

If you and your staff do not normally attend these conferences, it would be a good investment to send someone who can attend all the relevant programs and then return and share the information. Better yet, the person can provide some internal staff training based on the conference programs. *American Libraries*, the ALA professional journal, also provides a synopsis of the various conference programs by subject category in the issue published just before the ALA Annual Conference.

9. Use Latino personnel from other organizations, as well as city and county agencies, to assist you in staff development, especially with cultural sensitivity and ethnic awareness matters.
10. Enlist volunteers from the Latino community to help you with staff development. Organize a panel of local Latino citizens to discuss their Latino culture (music, food, celebrations, and dance, for example) with your staff. Latinos, like all minority groups, are willing to share their culture in efforts to help the predominant group understand and accept them more.

Preparing staff to serve your Latino community is a must, whether you have bilingual staff or not. The tips we have provided should help you get started in relevant staff development.

RECRUITING LATINO TRUSTEES

Latino representation on your board of trustees can be one of the best ways for your library to have the leverage to encourage, develop, and implement the necessary services for Latinos in your community. Additionally, one of the best ways for any public library to know and serve its minority community is to ensure minority representation on its decision-making body. Latinos should be encouraged to apply or should be recommended to the authority that appoints library trustees.

INFORMAL RECRUITING

Canvass your churches, social organizations, and government and social services agencies for recommendations. In every Latino community, there are formal and informal leaders. Some of your formal leaders may be minority business owners, directors of agencies and organizations, educators,

or government employees. Informal leaders can also be effective trustees. These may be parents, church activists, or members of the Parent Teacher Organization, all of whom have demonstrated leadership capabilities in their everyday lives and have genuine interest in the well-being of their Latino community and the whole community in general. Also look for adult Latino library users who have attended and actively participated in library programs you have offered.

In addition, your library staff may have recommendations for Latino representation. Those recommendations could include any of the categories of people just mentioned.

FORMAL RECRUITING

Use your local newspaper, radio station, promotional flyers, or a combination of media sources, to announce board openings. However, you need to be specific in encouraging members of the Latino community to apply for board positions. Distribute the flyers to popular spots in the Latino community—minority businesses, church bulletin boards, local grocery stores, gas stations, and daycare centers, for example. Human nature is such that people who read the advertisements will think of formal and informal leaders who would be excellent candidates. They, in turn, will contact those leaders and encourage them to submit their names as nominees.

If a library sincerely wants Latino board representation and follows some of the tips mentioned, there will be a response from the Latino community. A word of caution, however: Make sure that the names that go forward are indeed the names of Latino individuals who would take the position of a trustee seriously and would do a good job for the library and the Latino community.

This process of identifying Latino nominees is no different from the process you use in finding non-Latino nominees to fill board positions, except that you may have the limitation of not knowing many Latino community members. Nonetheless, it is probably in your library's best interest to identify and submit several Latino candidates to the appointing authority whose responsibility it is to select the best candidate for the board.

LATINO TRUSTEE SUCCESS

Getting a Latino on your library's board of trustees is only half the challenge. It is in everyone's best interest for the library administration to nurture, respect, inform, and educate that Latino trustee. What you already have is a leader by virtue of reputation or position in the Latino community. You need to continue to develop the leadership skills of that Latino trustee.

Your Latino trustee is the lifeline to your Latino community. That trustee will be the liaison who will assist the library in such matters as:

- identifying potential Latino staffing prospects
- recommending effective programs to attract your underserved Latino community
- working on good public relations between the library and the Latino community
- developing library and Latino partnerships/networking with individuals and organizations

INTERNAL LATINO ADVISORY COMMITTEES

An internal Latino Advisory committee can enhance your total library organization and help recruit new Latinos and retain the ones already employed. If you eventually are able to hire a number of Latino staff members, then we strongly recommend that you encourage them to establish an internal Latino advisory committee. We are personally aware of a number of internal Latino advisory committees throughout the country. We mentioned two in the first edition, Chicago Public Library's Hispanic Services Committee and Denver Public Library's (DPL) Hispanic Steering Committee. Both of these pioneering committees have changed with the passing of time.

Chicago Public Library's internal Latino advisory committee is one of several that are responsible for developing and marketing library services, resources and programs to an ethnic community. (The ethnic community groups are African American, Asian American, Hispanic American, and Polish American.) Collection development is included as the committee members work to identify materials that would be relevant to the target group and evaluate databases that they recommend be made available to customers. The name of the committee has changed as well—it is now known as the Hispanic Heritage Committee. The members include both Latino and non-Latino library staff members, with all of them serving the Latino populations in the Chicago Public Library service area. The committee meets regularly, utilizes an internal e-mail discussion list called *hisp-serv*, and provides minutes from their meetings. More information on the committee can be found on the library Web site's "Celebrating Diversity" section at: www.chipublib.org/003cpl/diversity/cd_intro.html. The responsibilities of this committee also include promotion and understanding of the heritage and culture of Latinos to all Chicagoans, regardless of their ethnic background. They are responsible for strengthening the relationships between organizations that serve Latinos in Chicago and the Chicago Public Library. (Wilson, personal communication, 2007)