

Suggested Outreach Activities

Available with live links on WebJunction at

<http://webjunction.org/do/DisplayContent?id=14020>

Module	Stages	Activities
REACHING OUT	Getting Started	Identify organizations/groups/classes to speak to about the library and set a goal for a certain number of presentations within a year. For suggestions see Community Resources list in the Community Leader Interview Guide .
		Arrange for library staff to take WebJunction's Spanish Language Outreach Online Courses .
		Develop and implement a plan to help staff learn basic library Spanish using Infopeople's Survival Spanish for Library Staff or other resources in WJ's Spanish for Library Staff area.
	Involving Staff and Community	Plan a tour of the library for community leaders to involve them in identifying what library services/computer access to market to the Spanish speaking community.
		Include services to Spanish speakers in the library's strategic plan and make the case to the Library Board, Trustees or Friends. For more on strategic planning see course: The New Planning for Results Online Course .
		Participate in at least one community event, fair, or celebration. Arrange for internet access and share some Resources for Spanish Speakers to highlight information available to them at the library.
	Working in Partnership	Make the case for funding using 10 Reasons We Buy Spanish Books , available on the REFORMA site, and involve your community partners in advocacy efforts.
		Use the Spanish Language Outreach Follow-on Curriculum to develop strategies for sustaining relationships with community partners.
		Designate library staff liaisons to community groups, agencies, organizations. For ideas view the list of Potential Community Partners and the Community Resources list in the Community Leader Interview Guide .
SERVICES	Getting Started	Include bilingual story times in your family programming. See others in WJ community who have provided bilingual story times in the Workshop Participant Outreach Plans and Feedback discussion area.
		Become more involved in services to Spanish speaking youth by enrolling in WebJunction's Hispanic/Latino Youth Librarianship online course.
		Use the resources in the Families, Teens & Kids section to plan an event (El Día de los Niños/El Día De Los Libros) for Spanish speaking families.
	Involving Staff and Community	Provide instructions in Spanish on Basic Computer Skills , Office Applications , or Internet and Email . See: Microsoft Unlimited Potential Curriculum and other Materials for Working With Computers and Spanish Speakers on WJ .
		Work with community leaders to develop Spanish language access to library web site using examples in Library Websites in Spanish section on WebJunction .
		Partner with community agencies to celebrate Hispanic Heritage Month using examples highlighted in SLO's Families, Teens & Kids section or in WJ's discussion area.
	Working in Partnership	Train Spanish speaking youth leaders to provide bilingual computer lab hours. See Notes from Jose Aponte for tips on involving youth.
		Collaborate with ESL providers in the community to provide/promote online ESL tutorials/classes or existing ESL software.
		Partner with community organizations that can help host, sponsor, and market library programs and services. See examples from Round Lake Area Library .

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MARKETING	Getting Started	Provide bilingual staff with "Yo Hablo Español" name tags.
		Develop instructions in Spanish on how to get a library card using Example of Spanish Library Card Application in WebJunction's discussion area.
		Use the Spanish Translation of the Library Bill of Rights to help develop an " ABC's of the Library " brochure in Spanish.
	Involving Staff and Community	Improve library signage to help Spanish speakers feel more welcome in the library.
		Provide orientation and tour of the library in Spanish for a local organization or class. For example of intro orientation see: OPAC & Internet Basico en Español .
		Work with community leaders to post library information at grocery stores, music stores, athletic facilities, churches, factories, and other job sites for Spanish speakers.
	Working in Partnership	Advertise in local Spanish language community newspapers, church bulletins and on Spanish language radio stations.
		Work with school districts to distribute library information in Spanish through school newsletters and set up a table at parent nights with information for the whole family including library card applications in Spanish.
		Partner with ESL group to distribute library information in Spanish and agree to co-market services. See discussion topic: How Are You Marketing to Your Spanish Speaking Patrons?
PLANNING	Getting Started	Study up on published techniques for connecting with your community's Spanish speaking patrons e.g. Bienvenidos! Outreach and Publicity for Spanish Speakers in the Marketing section on WebJunction .
		Identify core list of library services to promote to community and develop a presentation for community groups that highlights information relevant to Spanish speakers.
		Create a plan for evaluating your library's outreach activities. See Spanish Language Outreach Program Focus Group Report and Spanish Language Outreach Online Course .
	Involving Staff and Community	Create a process/schedule for Spanish speaking community input on collection development. See Collection Development to Spanish Speakers .
		Invite community leaders to review content and translations of library presentations and materials to be distributed to community.
		Complete Serving Spanish Speaking Communities Success Checklist in partnership with community leader/leaders and prioritize actions to reduce/eliminate barriers to using the library.
	Working --In Partnership	Create recruitment and mentoring plans to recruit more Spanish speakers for staff, library board or Friends of the Library. See ALA's Recruitment for Diversity area and WJ's Staff Training & Recruitment .
		Use Community Leader Interview Guide to conduct needs assessment and develop plan for increasing access to public computers.
		Partner with a workforce training group to develop and deliver technology or job skills classes in Spanish. For example see: Orange County (FL) Library System .