

OREGON STATE LIBRARY

**Library Services and Technology Act
Grant Activities Report**

(check one)

Quarterly reports must be filed even if there is no activity in that quarter

1st Quarter Report 3rd Quarter Report
 2nd Quarter Report Final Report (*send e-copy to State Library*)

Project Name: Improving Library Services to Canby's Spanish Speaking Community

Grant Project Number: 11-01-1p Date Submitted: 02/29/12

Submitted By: Penny Hummel Phone: 503-266-4021

1. Summarize the overall purpose of the grant project:

This grant provided the Canby Public Library with a one year, full-time Spanish bilingual librarian. The overarching goal was to increase use of library by the Spanish-speaking and Latino community by improving and increasing the Canby Public Library's services to Spanish speakers. The project librarian's work was focused in six areas: 1) research and information gathering; 2) relationship building with community partners; 3) collection development/management; 4) marketing; 5) creation and implementation of library programming; 6) mentoring and training library staff, so that the work undertaken is sustainable after the grant period ends.

2. Summarize the project results to date:

Number of items added to Spanish Language Collections (SLC) 02/01 - 04/30/11:	310	Number of items added to SLC 05/01/11 - 07/30/11:	746
Number of items added to SLC 08/01/11 - 10/31/11:	446	Number of items added to SLC 11/01/11 - 01/31/12:	227
Total number of items added to SLC 02/01/11 - 01/31/12	1729		
Total number of items in Spanish Language Collections as of 01/31/11:	2187	Total number of items in Spanish Language Collections as of 04/30/11:	2498
Total number of items in Spanish Language Collections as of 07/30/11:	3244	Total number of items in Spanish Language Collections as of 10/31/11:	3690
Total number of items in Spanish Language Collections as of 01/31/12:	3917		
Percentage of items in CPL collection that are in SLC as of 01/31/11:	4.17%	Percentage of items in CPL collection that are in SLC as of 04/30/11:	4.56%
Percentage of items in CPL collection that are in Spanish Language Collections as of 07/30/11:	5.53%	Percentage of items in CPL collection that are in Spanish Language Collections as of 10/31/11:	5.84%
Percentage of items in CPL collection that are in Spanish Language Collections as of 01/31/12:	5.93%		
Increase of Circulation of items in Spanish Language Collections from 02/01/11 - 04/30/11 as compared to last year:	Grew from 1407 to 2087. 32.58% increase.	Increase of Circulation of general collection from 02/01/11 - 04/30/11 as compared to last year:	Grew from 78,871 to 85,172. 7.40% increase.
Increase of Circulation of items in Spanish Language Collections from 05/01/11 - 07/30/11 as compared to last year:	Grew from 1625 to 2346. 30.73% increase.	Increase of Circulation of general collection from 05/01/11 - 07/30/11 as compared to last year:	Grew from 83,696 to 85,885. 2.55% increase.
Increase of Circulation of items in Spanish Language Collections from 08/01/11 - 10/31/11 as compared to last year:	Grew from 1816 to 2562. 29.12% increase.	Increase of Circulation of general collection from 08/01/11 - 10/31/11 as compared to last year:	Decreased from 85,442 to 84,039. 1.64% decrease.
Increase of Circulation of items in Spanish Language Collections from 11/01/11 - 01/31/12 as compared to last year:	Grew from 1812 to 2460. 26.34% increase.	Increase of Circulation of general collection from 11/01/11 - 01/31/12 as compared to last year:	Decreased from 81,553 to 81,209. 0.42% decrease.

LSTA Grant Activities Report

Number of Events targeted to the Spanish Speaking Community 02/01 - 04/30/11:	6	Number of Events targeted to the Spanish Speaking Community 05/01 - 07/30/11:	24	
Number of Events targeted to the Spanish Speaking Community 08/01/11 - 10/31/11:	35	Number of Events targeted to the Spanish Speaking Community 11/01/11 - 01/31/12:	34	
Attendance at events targeted to Spanish Speaking Community 02/01 - 04/30/11:	122	Attendance at events targeted to Spanish Speaking community 05/01 - 07/30/11:	303	
Attendance at events targeted to Spanish Speaking Community 08/01/11 - 10/31/11:	232	Attendance at events targeted to Spanish Speaking Community 11/01/11 - 01/31/12:	279	
Number of training opportunities presented to CPL staff 02/01 - 04/30/11/ number presented by project librarian:	3 and 0	Number of training opportunities presented to CPL staff 05/01 - 07/30/11 / number presented by project librarian:	1 and 0	
Number of training opportunities presented to CPL staff 08/01/11 - 10/31/11 / number presented by project librarian:	4 and 0	Number of training opportunities presented to CPL staff 11/01/11 - 01/31/12 / number presented by project librarian:	1 and 0	

Narrative summary:

3. Report on specific project objectives to date:

Objective 1: The library director will hire a fulltime bilingual project librarian to conduct the project.	% Progress / Results: 100%
Activity Summary: <i>(type below this table)</i>	

Catherine McMullen, a degreed librarian with experience conducting outreach and providing library services to Spanish speakers, fulfilled the role of project librarian from March, 2011 – February, 2012. As of March 1, 2012, she will begin a new position at the library as the Reference/Access Services Librarian, replacing a longtime staff member.

