

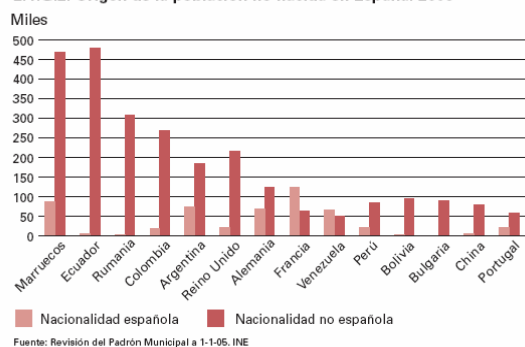
Reaching Immigrant Populations: Serving the Culturally and Linguistically Diverse

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U.S. Department of State
Spain
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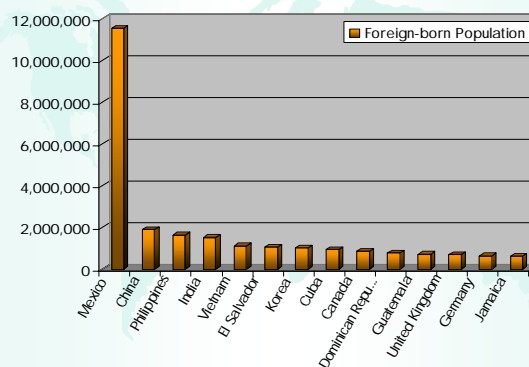
Background- Demographic Overview

2.1.G.2. Origen de la población no nacida en España. 2005

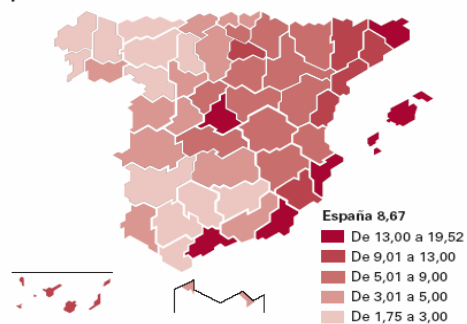


Source: Instituto Nacional de Estadística: Avance del Padrón Municipal a 1 de enero de 2006. Datos provisionales.

Top Source Countries of Foreign-born Population in the U.S.



2.1.G.4. Porcentaje de población extranjera por provincias. 2005



Source: Instituto Nacional de Estadística: Avance del Padrón Municipal a 1 de enero de 2006. Datos provisionales.

Foreign Born





Queens Residents...

- Come from more than 190 countries and territories
- Speak more than 160 languages

Among U.S. Counties, Queens ranks...

- 10th in Population
- 1st in Asian Indians, Bangladeshis, Pakistanis, Ecuadoreans, and Greek Speakers
- 2nd in Koreans, Colombians, Italians and Serbo-Croatian Speakers.
- 3rd in Speakers of Chinese, Russian, Polish, Hebrew and Hungarian.

Source: 2006 American Community Survey & 2000 U.S. Census

Queens ranks #1 in NYC...

- Asian
 - Asian Indian (64%)
 - Bangladeshi (55%)
 - Chinese (40%)
 - Filipino (61%)
 - Korean (66%)
 - Pakistani (40%)

Source: 2006 American Community Survey

Queens ranks #1 in NYC...

- Hispanics
 - Colombian (77%)
 - Ecuadorian (62%)
 - Peruvian (70%)
- [Mexican: has increased 457% since 1990, 2nd in NYC]

Source: 2006 American Community Survey

Of Queens Residents

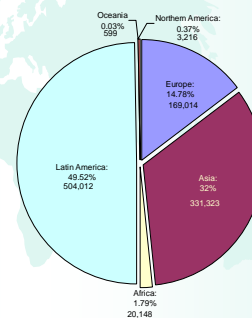
- > 55.6% Speak a Language Other than English at Home
- > 48.5% are Foreign Born
- > 26.5% are of Hispanic Origin
- > 18.3% are Asian

