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

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

UNIDOS US
National latino advocacy organization providing wrap-around resources and information

MEDLINEPLUS
US National Library of medicine health information in Spanish

ALA
Through its 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
THANK YOU!
& HAVE A NICE DAY

Miguel Ruiz