Strategic Plan for Integration of Library Patrons Whose English is a Second Language

(Developing activities to better integrate English non-speakers into our library and community).

2014
Mission, Vision & Values Statements

Reference Services

Goal 1. Promote multicultural awareness among library staff and library users

Goal 2. Provide bilingual Reference Desk Services

Goal 3. Reflect cultural diversity through library human resources

Goal 4. Build up and nurture a trusting relationship with library patrons

Acquisition Services

Goal 1. Develop a library collection which will reflect all different cultural backgrounds of library patrons;

Goal 2. Encourage library user’s participation on library acquisition materials process;

Technology & Social Media

Goal 1. Seek continuous improvement of library technological gadgets providing users with high quality equipment;
Goal 2. Utilize social media to better serve library patrons.

Conclusion

Appendix A – Description of Planning Process

Appendix B: Roles, Responsibilities & Activities

Appendix C: Suggestive Multicultural Calendar 2014

Reference
Introduction

Our library clientele is composed of an eclectic group of people from all races, languages, and ethnicity. It is our duty to concentrate a higher effort on understanding cultural differences in order to offer a service of excellence for those groups, and society in general. Throughout history, libraries have been a place where all differences have been represented and respected.

The English as a Second Language Speaker Integration Strategic Plan will outline three major areas which our institution believes is relevant to improve library user’s integration: Reference Services, Acquisition Services, and Technology. Each main section will be supplemented with goals, and clear objectives. In addition a spreadsheet with roles, responsibilities, and timelines will be provided as well as non-permanent multicultural celebrations calendar, which is suitable to changes throughout the strategic plan implementation.

Library services, especially Reference Services, are translated as Customer Services. As such, success will be reached by knowing the customer (library patrons) in more intimate fashion, focusing on their distinctive characteristics and informational needs.
Mission, Vision & Values Statements

**Mission:** Our mission is to serve members of our community and library patrons providing them with continuously up-to-date information access from a variety of sources. We promote and support lifelong learning among our users in a warming and welcoming environment, which values equality for all.

**Vision:** One library for all – promoting multicultural integration and appreciation.

**Core Values:**

- **Accountability** - Decisions are taken after careful analyses of facts and patron’s considerations, and the library assumes total responsibility for all outcomes.

- **Commitment** - Our library is engaged in serving our community and patrons.

- **Diversity** – We embrace and promote multicultural diversity.

- **Excellence** – We strive to provide services of high quality which will satisfy the personal, professional, and educational informational needs of all community members and library users.

- **Honesty and Integrity** - Transparency in all actions, activities, relationships, and management decisions is our foundation.
**Lifelong Learning** – It is of vital importance to our library to provide access to information to all through up-to-date technologies.

**Passion** – Show enthusiasm in all we do.

**Teamwork** – We believe our high quality services are a result of all library staff efforts to offer library users always the best.
Goals

1. Promote multicultural awareness among library staff and library users, building up and nurturing a trusting relationship between these two groups:

   - Provide a welcoming environment characterized by the respect for all races, ethnicities, gender, and religious groups;
   - Engage staff on participating in cultural events offered by different ethnic groups;
   - Create and establish month interrelation library groups meeting to provide a platform for cultural exchange. Small group discussions will be informal and opened to library staff and library users for enhancement of cultural knowledge;
   - Organize and disseminate among library staff and library users monthly celebrations in the library building, which will cover special dates and holidays in other cultures;
   - Support creation of library community book clubs with focus on multicultural issues;
   - Engage on cooperative effort with guests speakers from different cultural backgrounds. Guests speakers will motivate the library staff and its users with their own personal stories, and point of views;
2. **Provide bilingual Reference Desk services:**
   - Engage library staff on different language courses offered freely by the city;
   - Acquire educational linguistic databases to facilitate and increase language and cultural skills among library staff and patrons;
   - Make library website available in multiple languages;
   - Supply patrons with a bilingual online “Questions & Answers” service.