Objective 2: Project librarian and bilingual library assistant will meet with key service providers to Spanish speakers in Canby community to identify areas of collaboration in the next year.	% Progress / Results: 100%
Activity Summary: <i>(type below this table)</i>	

Through the grant year, McMullen and the library’s Bilingual Library Assistant, Angelica Novoa de Cordeiro worked with key service providers in the community, including Bridging Cultures, the Canby Center, Healthy Start, Head Start, the Canby School District, and Clackamas Community College. These service providers indicated that Spanish-speaking families in Canby have a need for access to healthcare and health information, basic needs such as food and clothing, help with navigating the public school system, English and literacy classes, emergency plans in case a family member is deported, computer access, parenting classes, as well as a sense of belonging and being a recognized part of the greater Canby community. In response to this input, library staff undertook a variety of outreach efforts designed to complement the work of our community partners:

The Canby Center: this faith based social service agency invited the library to host a table at the Canby Cares Fair on July 16th in nearby Wait Park. Novoa de Cordeiro and McMullen talked to 300 people (70% Spanish speaking) at this community preventive health event. In October, the Canby Center moved to a new location and at that time, McMullen established the first Book by Book/Libro por Libro bookshelf, which is refreshed with new (takeaway) books and new library event information at the beginning of each month. More than 350 children’s books (in Spanish and English) have been given to Canby Center client families since that time. Now that this first community bookshelf has been well-established, a second location will be sought out. McMullen will continue to organize the Book by Book/Libro por Libro program including finding books, seeking out funding, working with volunteers, and placing the books at the community locations.

Clackamas Community College: McMullen spoke to a Clackamas Community College English as a Second Language class (20 students) about English learning resources available at the Canby Public Library.

Bridging Cultures: This grassroots faith-based organization strives to build bridges between Canby’s Latino and Anglo communities. In April, library staff participated in a Listening Event at the Casa Verde Apartments hosted by Bridging Cultures. McMullen and Novoa de Cordeiro participated in Sabado en el Parque (Saturdays in the Park) events May through September bringing activities to the park and passing out more than 150 children’s books through the Book by Book / Libro por Libro project. Over 250 economically disadvantaged children were reached through this effort. The library also partnered with Bridging Cultures to host a bilingual presentation of winning salsa recipes from a Concurso de Salsa (salsa contest) in the park. In October Bridging Cultures offered a cultural diversity workshop to the community; three library staff and one library board member took part in this training opportunity.

Canby School District: McMullen and Novoa de Cordeiro headed to each of the schools in May to talk to the school library staff about the Canby Public Library Summer Reading Program and other library program offerings to Spanish-speaking families. At the end of May McMullen took part in a student celebration night at the Trost (bilingual) Elementary School and talked to families about library services and the Summer Reading Program. In September McMullen met with the Canby school district library media specialist and a bilingual teacher to give guidance in collection development and procurement strategies for developing a Spanish-language children’s collection in the classroom. McMullen also kept school library staff up-to-date on library events geared toward Spanish-speakers. In November, a Canby High School Spanish teacher made two library programs (Making Mexican Coronas: A Workshop and Dia de Los Muertos: a Celebration of Life both presented by Eva Castellanoz on November 1st) part of her class curriculum. Additional outreach included giving books to about 20 children at school supply sign-up event in August.

Now that the grant is completed, outreach efforts within the community will continue to ensure that these strong relationships will be continued. Novoa de Cordeiro will now be taking the lead role in outreach with continued support from McMullen and other library staff.

Beyond our local community partners, McMullen and Novoa de Cordeiro also established productive networking relationships with staff from other public libraries doing similar work. Staff members were able to participate in the quarterly meetings of WCCLS (Washington County)’s bilingual library staff, and Novoa de Cordeiro connected with bilingual librarians from across the U.S. at the Guadalajara Book Fair. This work will continue into the future.