Source: 2006 American Community Survey, U.S. Census Bureau

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Foreign-born Population

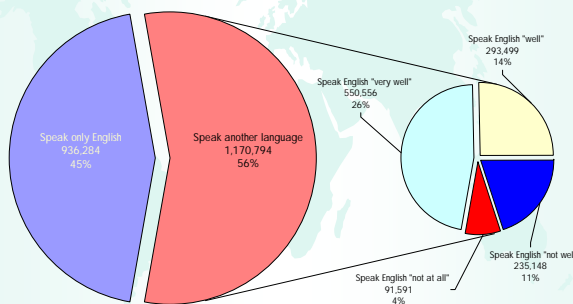
- > 1,093,497
- > 48.5% of the total population
- > Year of entry 1990 to 2006: 53%
- > Not a citizen: 47%



Source: 2006 American Community Survey

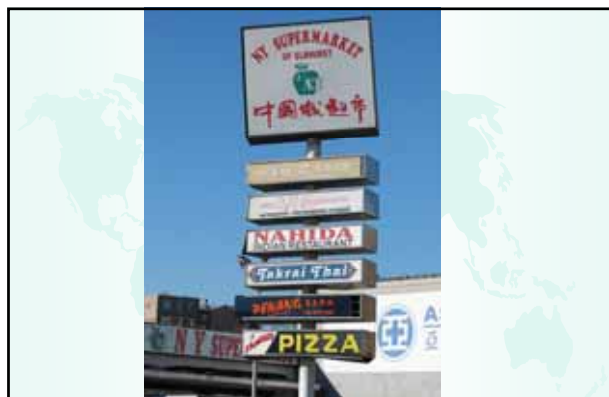
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Language Ability



Source: 2006 American Community Survey

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Shopping plaza in Elmhurst offering a Chinese supermarket, Vietnamese food, Indian food, Thai food, Malaysian food and "Italian" Pizza

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Finding Home In a New Land

Uzbek immigrants settle in Queens, hoping to keep their culture alive

Previously to relatives and other Uzbek immigrants, they settled in Queens in the past few years. Many are still settling in Queens, hoping to keep their culture alive.

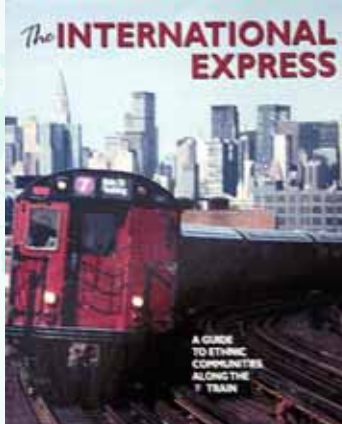
Some immigrants arrived in Queens in the past few years. Many are still settling in Queens, hoping to keep their culture alive.

Many are still settling in Queens, hoping to keep their culture alive.



An Article from Newsday on Uzbek Immigrants Settling In Queens

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The INTERNATIONAL EXPRESS

A GUIDE TO ETHNIC COMMUNITIES ALONG THE TRAIN

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Confucian Temple - St. John's University, Jamaica

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Korean Harvest Festival - Flushing Meadows Park

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Hindu Temple - Flushing

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Mission Statement

The mission of the Queens Borough Public Library is to provide quality services, resources and lifelong learning opportunities in books and a variety of other formats to meet the informational, educational, cultural and recreational needs and interests of **its diverse and changing population.**

