

Today's Presenters

from **Whatcom County Library System (WA)**



Amelia Martinez

Hispanic Cultural Liaison,
Lynden Library



Coreen Kurtz

Lummi Cultural Liaison,
Ferndale Library



Diana Antaño

Hispanic Cultural Liaison,
Everson Library



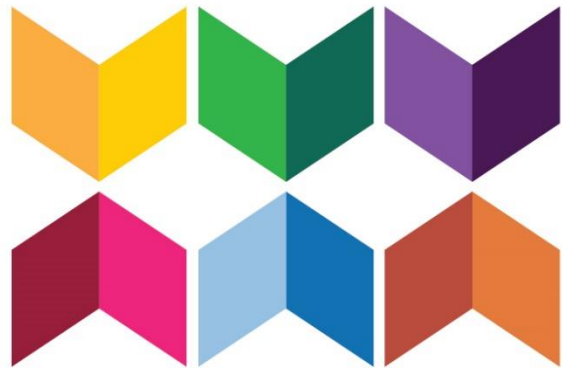
Joshua Olsen

Nooksack Cultural Liaison,
Deming Library



Michael Cox

Deputy Director



whatcom county
library system

Building Community Connections by Hiring for Cultural Knowledge

Coreen Kurtz – Lummi Cultural Liaison
Joshua Olsen – Nooksack Cultural Liaison

Diana Antaño - Hispanic Cultural Liaison
Amelia Martinez – Hispanic Cultural Liaison
Michael Cox – Deputy Director





