

Build Organizational Support and Positive Attitudes Towards Spanish Speakers

Building Organizational Support

- Communicate and collaborate with library administration/director
- Get philosophical commitment—include in library's strategic plan/mission
- Prioritize—select target segment, specific need, specific service to start with
- Develop specific outcomes and action plans
- Start small but plan for the long term
- Communicate with and involve all staff
- Report, document, evaluate, adapt

Developing Positive Attitudes Toward Spanish Speakers

- Acknowledge that overcoming a lifetime of attitudes and values is difficult
- Talk about:
 - the personal benefits of living in a community with Spanish speakers
 - the benefits to the library
 - the benefits to the community at large
- Reward, acknowledge, recognize individual and library efforts
- Provide frequent, safe opportunities for people to learn about/interact with Spanish-speaking community
- Collect stories, anecdotes from Spanish-speaking community about how the library helps and share them with everyone

Talk about the purpose/mission of the library to serve the entire community