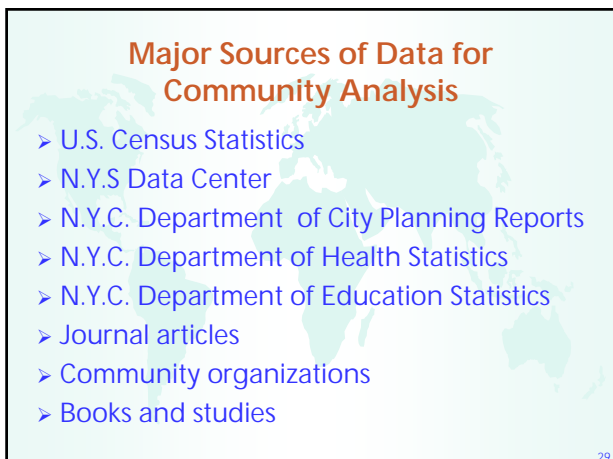
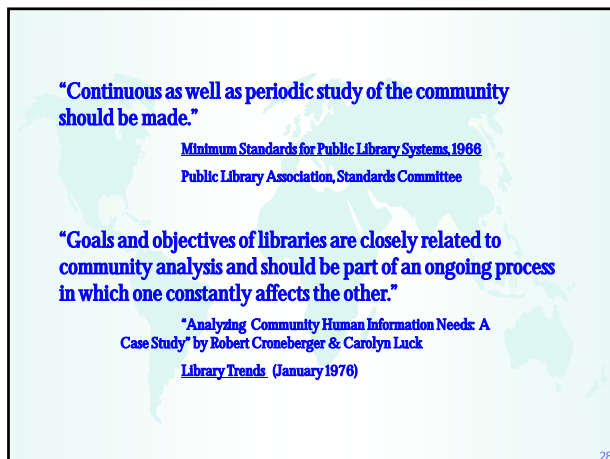
The Library is a forum for all points of view and adheres to the principles of intellectual freedom as expressed in the Library Bill of Rights formulated by the American Library Association.

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NAP Mission Statement

The New Americans Program of Queens Borough Public Library serves residents of Queens whose primary language is not English. The Program works closely with community organizations and community libraries to assess local needs, link residents with existing neighborhood and system-wide library services, and create new services.

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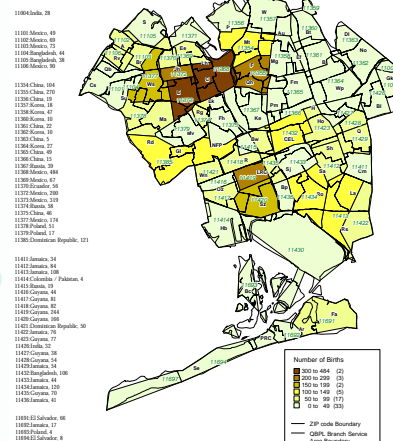
American Community Survey (ACS)

- Collects data about the characteristics of the population EVERY YEAR
- Replaces the long form in the 2010 Census
- Household population (2005 ACS only)
- Data profiles and narrative profiles

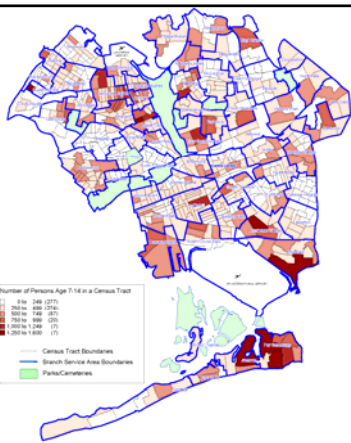
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NYC Dept. of Health Statistics-

Births to Foreign-born Mothers



Teenagers (Estimated)



Source: Census 2000

Library Services- Staff Diversity and Training

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Staff Training

- New Librarians
 - 6 week orientation to Library departments, including New Americans Program and Adult Learner Program
 - Interactive workshop on “Providing Outstanding Customer Service in a Multicultural Setting”

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Staff Training cont.

- All staff
 - Opportunity to attend trainings on:
 - Diversity in the Workplace
 - Customer Service in a Multicultural Environment
 - Updates on Population changes in Queens
 - Intro. to Culture of ethnic populations

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Library Services- Collections

What to include in a balanced international language collection?

- Same range & formats as we provide in English
- Take cultural preferences into account
- Materials for adults, teens, children
- All Dewey areas

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Selection criteria-Books

- Start with our English language professional evaluation criteria
- Add reader preferences
- Talk to community representatives
- Set up advisory committee
- Pay attention to ethnic media

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Other formats

- Periodicals / Newspapers
 - Newsstand purchases
 - Subscriptions with book vendors
 - Local ethnic press
 - Web sites- links to international press
 - e.g. www.onlinenewspapers.com

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Other formats (cont.)