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BILINGUAL STAFF



Baj Brar,
Page (LY)
PUNJABI



Ashley Romana,
Clerk (LY) PUNJABI
she/her/hers



Nadia Danilenko,
Page (FE)
RUSSIAN



Mariya Farmagey,
PSA (NF)
RUSSIAN



Olesya Moroz-Farias,
Page (NF)
RUSSIAN



Diana Antaño,
PSA – Cultural Liaison (EV)
SPANISH



Olivia Antonio,
PSA (EV/SU)
SPANISH



Junior Aragon,
PSA System Sub, (DE)
SPANISH



Evelyn Ayala-Antaño,
Page (FE)
SPANISH



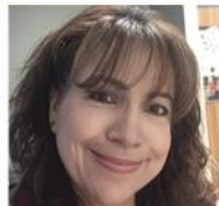
Susie Black,
PSA Adjunct (PR)
SPANISH



Yolanda Fisher,
Page (BL)
SPANISH



Kris Lomedico,
Branch Manager (PR)
SPANISH



Amelia Martinez,
PSA–Cultural Liaison (LY)
SPANISH

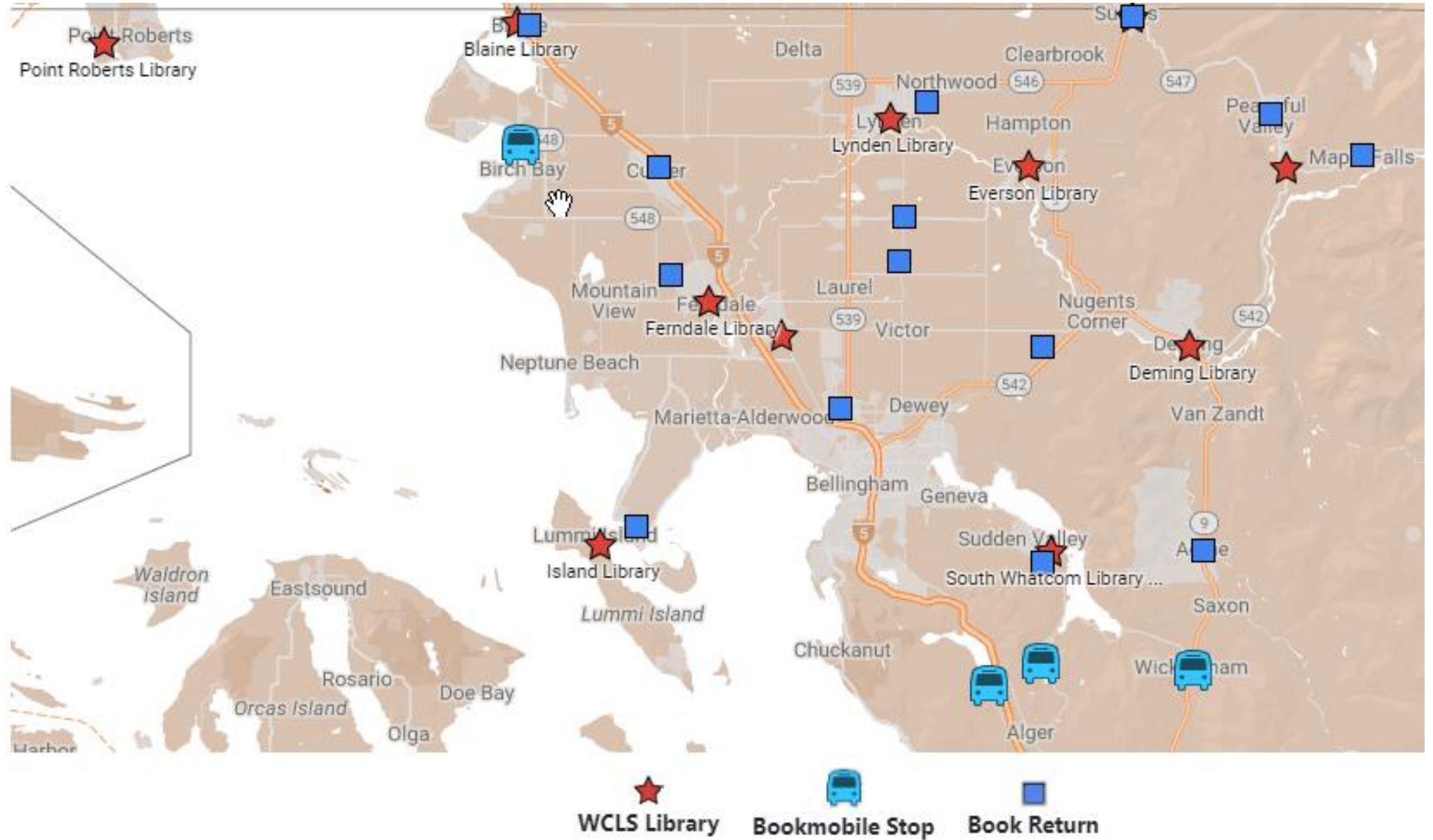


Jim Pettinger,
PSA (FE) SPANISH
he/him/his



Victoria Uribe,
Page Adjunct (LY)
SPANISH

WCLS is a system of small & rural libraries.





Everson, WA – Staff photo used with permission



Semiahmoo, Blaine, WA – Staff photo used with permission



Viewpoint from old Lummi village site (Looking at Lummi Island)
Staff photo shared with permission.



Land Acknowledgement

<https://www.wcls.org/about-us/land-acknowledgement/>

WCLS libraries are on the ancestral homeland of the Nooksack and Lummi people. They have been its stewards since time immemorial, respecting the land, river and ocean with the understanding that everything is connected, related and alive.

We acknowledge the elders and their collective and individual plights and achievements.

We consider the legacies of violence, displacement, migration, and settlement that bring us together today.

And we pursue ongoing action, to build lasting relationships and grow together so that all may prosper.





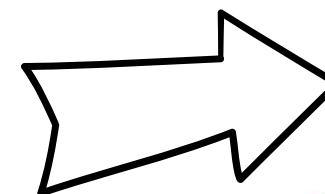
Staff meeting conversation



Create a committee



Define the problem &
document conversations



Annual plan action item





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STRATEGIC GOALS 2022-2025

- **COMMUNITY:** WCLS is at the heart of the community, introducing neighbors, building connections, and creating opportunities to learn from each other and understand one another.
- **ACCESS:** All Whatcom County residents are aware of the full range of WCLS services and can easily access them.
- **RESOURCES:** Community members choose library materials as catalysts for imagination, exploration, learning and growth.
- **EQUITY, DIVERSITY AND INCLUSION:** WCLS is intentional in our commitment to serving everyone in our communities equitably.
- **STEWARDSHIP:** WCLS earns the trust of the residents of Whatcom County through responsible, efficient and sustainable business practices.

