



EVANSTON PUBLIC LIBRARY

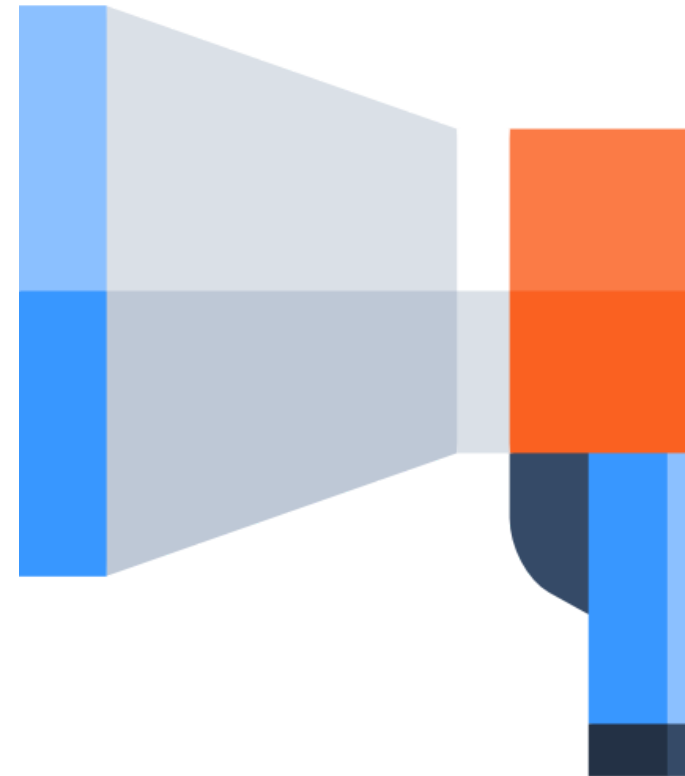
LATINA/O OUTREACH

Steps to Engaging Your Community

Miguel Ruiz

WHAT IS LATINO ENGAGEMENT?

Latino engagement encompasses all levels of library resources allocated to serve Latino communities in a culturally sensitive manner. Engagement, as a process, includes collaborating with these communities, within and outside of the walls of the library, to achieve sustainable outcomes affecting Latino well-being.





WHAT DOES THIS LOOK LIKE?

Outreach

bringing library services outside of the library

Engagement

building relationships with residents, institutions, and
organizations

Organizing

fostering change agents and leveraging resident assets



VOCABULARY

DO'S

PUERTORRIQUEÑO

CHICANA

HISPANIC

HISPANOHABLANTE

LATIN@

BORICUA

CHICANX

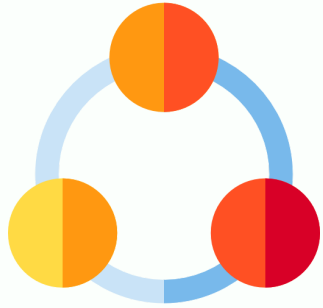
LATINA

DOMINICAN-AMERICAN

LATINX

LATINA/O

CUBANO



THE ENGAGEMENT PROCESS

- 01** The library & Community Landscape
- 02** (Re)Build Connections & Partnerships
- 03** Local & National Resources
- 04** Develop a Library Community
- 05** Listen, Reflect & Assess Services



01

THE LIBRARY & COMMUNITY LANDSCAPE

Understand the mission of the library in
action & research historic and existing
community services



WHAT

have we done to engage our Latino communities?

WHO

has lead or participated in engagement efforts?



WHAT

community services exist for Latino residents?

HOW

has the library connected with these services?

02

(RE)BUILD CONNECTIONS & PARTNERSHIPS

Connect with previous, existing, and potential community partners



CALL & EMAIL

individuals & institutions who actively engage Latino residents

MEET

with individuals & institutions who engage Latino residents (individual relational meetings)

FOLLOW-UP

with another meeting if you have an idea or partnership, or would like to brainstorm.





03

LOCAL & NATIONAL RESOURCES

Research organizations and resources that map to existing and potential library services



04

DEVELOP A LIBRARY COMMUNITY

Build high quality programming & formal partnerships with groups and individuals



REFORMA

National library association promoting library services to Latinos

FIL (FERIA INTL DEL LIBRO)

International book fair in Guadalajara, Mexico for Spanish books

WEBJUNCTION

Spanish language outreach program curriculum

NIJC

The national immigrant justice center provides immense resources around immigration issues



USCIS

The US Citizenship and Immigration Services provides packets, booklets, etc.

UNIDOS US

National latino advocacy organization providing wrap-around resources and information

MEDLINEPLUS

US National Library of medicine health information in Spanish

ALA

Through it's divisions (e.g. RUSA), has various resources on serving our Latino populations



ADVISORY COMMITTEE

Develop a Latino library advisory committee to aid in developing programming and services

LIBRARY CONSORTIUM GROUP

Connect with local and regional library peers to network on ideas, opportunities, and challenges

COMMUNITY EMAIL LIST

Collect phone/emails at programs events to connect on future events

COMMUNITY GROUP

Join or develop a Latino advocacy group



ARTS & MUSIC

music, performances, crafts, holidays

IMMIGRATION

Citizenship workshops, know your rights, legal services

LITERACY

ESL/citizenship classes, bilingual storytime

COMMUNITY EVENTS

Festivals, picnics, school events



05

LISTEN, REFLECT & ASSESS SERVICES

Engage directly with community members &
gather quantitative and qualitative data



**WHAT MATTERS IN LIFE IS
NOT WHAT HAPPENS TO
YOU BUT WHAT YOU
REMEMBER AND HOW YOU
REMEMBER IT."**

Gabriel García Márquez

NOVELIST



EVANSTON PUBLIC LIBRARY

THANK YOU!
& HAVE A NICE DAY

Miguel Ruiz