- Large-print books
- Audio books (CDs)
- Music CDs
 - Local stores
 - Book vendors
 - Specialized vendors
- DVDs
 - US distributors (with subtitles)
 - Local dealers
 - Mail order
 - Web sites
 - Copyright
 - Language issues

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Electronic resources

- Databases
 - Informe (periodicals in Spanish)
 - Enciclopedia Cumbre
 - Consulta (reference database in Spanish)

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Electronic resources (cont.)



- > Selection in international languages
e.g. QL WorldLinQ (www.worldlinq.org)

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Electronic resources (cont.)



- > Web sites
> Bienvenidos a Queens (www.bienvenidosaqueens.org)

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Federal Grant-funded Projects

"Bringing the Mountain: Improving Multilingual Interlibrary Loan Services for Non-English Reading Inmates of Correctional Facilities in New York State" (FY 2004)

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Cataloging

- > Importance of good relationship with Cataloging Department
- > Keep them informed of your collection plans
- > Transliteration vs. Vernacular
- > Outsourcing vs. In-house

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Weeding and Evaluation

- > Ongoing
- > Talk to customers, community library staff
- > Circulation reports
- > Withdraw worn items
- > Transfer items not moving, if appropriate
- > Look at visibility of collection

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Say Si- Spanish Language Collection

- 1985: Gallup poll showed Hispanics in Queens were less aware of library services than other immigrant groups
- 1986: Began "Say Si to your Library" campaign
 - Created pamphlets, bookmarks & brochures in Spanish listing branches with Spanish language collections and Say Si Manual to assist non-Spanish speaking staff
 - Distributed to Hispanic community groups, churches...
 - Enhanced collections with more popular fiction & non-fiction reflective of countries of origin of newcomers, audio-cassettes, videos, books-on-tape & magazines
 - Increased number of programs celebrating Hispanic cultures
- 1988: follow-up poll showed Hispanics were using the library as much as the general population

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Ni Hao-Chinese Language Collection

- 1988- Modeled after success of "Say Si" outreach
- Chose easily identifiable name for program and collections ("Ni Hao" means Greetings in Mandarin)
- NAP Asian Collections Librarian makes personal contacts, attends community events, maintains contact with media
- Presentations at Chinese senior centers
- Identified community served and best way to reach them
 - Mandarin speakers (Mainland China & Taiwan)- newspapers
 - Cantonese speakers (S. China & Hong Kong)- radio & TV
- Produce Chinese bestseller list 2/yr.
- Book donation ceremonies
- "Ni Hao" Committee assists with collection selection & evaluation as well as outreach

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Hannara-Korean Language Collection

- 1991- Began similar outreach as was done with Chinese community
- 1995-Chose name for program and collections ("Hannara" is a traditional name for Korea)
- Recently enhanced efforts thanks to Korean-speaking librarian on staff
- Presentations at Korean senior centers
- Press and radio interviews and articles
- Book donations from community businesses and Cultural Service of Korean Consulate
- "Hannara" Committee assists with collection selection & evaluation as well as outreach

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Collections in Other Languages

- Similar programs and efforts have been introduced
 - for the South Asian community in 6 languages ("Namaste Adaab") in 1994
 - for the Russian-speaking community ("Privyet") in 1996
- Collections and programs are also offered in Arabic, French, Greek, Haitian Creole, Polish, Portuguese and 10 other immigrant languages

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Educational and Cultural Programs and the Role of Partnerships

Adult Learner Program

- Adult Learning Centers (7 locations)
- ESOL classes (over 25 libraries)
- Family Literacy Program

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Adult Learner Program (cont.)

> Adult Learning Centers

- Self-study of English using books, audio and video
- Self-study using computer software
- Conversation groups
- One-on-one study w/ volunteer tutors
- Educational field trips, e.g. Statue of Liberty; Immigration Museum; El Museo del Barrio

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Practicing English at an Adult Learning Center

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Adult Learner Program (cont.)