Our bottom line: WCLS CARES.

Build a business case

- demographic data
 - schools
 - Health Dept.
 - Census – 1-844-ASK DATA
- potential usage growth
- potential partnerships

Plan to plan

- Provide time to develop appropriate solutions
- Planning may not require budget

WCLS Action Item

- Improve services to underserved communities

[Strategic Plan –
Whatcom County
Library System](#)



[Image by Perrojon CC BY-NC-ND 2.0](#)



- Knowledge
- Skills
- Abilities



WCLS Pathway

- Plan to plan – Study how to improve services to underserved communities
- Recommended Actions:
 - Identified communities: Hispanic, Tribal, Punjabi, Ukrainian/Russian
 - Improve communication with these patrons
 - Identify community stakeholders
 - Incentivize language skills
 - Develop Cultural Liaison positions



Identifying Knowledge Gaps Exercise

In groups of 3-4 people:

- List your individual strengths
 - library experience, education, reference skills, etc.
- List your gaps
 - speak ASL, lived experience needing social services, etc.
- Determine what gaps, if filled, could transform your ability to meet your goals





- Invite community stakeholders into the hiring process
- Update qualifications
- Add a supplemental question to the application packet



Supplemental questions help build your case for selecting the right applicants

- In one page or less, describe your experience serving people of all ages and from all backgrounds
- Tell us about your experience with the cultural traditions of ...



Whatcom County Library System

JOB DESCRIPTION

Public Services Assistant - Cultural Liaison

Pay Level: 8

Department: Public Services

Reports To: Branch Manager

Date: July 2020

Job Summary: Assists patrons at library branches and on the bookmobile by providing a high level of customer service in a complete range of patron services including reference and readers' advisory services; develops and maintains connections with patrons, organizations, and others with a focus on a designated community; performs other duties as assigned.

Essential Functions:

1. Collaborates with branch manager and other departments to develop outreach and programming with a focus on meeting the needs of designated community;
2. Acts as a liaison, building and maintaining professional relationships with patrons and surrounding organizations;
3. Listens to and solicits direct feedback from designated community to increase and improve library services;
4. Informs branch manager about where WLCS policies and procedures may be a barrier to service;
5. Provides thorough, respectful, culturally appropriate reference and reader's advisory assistance to designated community; establishes and maintains a safe and welcoming environment for them; supports their development into comfortable, confident, avid library users;
6. Provides readers' advisory, reference, requests, patron registration, check-in and check-out services and assistance to all library patrons:



Hiring a Team to Serve Diverse Communities





Joshua Olsen Library Services with an Indigenous Flavor

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LAND ACKNOWLEDGEMENT

An act of inclusion and a way to pay honors and respect to Indigenous Communities

An act/gesture on a path to a deeper understanding



[Land Acknowledgement – Whatcom County Library System](#)

Art by Jason Allen LaClair — Sienum — Lummi
Nation/Nooksack Tribe, used with permission