3. **Reflect cultural diversity through library human resources:**
   - Engage in the recruitment of library staff from different cultural backgrounds;
   - Provide, at least, one bilingual librarian on Circulation Desk;
   - Promote library staff social gathering for solely multicultural celebrations which will increase universal cultural knowledge;
Acquisition Services

**Goals**

1. **Develop a library collection which will reflect all different cultural backgrounds of library patrons:**
   - Engage on research to find out relevant names on literature in other cultures;
   - Increase the purchased number of books written by foreign authors. The main focus will be related to literature classic books;
   - Increase the purchased number of books written in other languages. This will be a small section in our collection, and it will reflect the languages spoken by the community this library serves;
   - Develop relationships with publishers who work with international, multicultural materials.

2. **Encourage library user’s participation on library acquisition materials process:**
   - Create a suggestion box where patrons can deposit their acquisitions suggestions for the department. This option should also be available in our website;
   - Make available monthly a list of new materials for patron’s knowledge. This list should be accessible on library website as well;
Goals

1. Seek continuous improvement of library technological gadgets providing users with high quality equipment:
   - Maintain and ensure equipment daily functionality including hardware and software features;
   - Provide current up-to-date software versions for library computers concentrating on higher efficiency for library information retrieval system;
   - Replace computers, printers, lap-tops, and other portable devices on needed basis. The library services and the flow of information should not be interrupted by computer technology malfunction.

2. Utilize social media to better serve library patrons:
   - Make use of platforms such as: Facebook, Twitter, Google+, Pinterest to promote the library and its activities, ensuring more efficient communication with library users;
   - Create a library blog in a cooperative system with patrons. This project should have participation of library volunteers.
The role of our library is to serve our community. Our community is formed by a variety of ethnic groups, each with their specific cultural characteristics that should be reflected in all libraries activities and through library personnel. This one year strategic plan seeks to diminish the interaction cultural gap present in this library environment. Our goal is to enhance cross-cultural communication and relationships inside the library as well as to provide a service of excellence. Detailed of monthly activities and deadlines for the implementation of this strategic plan are available on Appendix A, B, and C.
## Description of Strategic Planning Process 2014

### JANUARY
- Meeting with all library department heads and staff to introduce the strategic plan;
- Choose among one of the library staff someone who is bilingual to assist librarian on Reference Desk. This person will be in charge of bilingual "Questions and Answers";
- Establish dates for multicultural book clubs and small discussion groups (library staff and patrons). Book clubs and small discussion groups will meet every other month. Meetings will be informal. It will be characterized as an informal gathering of friends. Meetings should start effectively in March;
- Engage Acquisition Department on collection reading to verify how many items from well known foreigner's authors the library possesses. The collection reading should also provide a number of items writing in other languages that library possess. The deadline for collection reading is April.
- Analysis of all computer technology should be done by the end of February. This should be a very simple process focusing on functionality of hardware. Basically, by the end of February librarians should be aware of what equipments are working or not.

### FEBRUARY
- Reference librarian along with reference staff should prepare flyers about multicultural book club and small groups discussion meetings and disseminate among library users;
- Flyers should be available on library website, Facebook, Pinterest, and Blog. All public communications should be available prior Jan. 25th;
- Library Director should meet with IT personnel to start multi-language library website project. The multi-language website should be accessible by September;
- Library Director should meet with HR Dept. to verify possibility of hiring more library personnel with diverse cultural background;
- Reference librarian should search for foreign speakers. Our goal is to bring 3 different speakers from different cultural background in 2014. Presentations should be schedule for April, August, and December. Communications with all speakers should be done prior the third week of February.

### MARCH
- 1st Multicultural book club and small discussion groups focusing cultural issues start. Reference Desk Assistant will preside both activities;
- Finalize communications with possible speakers. First speaker should be schedule for April;
- Informative flyers, both printed and online versions, should be available to the public on the first week of March;
<table>
<thead>
<tr>
<th>MONTH</th>
<th>EVENTS</th>
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| APRIL  | - 1<sup>st</sup> Foreign author’s presentation;  
- Results from collection reading should be accessible now;  
- Check with IT library webpage multi-language project progress;  
- Meeting with Acquisitions Dept. and Reference Dept. for composition of list for new items which will reflect library community cultural background. |
| MAY    | - 2<sup>nd</sup> Multicultural book club and small discussion group for cultural issues;  
- Start library new materials acquisition process;  
- Research new publishers who work with international materials. |
| JUNE   | - Social multicultural gathering for library staff; |
| JULY   | - 3<sup>rd</sup> Multicultural book club and small discussion group for cultural issues;  
- Informative flyers, both printed and online versions, should be available to the public in the first week of June; |
| AUGUST | - 2<sup>nd</sup> Foreign author’s presentation  
- Informative flyers, both printed and online versions, should be available to the public in the first week of July; |
| SEPTEMBER | - 4<sup>th</sup> Multicultural book club and small discussion group for cultural issues;  
- Multi-language library website program should be finished; |
| OCTOBER | - Social multicultural gathering for library staff.  
- Library department directors are in charge of this gathering |
| NOVEMBER | - 5<sup>th</sup> Multicultural book club and small discussion group for cultural issues;  
- Informative flyers, both printed and online versions, should be available to the public in the first week of October; |
| DECEMBER | - 3<sup>rd</sup> Foreign author’s presentation |
### Roles, Responsibilities & Activities