Objective 3: Project Librarian and Bilingual Library Assistant will gather input from Spanish speaking and Latino library users/nonusers on library services and community needs through focus groups, one-on-one discussions, or surveys.	% Progress / Results: 100%
Activity Summary: <i>(type below this table)</i>	

During the grant period, McMullen built relationships with members of the Spanish-speaking community; Novoa de Cordeiro has been living and working in the community for some time. Information gathering from the Spanish speaking community about perceived needs occurred

primarily one-on-one, in small groups, or in conjunction with outreach efforts and partnerships with other service providers.

Suggestions from Spanish-speaking library patrons have included adding Spanish language signage around the library, having more family events geared toward Latino families, and parents expressing concern for the success of their children in school. At a Bridging Cultures/Casa Verde listening meeting in April a resident talked about being afraid of being stopped on the street. He indicated that Latinos in the community were fearful of being deported regardless of legal status. Overall most of the Spanish-speakers that have provided feedback are library users and have noted the positive improvements made during the grant period. The Vamos a Intercambiar /Let's Talk Together Spanish/English conversation group that was started in June has proved to be a good place for discussion of library services. People who take part in the conversation group often have suggestions for the library.

Library staff will continue to seek feedback and guidance from members of the Spanish-speaking community, particularly with respect to programming and collection development. The "Request for Reconsideration of Materials Form" has been translated and The "Patron Request for Purchase" form will also soon be available in Spanish. In the future, we will explore bringing together a group of Spanish-speakers (library users and nonusers) to gauge community needs and provide feedback on new, improved and continuing library services.

<p>Objective 4: Project Librarian will make recommendations about improvements to library's Homework Center, YA, and Juvenile Collections with respect to the needs of Latino families and children. Work is done with collaboration with the public library's youth services specialist, the sole library media specialist at the Canby School district, and other educators.</p>	<p>% Progress / Results: 100%</p>
<p>Activity Summary: <i>(type below this table)</i></p>	

McMullen, working with the Children's Librarian Peggy Wickwire and the Canby Schools library media specialist, evaluated the Homework Center book collection ensuring that the resources were relevant and up-to-date. Some of the materials were placed into the general juvenile, YA, or adult nonfiction collections to make them more easily found next to other materials on the same subject. The collection was halved overall, the area opened up, and a study table placed nearby. The Easy and Juvenile Spanish Language books are located just across the way so that bilingual children have easy access to both sets of resources. Some suggestions were also garnered through email from teachers in the school district.

The Homework Center now also has a special display section that allows space for displaying resources related to current school curriculum. In September, for example, Hispanic Heritage month was celebrated with a bilingual display of books. The display will highlight reading selections for the Oregon Battle of the Book (<http://oboblsta.pbworks.com>) through the end of February.

The Reference collection was evaluated and some items moved to the Homework Center and regular nonfiction collections. McMullen and Wickwire also developed recommendations for LINCC system wide database purchase decisions as part of the system wide Reference and Children’s Services committees.

<p>Objective 5: Project Librarian and Bilingual Library Assistant will develop an annual plan for library programming targeted to the Latino community, including storytimes, informational tours, outreach visits and community events.</p>	<p>% Progress / Results: 100%</p>
<p>Activity Summary: <i>(type below this table)</i></p>	

Work towards this objective, which included input from all library staff involved in some aspect of library programming included not only developing an annual programming plan but also immediate implementation of new programming efforts. Highlights (in the approximate order in which they were implemented) include:

El Día del Niño, El Día del Libro (Day of the Child, Day of the Book), an annual family literacy event. Held in 2011 on April 30, Canby’s first Día featured a bilingual clown, a book craft and refreshments—and was a huge success. Approximately 80 attended, with 50 children participating in a book craft. Parents helped their children color and read the little books they had made, and many children left with library books to take home at the end. Many of the Spanish speaking parents thanked the library for hosting the event and some asked when the next event would be. An ESL teacher who is raising his own child bilingual said he was "happy to see the increase in selection of Spanish and bilingual children's books over the last few months". We promoted the event at all of the elementary schools, Head Start, Canby Center, through our community partners (such as Bridging Cultures), and at local Hispanic businesses. The 2012 Dia is currently being planned with financial support from the Friends of the Library.

Summer Reading. The library strengthened the bilingual component of 2011 Summer Reading through outreach and programming. Novoa de Cordeiro presented ‘Crafts and Stories from Mexico’ as a weekly Summer Reading event, and both McMullen and Novoa de Cordeiro targeted Spanish speakers in May and June to get more families involved. We will build upon this work in 2012.