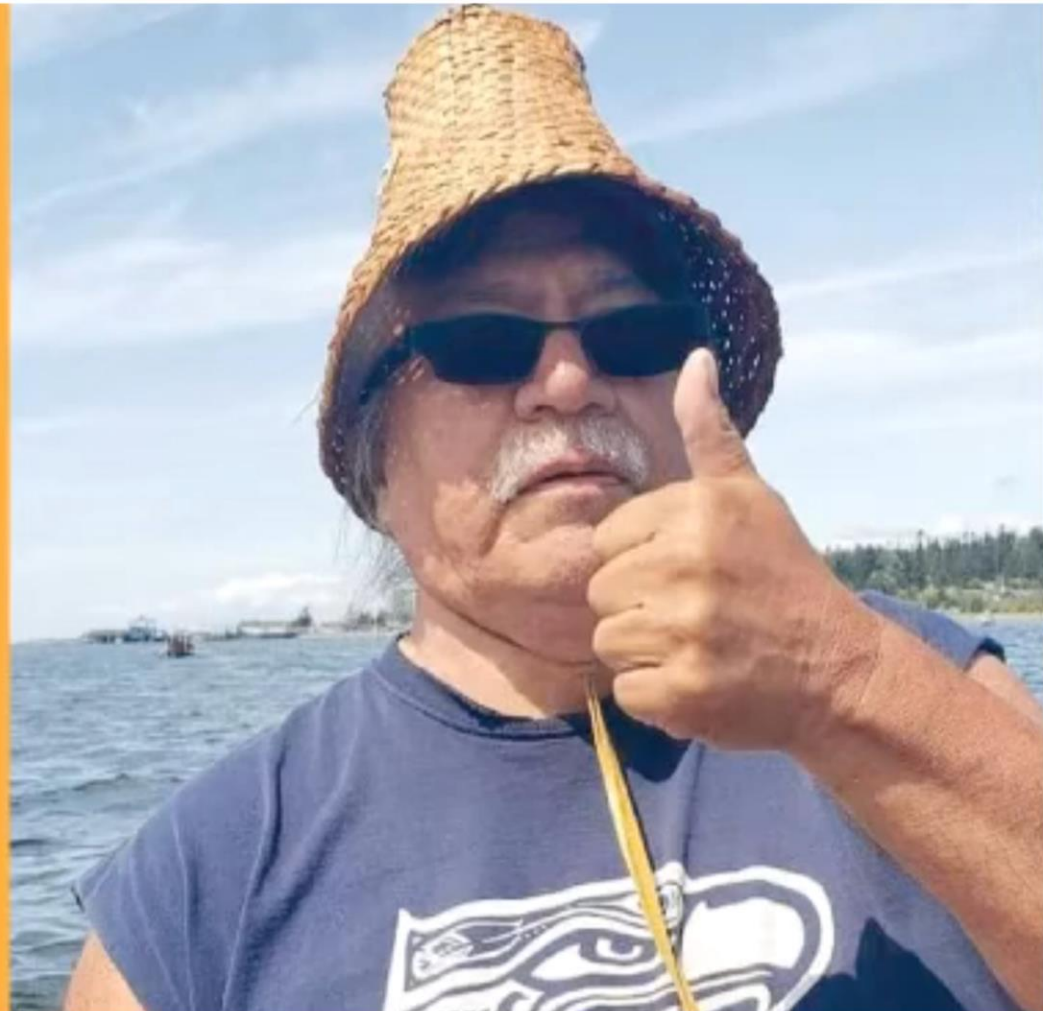


NOOKSACK TRIBE LAND AND HISTORY

with Nooksack Tribal Elder
George Adams



READ & SHARE
OUR COUNTYWIDE BOOK CLUB



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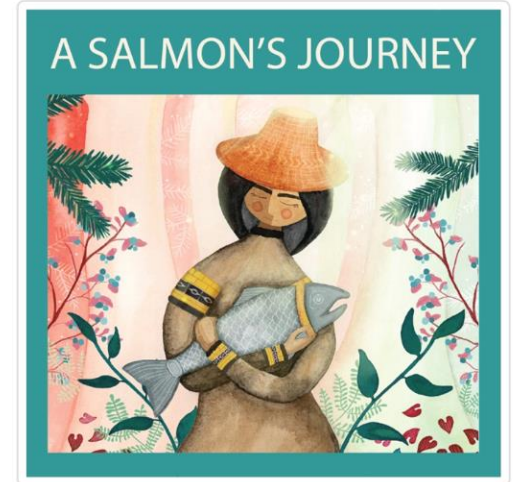


