

## **Exercise #5 Responding to Market Trends**

In this exercise, you will become aware of the impact market trends might have on libraries' outreach efforts.

Libraries have the extraordinary opportunity to become leaders of their diverse communities because of the wealth of information they carry and the friendly environment they offer. The way you serve your Latino community is related to the vision, mission, and goals of your organization.

**Instructions:** The class will divide into three teams. Each team will choose one market trend of the examples given in class and will think of ways to promote services to Latinos according to the selected market trend in the following areas:

- External resources
  - Community Partners
- Internal resources
  - Products and services
  - Personnel

### **Assimilation and Acculturation**

1. Segregationist-Spanish only approach: Latinos will never assimilate
2. Immersionist-English only approach: Latinos will assimilate like previous immigration waves
3. Multicultural-Spanish/English approach: Latinos will acculturate (bicultural behaviors)

**OUR TEAM WILL WORK WITH A \_\_\_\_\_ APPROACH**

**We will work with the following community leaders/partners:**

**We will provide the following type of materials:**

**OVER**

**We will provide the following services:**

**We will do the following for accessibility and location:**

**We will promote our services in the following ways/through the following media:**

**We will hire/train our personnel in this way:**