

SERVING DIVERSE POPULATIONS COURSE CURRICULUM

DAY ONE

Module 1: Making the Case

Contact Hours: 60 minutes (10:00-11:15, one 15-minute break)

Learning Objectives:

- Participants will be able to identify the key issues and challenges of serving diverse populations

Agenda

- 10:00 Introductions
- 10:15 Benefits and Challenges of Serving Diverse Populations
 - General Community perspective
 - Target Community perspective
 - Library perspective

Case Study: Tree County Library Strategic Planning Process

Group Exercise:

- Develop response to community challenge of Tree County Library Director's decision to increase purchase of Spanish language materials.

Module 2: Impact of Diversity and Culture on Library Services

Contact Hours: 4 hours and 15 minutes (11:15-5:00, one hour for lunch, 2 15-minute breaks)

Learning Objectives:

- Participants will know how diversity factors impact the delivery of library services.
- Participants will be aware that the library and its role differ from culture to culture.
- Participants will know how cultural differences impact the delivery of library services.
- Participants will know how to apply intercultural communication techniques to the delivery of library services.

Agenda

- 11:15 Four Dimensions of Diversity
 - Personality
 - Internal Dimensions
 - External Dimensions
 - Organizational Dimensions
- 12-1 Lunch

Group Exercise:

- Impact of Diversity Dimensions on How People Are Treated in the Library

Module 2 continued: Impact of Diversity and Culture on Library Services

Agenda:

- 1:00 10 Areas of Cultural Programming
 - Sense of Self and Space
 - Communication and Language
 - Dress and Appearance
 - Food and Eating
 - Time and Time Consciousness
 - Relationships
 - Values and Norms
 - Beliefs and Attitudes
 - Mental Processes and Learning
 - Work Habits and Practices
- 2:15 Break
- 2:30 Cultural Differences and Customer Service
 - Comparing Cultural Norms and Values
 - American Cultural Values
 - Values Across Cultures
- 3:30 Break
- 3:45 Effective Communication Across Cultures
 - Communicating with Diverse Customers
 - 10 Ways to Learn More About Other Cultures
 - Helping Others Acculturate
 - Cultural Synergy Model
- 4:45 General questions/Review today's topics/Highlight tomorrow's topics
- 5:00 Adjourn

Case Study: Tree County Public Library Strategic Planning Process

Group Exercises:

- Right Hand/Left Hand Exercise
- Impact of Cultural Differences on Tree County Library Services
- Communicating with Non English Speaking Customers

DAY TWO

Module 3: Reaching Out/Getting to Know the Community

Contact Hours: 90 minutes (8:30-10:15; one 15-minutes break)

Learning Objectives:

- Participants will know how to develop an accurate demographic picture of the cultural and ethnic makeup of their communities

- Participants will know when and how to use a variety of community-based techniques to learn about diverse communities and their needs.

Agenda:

- 8:30 Demographic Sources
Techniques for Identifying Needs of Diverse Community
 - Conducting Community Leader Interviews
 - Focus Groups
 - Community Meetings and Forums
- Building face-to-face Relationships and Trust
- 10:15 Break

Case Study: Tree County Public Library Strategic Planning Process

Group Activities:

- Analyzing and Prioritizing Hispanic Community Needs for Tree County Library

Module 4: Planning and Adapting Services

Contact Hours: 1 hour and thirty minutes (10:30-12:00)

Learning Objectives:

- Participants will know how to develop a culturally responsive library services plan that addresses identified community needs.

Agenda:

- 10:30 Matching Community Needs to Library Services
Identifying Barriers to Serving Diverse Populations
Assessing Tree County Library Readiness to Serve Hispanic Community
- 12:00 Lunch

Case Study: Tree County Public Library Strategic Planning Process

Group Exercise:

- Design a library services plan for serving Tree County Library's Hispanic Community

Module 5: Developing a Diverse Workforce

Contact Hours: 1 hour and 15 minutes (1:00-2:30, one 15-minute break)

Learning Objectives:

- Participants will be able to identify the principal challenges in recruiting and hiring a diverse library staff.
- Participants will know how to develop effective multicultural work teams.
- Participants will know the elements of developing staff to serve diverse populations

Agenda:

- 1:00 Differences and Values of Multicultural Work Teams

How Diverse Teams Work
Recruitment Challenges and Strategies
Developing and Training Staff to Serve Diverse Populations
2:30 Break

Case Study: Tree County Public Library Strategic Planning Process

Group Exercise:

- Design a training plan to prepare staff for serving Tree County Library's Hispanic Community

Module 6: Marketing to Diverse Populations

Contact Hours: 1 hour and 45 minutes (2:45-4:30)

Learning Objectives:

- Participants will know how to develop marketing messages that connect with diverse populations.

Agenda:

2:45 How to Market Effectively to Diverse Populations

- Everything You Do Communicates a Message
- Developing a Message That Connects

Where to place the message

- Word-of-mouth Marketing
- Using Ethnic Media Effectively

4:15 Questions, Review and Evaluation

4:30 Adjourn

Case Study: Tree County Public Library Strategic Planning Process

Group Exercise:

- Develop marketing messages for reaching out to Tree County Library's Hispanic community