> ESOL classes (English for Speakers of Other Languages)

- Beginning & Intermediate levels
- Curricula include: **EL Civics** learning English through history, government, community activities, use of library for whole family. Guest Speakers include Police and Fire Dept.); **Health Literacy**; learning English through nutrition, medicine labels. Speakers include doctors & nurses from Health network
- Computer literacy and library card for all students

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ESOL class learning about nutrition

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Computer Literacy Instruction

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Adult Learner Program (cont.)

> Family Literacy Program

- Partnership with public schools
- Parent & child learning together: understanding the public school system; helping with homework; parenting skills; Field trips
- Pre-school program-activities for children; ESOL for parents; activities together (reading, games)

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Family Literacy Story Time

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Family Literacy Intergenerational activity

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Programs and Partnerships

- Partnerships Benefit Both the Library and the Community Partners
- Principal Beneficiary: The Customer

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Some ways of establishing partnerships:

- Networking with organizations that share the same vision, mission and philosophy regarding services to newcomers through:
 - Attendance at community fairs and meetings in the community
 - Perusing community press announcements of local events
 - Perusing the local information section of general press
 - Perusing ethnic media

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Coping Skills Programs



Understanding the American Public School System In Urdu

Immigration Law In Spanish

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How Do the Library and Community Partners Benefit Each Other?

Coping Skills Programs

- LIBRARY provides space, book display on topic, introduces attendees to available library services.
- LIBRARY gets more users.
- PARTNERS participate in selecting topic, provide speakers (often free), publicity, audio/visual materials, printed hand-outs on topic, and refer attendees to other support groups and services.
- PARTNERS get exposure and a new venue for reaching out to new constituencies.

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"Effective Parenting" in Chinese

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Cultural Arts Programs

Haitian Creole Storytelling Flyer



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Chinese Opera Singer at Flushing Library

Colombian Dance at Langston Hughes Library



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Korean Music and Dance



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Partnering with a funder- Time-Warner Co.



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How Do the Library and Community Partners Benefit Each Other?

Cultural Arts Programs

- LIBRARY provides book display celebrating featured culture.
- LIBRARY and PARTNERS make available information on each other's activities.
- PARTNERS help publicize programs.
- PARTNERS may provide funding.
- PARTNERS receive a credit line on flyers and in press releases.
- Both Library and Partners gain by added exposure

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Significant Results:

- Increased awareness of library services among ethnic communities
- Increased library use by new immigrants
- Library is seen as a community center open to all
- Expanded scope of services
- Community partners receive added exposure
- Both library and partners are perceived as key service providers

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Marketing and Promotion

Customers

- Meeting the needs of our diverse customer base is first and foremost
- Serving immigrants is an integral part of the library's philosophy
- Good service for immigrants is simply good customer service

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Marketing to Ethnic Communities

- Community analysis to identify target groups
- Survey local community organizations
- Make use of staff and volunteers with language skills as "ambassadors"
- Create bilingual promotional pieces
- Develop programs & services in consultation with community groups
- Build partnerships with community organizations for mutual benefit

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Marketing to Ethnic Communities (cont.)

- Provide attractive collections in visible locations with clear bilingual signage
- Bilingual introduction to library services at ethnic events at library with accompanying book display
- Participate in ethnic festivals and community fairs or start our own
- Provide mail-a-book service in international languages to the homebound
- Develop multilingual web page and OPAC

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Outreach to Spanish-speakers

- 2003: Launch of "Bienvenidos a Queens" web site
 - Spanish language site for newcomers to link them directly with community agencies providing services in Spanish, as well as with Queens Library services designed for Spanish speakers
 - Bilingual promotional bookmarks and posters
 - Bags with Bienvenidos logo
- 2005-06: Hispanic Marketing Campaign
 - Bring new QL organizational branding (Queens Library Enrich your Life™) to Hispanic communities with newspaper ads, advertising on sides of buses and bus shelters ("Faces" campaign- "I am your Queens Library")
 - Focus on summer reading program for kids and teens and library card registration drive with newspaper ads in Spanish language press and home circular mail drop in Hispanic neighborhoods

