-outreach-plan/>

## **WebJunction Resources:**

### **Spanish Speakers**

- [Spanish Language Outreach Program Workshop Curriculum](#)
- [Community Leader Interview Guide](#)

## **Serving Diverse Community Where They Are (Jan 2016 Webinar)**

<http://www.webjunction.org/events/webjunction/community-engagement-serving-diverse-communities-where-they-are.html>

# Questions? Reach out!

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