



Colorado Library Association
Annual Conference

October 22, 2015

**“Serving Spanish-Speakers in your Library:
Why it is essential and how to do it efficiently and effectively!
So please tell me something I do not know!”**

Salvador Avila

Life stage and special circumstances are linked to increased library use and higher engagement with information: Deeper connections with public libraries are often associated with key life moments such as having a child, seeking a job, being a student, and going through a situation in which research and data can help inform a decision. Similarly, quieter times of life, such as retirement, or less momentous periods, such as when people’s jobs are stable, might prompt less frequent information searches and library visits.

Lopez, Mark Hugo and Molly Rohal. 2015. “Public Libraries and Hispanics: Immigrant Hispanics Use Libraries Less, but Those Who Do Appreciate them the Most.” Washington, D.C.: Pew Research Center, March.

<http://www.pewhispanic.org/2015/03/17/public-libraries-and-hispanics/>

Reports findings:

- The survey finds that 51% of Hispanics say they have a library card for a public library – including 62% of U.S.-born Hispanics and 40% of foreign-born Hispanics. U.S.-born Hispanics are about equally likely as whites (63%) and blacks (64%) to have a library card;
- Some 58% of Hispanic library patrons ages 16 and older are U.S. born, and 41% are foreign born. By contrast, just 30% of Hispanic non-library users are U.S. born and 70% are foreign born. Among all Hispanics ages 16 and older, 54% are U.S. born;
- Fully 86% of Hispanics say they like having so much information available these days, while 12% say they feel overloaded with information. By comparison, 82% of blacks and 78% of whites say they like having so much information available; and
- Some 72% of immigrant Latinos say they would ask someone for help when applying for government benefits or services, a share higher than that among U.S.-born Latinos (57%), blacks (55%) or whites (53%) who say they would do the same.

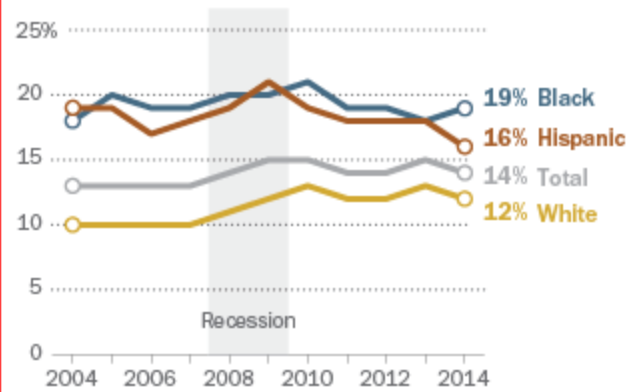
Foreign-born Hispanic Library Users Rate Library Services Highest					
<i>% saying each service is very important to them and their family</i>					
	Among Hispanics			White	Black
	Hispanic	Foreign Born	U.S. Born		
Having a quiet, safe place	71	<u>85</u>	60	43	71
Research resources	68	<u>82</u>	56	39	66
Free books and media	67	<u>83</u>	55	49	62
Programs for youth	62	<u>77</u>	49	38	63
Librarian assistance	60	<u>76</u>	45	38	62
Internet, computers, printers	54	<u>68</u>	44	24	57
Help finding, applying for job	54	<u>68</u>	43	20	56
Help applying for government services	54	<u>68</u>	42	20	48
Programs for adults	45	<u>65</u>	29	21	46

(Source: Public Libraries and Hispanics. Pew Research Center. March 17, 2015)

Staff & Library Culture: Old v. New	
OLD CULTURE	NEW CULTURE
What They Need/Want	Be a Leader in What They Need/Want
Traditionalist	Curious
Book	Technology
Policy and Procedural Driven	Customer Services Oriented
Book Club & Story time & Anime	STEM
Lectures	Hands On
Spanish	English
Shelves	Seating
Handout	Handshake
Reference Interview	Personal Advice
Collections in Front	Collections in Back

Share of Hispanic Youth Detached From School and Work on the Decline

% ages 18–19 who are neither enrolled in school nor working, by race and ethnicity



Note: Blacks and whites are non-Hispanic; Hispanics are of any race.

Source: Federal Interagency Forum on Child and Family Statistics

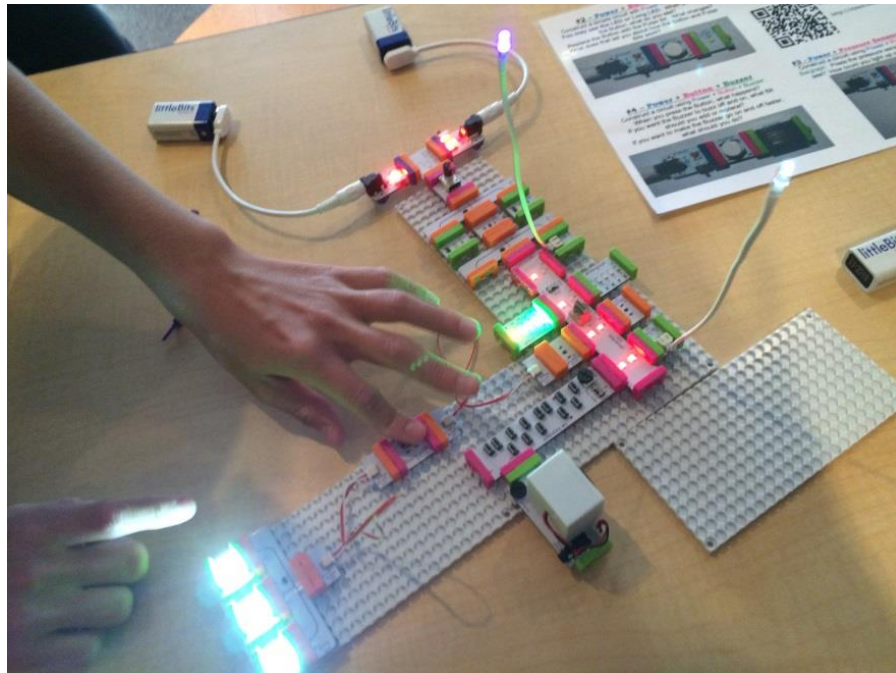
PEW RESEARCH CENTER

Computer Science and Mathematics Majors/Occupations

- Actuarial Science
- Applied Mathematics
- Business/Management Quantitative Methods, General
- Computer and Information Sciences, General
- Computer Network/Telecommunications
- Computer Science and Programming
- Computer Software and Media Application
- Computer System Administration
- Data Management Technology
- Information Science
- Management Information Systems
- Mathematics Education
- Mathematics, General
- Statistics
- Webpage Design



13 – 17 years old



5 – 8 graders

Salvador Avila

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- premierfanwear@gmail.com • (702) 376-9570 • #stemdjs •
- 2015 REFORMA Librarian of the Year • 2006 Library Journal Mover & Shaker •
- 2003 Críticas Librarian of the Year • ALA Belpre Awards Selection Committee •
- ALA Council “Resolution in support of immigrants’ rights to free public library access” •
- 2008 Crash Course in Serving Spanish Speakers • 2012 Serving Latino Teens •
 - 2015 VOYA “Learn to DJ” • 2003 Library Journal Library of the Year •
 - Las Vegas Latin Chamber of Commerce Award of Distinction in Culture •
 - 2015 National Writing Project Resource Development Retreat Participant •
 - 2015 East Las Vegas Library Committee •
- 2015 LVCCLD Strategic Planning Steering Committee Member •