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Spanish Language "Faces" Campaign



"I am your Queens Library"



QL Summer Reading Program

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Promotion Through:

- Attractively designed bilingual flyers/postcards
- Bilingual signs
- Bibliographies
- Press releases
- Interviews
- Targeted mailings

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QL's Successful Marketing Efforts to our Culturally Diverse Communities

- Accurate & timely demographic data used to create ethnic & language profiles for community library service areas
- Grassroots knowledge of changes in the community from community library staff, personal contacts, visits to local merchants, etc.
- Close collaboration with Marketing & Communications Dept.
- Targeted mailing lists including media, schools, community agencies

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Examples of Promotion

- > Print
 - Bilingual program flyers/postcards
 - Bilingual / multilingual brochures about collections
 - Booklists and bibliographies
- > Non-print
 - Radio spots and interviews
 - Multilingual telephone system

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Examples of Promotion (cont.)

- > Technology
 - OPAC interface in Chinese, French, Korean, Spanish
 - Non-English databases (Russian, Spanish)
 - E-books (Chinese, Russian, Spanish)
 - Computer classes in Chinese, Spanish
 - International language home pages
 - WorldLinQ and Local Information WorldLinQ in Chinese, French, Korean, Russian, Spanish and more
 - NAP Online Directory of Immigrant-serving Agencies
 - Bienvenidos a Queens web site in Spanish

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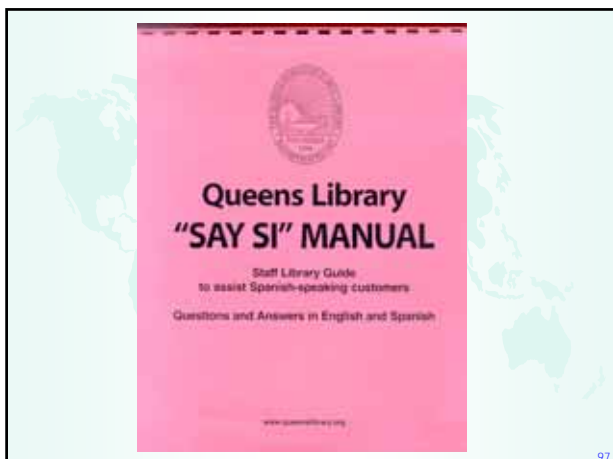
Examples of Promotion (cont.)

- > Other
 - Merchandising international language collections
 - Hiring Out-of-School-Time Assistants, Pages and Teen-Net Mentors from the community who speak another language
 - Classroom visits by immigrant children
 - ESOL classes meeting in the Library

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Essential First Steps

- Ongoing community analysis- get out and walk the streets
- Identify the target population- can't serve everyone at once
- Identify funding- grants, library budget, consortium
- Meet with community organizations- find out needs
- Find bilingual staff or volunteers to help- build bridges
- Develop partnerships in the community- invaluable to maximize your investment

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Essential First Steps (cont.)

- Well chosen, targeted collections are an essential part of the package of programs & services offered to attract newcomers
- Collection development of International Language materials is easier than one might think, with patience and flexibility
- Selection sources and assistance are available
- Vendors are partners in the process

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Essential First Steps (cont.)

- Create attractive promotional materials, and offer informational and cultural programs
- Hire bilingual staff or volunteers
- Develop a multilingual web site to market the collections
- It's a small world, and getting smaller, but librarians have the skills to adapt and move forward

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Recognition

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2007 Dialogue Award presented to Queens Library's New Americans Program by the Turkish American Multicultural Educational Foundation

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Contact Information

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Gracias

شكراً

Grazie

THANK YOU

Bedankt

Köszönettel



Obrigado!

謝謝

THANK YOU

Merci

תודה

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