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A Salmon's Journey

Online



Celebrate the return of the Chinook salmon to the Nooksack River by listening to Joshua Olsen, a Nooksack tribal member who works at the Deming Library, as he reads a Tlingit version of the story [Shanyaak'utlaax/Salmon Boy](#) illustrated by 2021 Caldecott winner and Tlingit/Haida artist Michaela Goade. After the story, we will color and cut out the 5 local species of salmon to make a collage or mobile. All you will need to join this interactive Zoom program is a few printouts (you can print them at home or pick them up at the library), coloring pencils, pens, or crayons, scissors, and glue. We look forward to learning





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Nooksack Tribal Land

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Setting Sun Institute Launch



Cedar Weaving Program

Kap-Te-La / Coreen Kurtz Lummi Cultural Liaison

Sharing examples of my work.

- Outreach
- Community Engagement
- Provide Resources
- Develop Diverse Programming



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TEAMWORK MAKES THE DREAM WORK



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JAN-----JUN|JUL-----DEC

Language
and Literacy

Club de Mujeres Latinas

Hora de Cuento Bilingüe / Free little libraries

Spring
Programmig

Día de niños/Book Day

Cultural
Programming

Cuentos y paletas

**Día de Muertos/ El Gran
Campeonato de Tamales,**

Outreach
Pop-ups

Migrant and Farmworkers / Viviendo Bien

Food banks/ MLL groups/ community centers/Fiestas Patrias event/schools

Spanish
languages
services

Spanish line / transations/ tours/circ desk.



Outreach



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Viviendo Bien 2021



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40 kids | K-8th grade

Viviendo Bien 2022



Staff photos used with permission



60 kids | K-8th grade

Viviendo Bien 2023



80 Kids | K-8th Grade



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Viviendo Bien 2024



Staff photos used with permission



80 Kids | K-8th Grade



Club de Mujeres Latinas

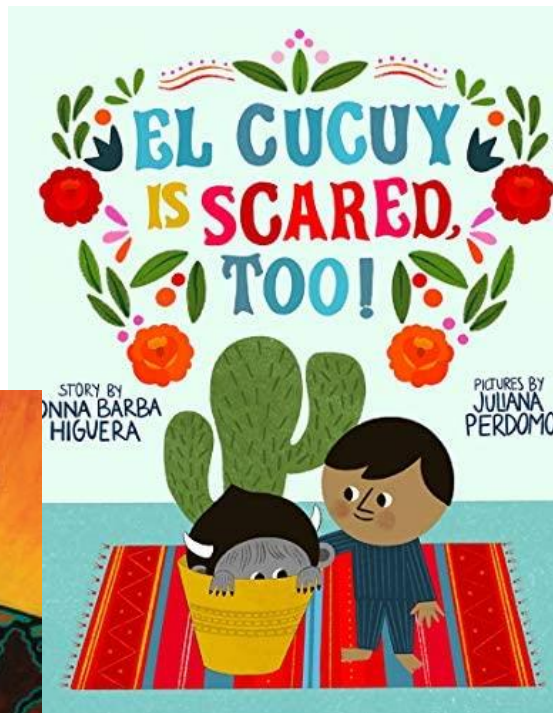
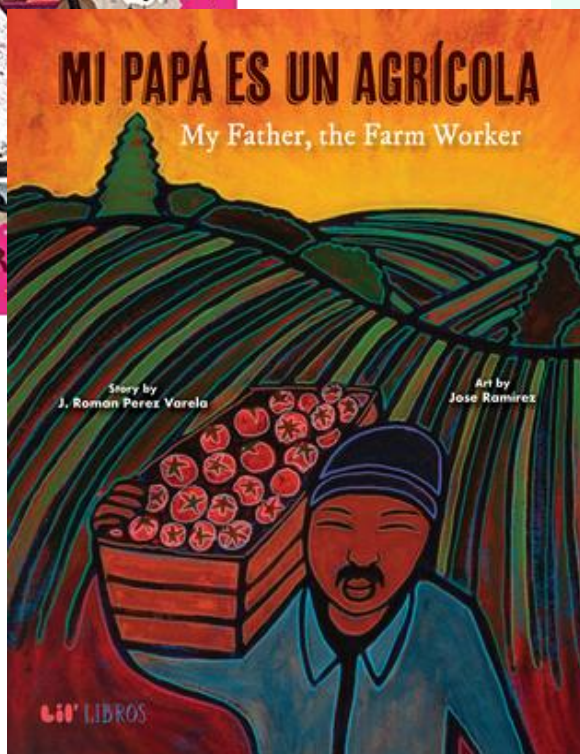
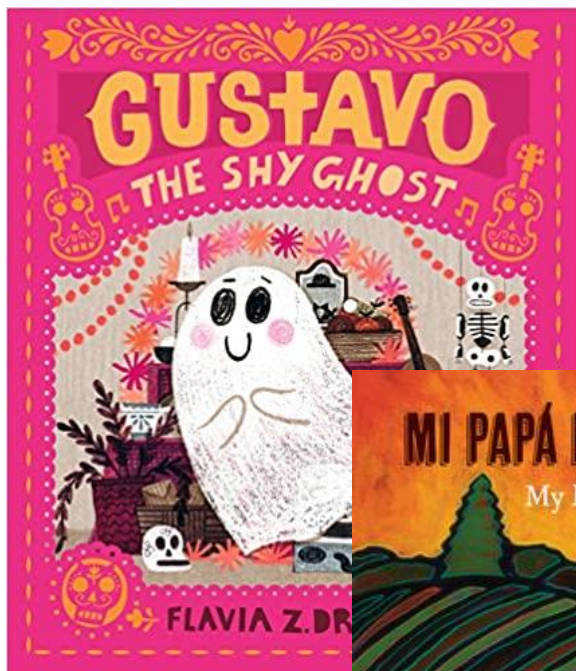


