**Beyond the Welcome Sign: Tailoring Immigrant Services for Success**

<http://www.webjunction.org/events/webjunction/tailoring-immigrant-services.html>

**Event Description**: There is much more to supporting immigrants and refugees than hanging out a "welcome" sign at your library. Successful programs and services are specifically tailored to meet the needs of the range of populations who may come through your doors. Hear from Movers & Shakers who work with communities to empower vulnerable and often underserved populations with a sense of belonging and self-reliance. Learn innovative approaches to identifying and celebrating immigrant leaders; how to foster networking between native-born and newcomer populations and between immigrant groups of varying national origins; how to highlight immigrant-positive narratives; and more. You'll be sure to find practical ideas among the multi-pronged strategies that these librarians have used to ensure that new immigrants really do feel welcomed by the library and the community.

**Presented by:** Will Chan, Jamie Torres, and Sophie Maier

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| **What are your goals for viewing this webinar?** | |
| **Personal Goals** |  |
| **Team Goals** |  |
| **Understanding Immigrant Members of Your Community** | |
| Who lives in your community? Where are immigrants from?  Who is counting or reporting on information and statistics about immigrants? Can they help in reaching the immigrant community or key stakeholders? | |
| **Current Engagement** | |
| How are these new immigrants thus far engaging with the community or with the library?  Are there immigrant families coming regularly to library events who might agree to either provide feedback or serve on an advisory committee?  Are there ELL teachers or school counselors who might provide access to immigrant families? Who could invite you in as a speaker to share information about library resources?  Are there religious institutions or non-profit organizations offering services to immigrants? Attend!  Network! | |
| **Making the Library a Welcoming Place** | |
| What does the library look like to a newcomer? Is signage easy to understand? Are foreign language collections visible?  If there is a large population of people of one specific origin in your community? Research other areas of the country that have a similar immigrant community, and learn from what is already being done. These libraries might be helpful in identifying sources for more difficult-to-find languages. | |
| **Staff and Volunteers** | |
| Train front end staff to be sensitive to the needs of families with limited English proficiency (LEP). The first encounter will make or break a future relationship.  In staff meetings use an ice breaker that involves putting the employees in the mind frame of a newcomer with limited English proficiency skills – this might be the use of gibberish or an actual foreign language that no one happens to know. Model how to communicate with someone without language.  Are you attempting to diversify staff and volunteers? If so, in what manner? What might be some hurdles in terms of perception of the profession or getting the word to potential qualified candidates? | |
| **Action Plan:** (include next steps, who, when, etc.) | |
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