

Assessing Needs for a Specific Target Group

In reviewing a statewide survey of residents, the director of the Anywhere (CA) Public Library found that Anywhere had seen a significant growth in its Hispanic population and library usage did not mirror that change. The library director wanted to make more of the Hispanic population aware of and interested in using library services.

The library director assigned Linda, a branch supervisor, the task of chairing a committee to put together a plan for improving services to the Hispanic residents. Linda was allowed to choose the committee members. She chose Ana, children's librarian who regularly did storytelling in Spanish; Roberto, a reference librarian in a branch located in a community with the large percentage of Hispanic residents; Mary, the public information officer; and Juan, a Spanish-speaking library assistant.

At the first committee meeting, members brainstormed ways of gathering data about Hispanic residents in the Anywhere library service area, including the following:

- Distributing user survey forms (both in English and Spanish) in the library branches
- Inviting selected community leaders to a focus group
- Contacting people who could provide information
 - Local media: Spanish newspaper, radio station and television station
 - Minister of a local Hispanic church
- Attending a meeting of the Hispanic chamber of commerce
- Attending a Cinco de Mayo community celebration