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<th>ROLES/RESPONSIBILITIES</th>
<th>ACTIVITIES</th>
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<tbody>
<tr>
<td>Library Director</td>
<td>HR, IT, and other inter-departmental communications</td>
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<tr>
<td>Reference Librarian</td>
<td>Reference Department communications</td>
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<td>Reference Librarian &amp; IT personnel</td>
<td>Library multi-language website project</td>
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<td>Reference Librarian</td>
<td>Foreign author’s presentation project</td>
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<td>Reference Desk Assistant</td>
<td>Multicultural book club &amp; small discussions group</td>
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<td>Reference Desk Assistant &amp; Library volunteers</td>
<td>Library blog</td>
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<td>Reference Librarian</td>
<td>Content creation for informative flyers and social media posts</td>
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<td>Reference Desk Assistant</td>
<td>Informative flyers, Facebook, Tweeter, and Pinterest release</td>
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<tr>
<td>Acquisition Department</td>
<td>Communication with publishers</td>
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<tr>
<td>Acquisition Department</td>
<td>Collection reading and materials acquisition</td>
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<tr>
<td>IT Department</td>
<td>Creation of multilanguage library webpage</td>
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Appendix C

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<th>Suggestive Multicultural Calendar 2014</th>
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<tbody>
<tr>
<td><strong>January</strong></td>
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<tr>
<td>31st Asian Lunar Year celebrated by Asian groups including Chinese, Vietnamese, and Koreans Jan31-Feb Chinese New Year</td>
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<td><strong>February</strong></td>
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<td>Black history month African heritage celebration</td>
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<td><strong>March</strong></td>
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<tr>
<td>Women’s history month – opportunity to celebrate all women from all cultures 15th Purim (Jewish)</td>
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<td><strong>April</strong></td>
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<td>14th Passover (Jewish) 20th Easter (Christian)</td>
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<td><strong>May</strong></td>
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<tr>
<td>Asian-American and Pacific Heritage Month 5th Cinco de Mayo 21st World Day For the Cultural Diversity for Dialogue and Development</td>
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<td><strong>June</strong></td>
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<tr>
<td>12th Lailat al Bara’a celebrated as the night of forgiveness by Muslims 15th Native American Citizenship Day 29th Beginning of Ramadan (Muslim)</td>
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<td><strong>July</strong></td>
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<tr>
<td>29th Eid al Fitr celebration commemorating the ending of Ramadan</td>
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<td><strong>August</strong></td>
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<td>9th International Day of the World’s Indigenous Peoples</td>
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<tr>
<td><strong>September</strong></td>
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<td>11th Ethiopian New Year Sep15-Oct15th Hispanic Heritage Month 24th Rosh Hashanah/Jewish New Year</td>
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<tr>
<td><strong>October</strong></td>
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<tr>
<td>3rd Hajj – Annual Muslims pilgrimage to Makkah 8-15th Yom Kippur/Day Oct. 25-Nov. 22th Muharram (Islamic New Year) of Atonement (Jewish) 31 Halloween</td>
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<td><strong>November</strong></td>
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<td>National Native American Month Thanksgiving</td>
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<td><strong>December</strong></td>
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<tr>
<td>17-24 Chanukah or Hanukkah (Jewish) – Festival of Lights 25th Christmas 26th Kwaanza (African) 31st New Years Eve</td>
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(Diversity Best Practices, 2014)
References