Let’s Talk Together / Vamos a Intercambiar, an English / Spanish conversation group that meets every Monday morning at 10:30 am. It began in June and has an average of 4 - 10 participants at each session, divided between native Spanish and native English speakers. In addition to allowing everyone time to practice conversation skills it also gives participants a chance to meet new people and learn about a different culture. And, from the library’s perspective, it has led to new library cards and increased use of English and Spanish language learning resources. It will continue to meet each Monday. Because of Spanish-speaking participants’ continued interest in learning English, one of the library’s longtime bilingual volunteers started a five week pilot beginner’s English class in February. We will be monitoring the success of this new class closely to determine if it is sustainable with volunteer facilitators.

Spanish Movie Nights. Occurring one night a month, these complement the library’s longstanding monthly Family Movie Nights in English. For the first session in June, 28 people attended only in-house advertising and in July, 48 people came for the movie after heavy promotion at the Canby Cares Fair the weekend before. The library will continue to offer a family movie in Spanish each month to attract first time library users and to provide a comfortable experience for families to enjoy the library together.

Computer classes. In November, the Canby Public Library began offering introductory computer classes in both Spanish and English; both program tracks have been a great success. Staff designed a six part series of one hour basic computer classes (Introduction to Computers, Internet Searching, Email, MS Word, Searching the Catalog, and MS Excel) taught by teams of two staff members. The first series was offered September – November 2011 and the second set started in January 2012 and will continue into March. McMullen and Novoa de Cordeiro also offered the first beginning e-book class in Spanish in early February and had one interested attendee. As staff resources allow, the library plans to continue these classes in 2012.

Other programs. The library provided the space and Novoa de Cordeiro provided interpreter services for a WICCO (Workforce Investment Council of Clackamas County) and IRCO (Immigrant and Refugee Community Organization) employment workshop for non-English speakers in July.

The highlight of our programming efforts in 2011 occurred on November 1 when renowned Latina, master artist, and teacher Eva Castellanoz came to Canby. Castellanoz first presented a workshop: “Making Mexican Coronas” teaching more 65 people how to make the wax-dipped paper flowers that make up the traditional Mexican coronas (crowns and bouquets made for special events in a Mexican girl’s life. In the evening Castellanoz built an altar for her parents and family and discussed the importance of Dia de Los Muertos, its traditions and its meaning in her life. More than 40 people listened to her speak of her family, her life, and the Dia de Los Muertos celebration.

Objective 6: Project Librarian will complete a collection development plan for all Spanish language materials, including recommended vendors	% Progress / Results: 100%
Activity Summary: <i>(type below this table)</i>	

Initial work on this objective by McMullen focused on evaluating and weeding the Spanish language collections based on condition and age and making immediate enhancements. The adult nonfiction collection needed a complete overhaul and a large order for new items was placed in the grant’s first quarter. The Spanish language picture book collection was also weeded. McMullen also attended a session at the annual OLA conference on selecting Spanish language materials.

During the course of the grant period, the library’s Spanish language collections continued to be evaluated and improved. Items were removed that were dated or obsolete and new materials were selected and ordered each month by McMullen and Novoa de Cordeiro. McMullen was able to expand the space of the Spanish Language Collections by about two thirds and then bring

the Spanish Language magazines and audio books into the collection so they could be easily found. A new English Language Learning Center was created and materials (books, audio, and video) were strategically placed together to make it an easy to browse collection.

In June, McMullen was also able to procure a unique donation of children’s textbooks from Mexico from the Mexican Consulate of Mexico. This large collection of textbooks for children in 1st – 6th grade replaced an old, worn, and incomplete collection.

With 10% of the library’s overall collection budget in FY11-12 allocated to Spanish language materials, McMullen and Novoa de Cordeiro developed a detailed allocation budget for the different formats and types of books that the library offers. They also expanded collection vendors to include BWI and Amazon.com as price and availability dictate. McMullen completed a Collection Development Plan with input and feedback from Novoa de Cordeiro and Penny Hummel. It will be revisited in 2012 for any changes and developments.

For the duration of the grant, McMullen worked closely with Novoa de Cordeiro to provide professional-level training in collection development. In addition, the library received a grant from ALA to send Novoa de Cordeiro to the Guadalajara Book Fair in late November to purchase Spanish language materials. To prepare for Guadalajara, McMullen and Novoa De Cordeiro met with Multnomah County Library Spanish language selector Lisa Regimbal (who attends the book fair annually) to get her perspective on the best way to maximize the value of participating in this international book fair. Together, Canby’s bilingual staff developed a list of subject areas and formats to seek out in Guadalajara, based on the Collection Development Plan and gaps in the collection that had already been identified. Novoa De Cordeiro purchased approximately \$6,000 in new materials in Guadalajara, and the trip provided her with the opportunity to build relationships with other librarians from around the country who also provide services to Spanish-speakers in their communities.

