

CULTURAL COMPETENCY TRAINING 2010



THE ILLINOIS STATE LIBRARY
Diversity Program
Presents

“Empowering Library Staff to Meet the Needs of the Spanish Speaking Community”

DATE: March 26, 2010

TIME: 10:00 a.m. – 3:00 p.m.

PLACE: Bloomington Public Library

205 E Olive St., Bloomington, IL 61702-3308

(309) 828-6091

PRESENTERS:

Vandella Brown, Manager, Illinois State Library Diversity Program

Cheryl Goza Smith, Library Specialist, Illinois State Library Diversity Program

REGISTRATION: No Fee—Register at www.Librarylearning.info

DESCRIPTION

This workshop is for all library staff. Participants will:

- Learn about the challenges and benefits of reaching out to serve the Spanish speaking community and increasing their access to public library computers and resources. There will be a presentation about Hispanic/Latino culture, behavior and values; how we learn about the culture; and how that culture impacts our behaviors and perceptions.
- Learn the differences and strengths in communication styles of the Spanish speaking community. Learn how to build strong community partnerships and collaborate with the Spanish speaking community to increase their access to public library computers and resources.
- Learn techniques for reaching out and marketing the public library and their resources to the Spanish-speaking community. Develop an action plan for reaching out to the Spanish-speaking community.

Jesse White, Secretary of State and State Librarian