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Hora de Cuentos Bilingüe

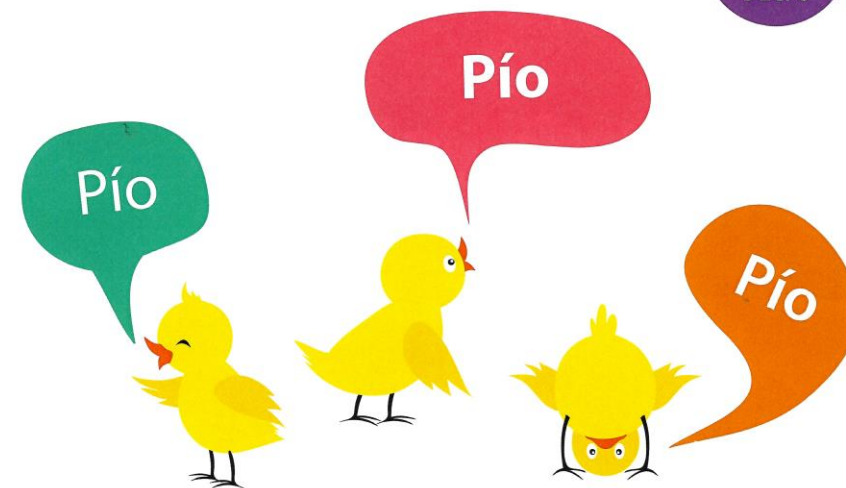
Bilingual Story Time



HORA DE CUENTOS BILINGÜE

edades/ages 2-6, 30 minutos

SEPT. 13
TO
DEC. 6



Las familias o adultos al cuidado de niños pequeños disfrutarán una gran variedad de historias, canciones, rimas, y actividades corporales mientras desarrollan habilidades que preparan a los niños para la lectura en inglés y español.

Families with young children enjoy stories, songs, rhymes, and movement activities while building early reading skills in English and Spanish.