Compared to where things stood at the beginning of the grant period, the Canby Public Library’s Spanish language collections have been completely transformed. With the grant successfully completed, Novoa de Cordeiro will be taking over the selection, acquisition, and maintenance of Spanish Language Materials in all areas. McMullen will continue to catalog Spanish-Language Materials, select some needed English-language Latino interest titles for the adult nonfiction collection, and provide professional support as needed. As of January 31, 2012 the Spanish Language collections have grown to 3917 items and 5.93% of the collection. 1729 items were added to the Spanish Language collections over the reporting period of the grant (between 02/01/11 and 01/31/12).

Objective 7: Project Librarian will complete a marketing plan targeting Latino users and nonusers of the library.	% Progress / Results: 100%
Activity Summary: <i>(type below this table)</i>	

Initial work on this objective focused on a communications audit. McMullen found that many Spanish-speaking media communication vehicles are based out of Portland/Multnomah County or Woodburn/Marion County rather than Canby/Clackamas County. The local paper is in English only. ‘El Hispanic News’ no longer delivers their free bilingual paper to Canby and radio stations are out of Portland or Woodburn. Continued communication with Latino businesses and

distributing information to families via the schools seem to be the most reliable ways of reaching the Spanish-speaking community. Word-of-mouth is probably the most successful way of reaching Latino families in Canby on a one-by-one basis.

McMullen’s completed marketing plan is currently being integrated into the library’s overall efforts to reach library users and non-users. Based on our success in meeting the project objectives (i.e., increasing circulation and attendance at library events), we believe our current marketing efforts are appropriate and successful. In addition to Spanish language programming, we continue to market general library programming to Spanish-speaking families. These programs include Music in the Stacks (monthly live music), Family Nights, and Adult workshops. Programming is promoted in both English and Spanish and translation has been offered as needed. What we are seeing is that Latino families are visiting the library more often, checking out more materials, and attending more programming, whether geared specifically toward Spanish-speakers or not.

Objective 8: Project Librarian and Bilingual Library Assistant will develop and present a regularly scheduled storytime targeted to Spanish speaking children and families.	% Progress / Results: 100%
Activity Summary: <i>(type below this table)</i>	

In April, Novoa de Cordeiro began offering a popular weekly Spanish Language storytime, La Hora del Cuento, each Saturday at 11am. This offering will continue now that the grant is completed. During the grant period, Wickwire and Novoa de Cordeiro also offered occasional bilingual storytimes together, with strong attendance from native English and Spanish speakers. We expect to continue these offerings in 2012.

Objective 9: Project Librarian will provide training and mentoring to other CPL staff to ensure that the key activities of the grant continue beyond the life of the grant.	% Progress / Results: 100%
Activity Summary: <i>(type below this table)</i>	

Our final goal with this grant was to develop a framework so that our bilingual library assistant, Angelica Novoa de Cordeiro, could continue the work of the grant beyond its lifetime. This has been accomplished. The work completed by our project librarian, Catherine McMullen, as well as Angelica’s experiences during the grant year, have given Angelica a firm foundation upon which to develop our future outreach efforts. In addition, Catherine applied for and was selected to fill a librarian position at our library (made possible by a staff retirement), so as Angelica takes the reins of the library’s Spanish language outreach, Catherine will be there to provide ongoing support. The success of the grant was made possible by the involvement and commitment of all Canby Public Library staff, and we plan to continue our collective efforts to improve services through ongoing training and updates.

4. Significant developments:

LSTA Grant Activities Report

The project is concluding on schedule and circulation and library visits have continued to rise. We are pleased to report the significant increases in circulation and number of Spanish language items in our collection above in the Outputs Summary, which show the dramatic and sustained difference this grant has made for our library and within our community.

From my perspective as the library director, this grant has been an unqualified success. I thank the Oregon State Library for providing the critical financial support, our project librarian, Catherine McMullen, for her capable shepherding of the fulfillment of the project's goals and Angelica Novoa de Cordeiro, for her enthusiastic participation and support of the project. To summarize what we have collectively achieved, I can think of no better way than to refer to Christina Hanson's evaluation of the project, which included talking with Spanish speaking participants at the library's weekly Intercambiar program. One of them told Hanson that she "views the library as a place where she can go to find resources to educate herself so she can reach her potential, and also help her children succeed in the community in which they live." This is a wonderful testimonial to the positive effect of culturally competent library services, and to significant difference that LSTA funds can make to the effectiveness of an individual library.