7:00–7:30 PM, MARTES/TUESDAYS
EN LINEA (ZOOM) REGISTRARSE EN [WCLS.ORG/EARLY-YEARS](https://wcls.org/early-years)

Día de los Niños | Dia de los libros



Día de Muertos | Day of the Dead



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Día de Muertos | Day of the Dead

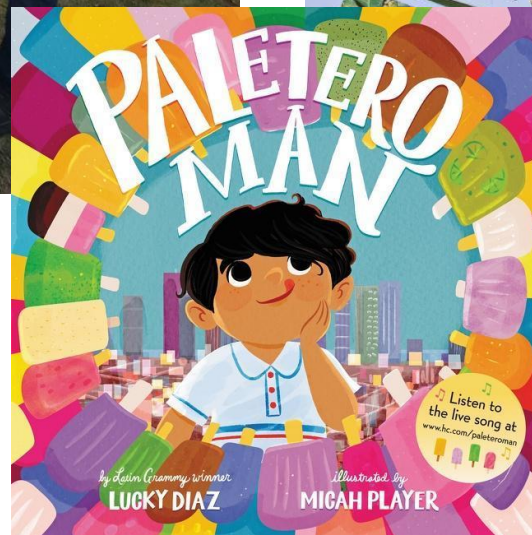


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Cuentos y Paletas | Stories and Popsicles



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Cuentos y Paletas | Stories and Popsicles



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El Gran Campeonato de Tamales | The Great Tamal Showdown



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El Gran Campeonato de Tamales | The Great Tamal Showdown



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El Gran Campeonato de Tamales | The Great Tamal Showdown



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Panel Discussion: What are some challenges working as a Cultural Liaison in a public library?

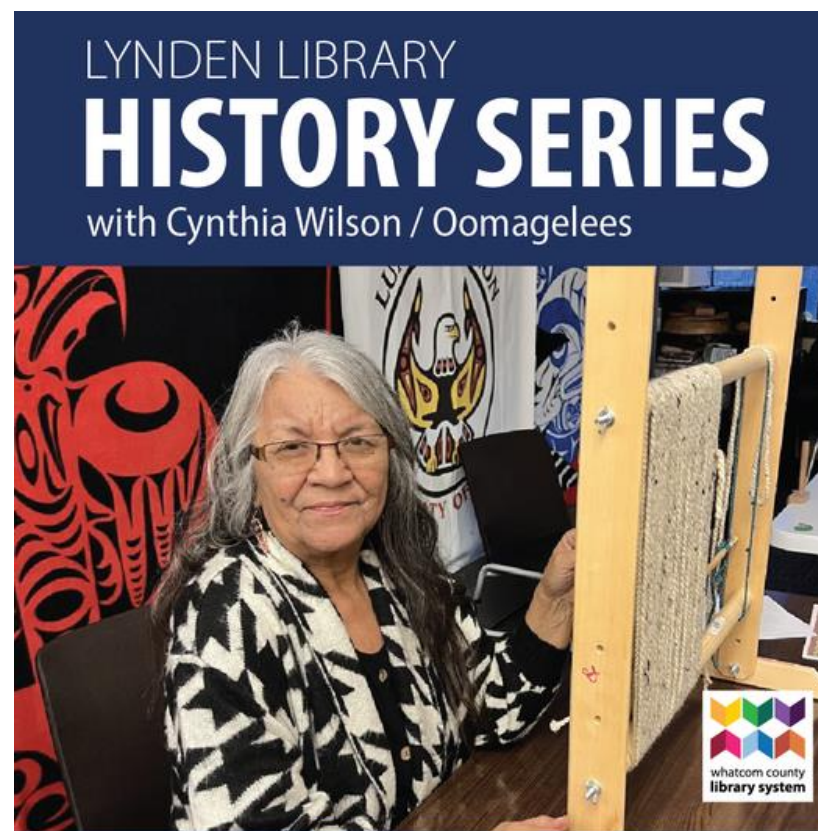


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Panel Discussion:

What are some changes you have seen due to your work?



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Questions



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