DON'T PLAY IT SAFE

LIBRARY SERVICES TO LATINOS AND SPANISH SPEAKERS

Wednesday, June 24, 2020
SALVADOR AVILA
BRANCH MANAGER
East Las Vegas Library
Las Vegas, Nevada
Human-Centered Spaces

In the past, it was all about what architect thought would be cool, said Danielle Milam, director of development and planning for Las Vegas-Clark County Library District. Now, she said, library design is shifting from the architect-led to the human-centered and community-focused.

"Architecture isn't about buildings," she said. "It's about the people."

Architectural Nexus in Salt Lake City uses revolutionary tactics that flip the script for library design, emphasizing strategic plans and specific needs.
OBJECTIVE 1
Participants will be inspired to not play it safe when rendering relevant and responsive services and programs;

OBJECTIVE 2
Traditional best practices will be explored and highlighted;

OBJECTIVE 3
Emerging innovative services and programs will be emphasized; and

OBJECTIVE 4
Interactive session will enhance human-centered approach.
East Las Vegas Library

- Built: April 2019 & LEED
- Size: 41,050 Square Feet
- Cost: $26 Million
- Tech: Built From Scratch
- Area: 110,000 & Young Families
- Educ: 19 Area Schools
Best of Traditional

- Computers
- DVDs
- Transcreation v. Translation
- Programs (Parenting, STEM, Face Painting)
- ONLY the right bilingual story times
- Cultural Messaging for 1st Generation

Public libraries are in the learning business.
DVDS & STREAMING continue to be highest circulating items in most public libraries.

TRANSCREATION should be intertwined in messaging.

PROGRAMS are powerful when they are emotional and results oriented.
STEM/STEAM Education & Connected Learning Programs.
These should be traditional in 2020.
Una plática con Jesús López
La voz latinx del equipo Vegas Golden Knights
Viernes, 10 de enero a las 6 p.m.
Biblioteca East Las Vegas
Salón de usos múltiples
Espacio disponible por orden de llegada.

TeCNOLoGIA CON SANTIAGO
¿Interesado en circuitos, robótica, o codificación?

¡Santiago, un estudiante de UNLV, presentará kits de ciencias para que aprender a imaginar y crear cosas geniales!

Miercoles
4:00 - 6:00 p.m.
Edades de 8 a 12 años
EL28 LAB

THE ART OF BREAKIN'

with Bboy Floorock

In this class you will learn the three fundamentals of breakin:

1) Top Rock; 2) Foot Work; and 3) Freezes!

For all ages.

SATURDAY, DECEMBER 7
3:30 - 5:00 P.M.
EAST LAS VEGAS LIBRARY
MULTIPOPURPOSE ROOM
Academia Civil Hispana

La academia de 12 semanas ofrece a nuestros ciudadanos información en español de primera mano respecto a cómo opera el Departamento y contestaremos muchas preguntas de la cultura del trabajo policial y la organización.

“Compañeros con la Comunidad”

MIÉRCOLES 6:00 - 9:00 P.M.

22, 29 DE ENERO; 5, 12, 19, 26 DE FEBRERO
4, 11, 18, 25 DE MARZO; Y 1 DE ABRIL (GRADUACIÓN)

PARA MAS INFORMACION, LLAME AL (702) 828-3830.

Veterans Tribute Career & Technical Academy
Student Council presents:

TIME FOR FAMILY & FRIENDS TO GATHER AROUND THE TABLE!

Come spend a TURK-ITIC time with VTCTA’s Student Council! Don’t forget to bring your dancing shoes and a crafty heart!

Ages: 5 - 8 years old

Saturday, November 16, 2019

2:00 - 4:00 p.m.

The Art of LATINx IDENTITY

El Arte de la IDENTIDAD LATINX

A Cultural Conversation About Art

THURSDAY, MARCH 12 AT 5 P.M.

EAST LAS VEGAS LIBRARY

Apps para principiantes

OBIETIVO
Aprenda como acceder a las apps de la biblioteca y usar nuestra colección digital desde la comodidad de su casa, trabajo, o escuela.

¡ESPERA...HAY MÁS!!
¿Dese nuevo a las apps? ¿También le asistiremos en el uso de sus dispositivos personales para que te convertas en experto!

EAST LAS VEGAS LIBRARY
Viernes, 27 de marzo
4:00 p.m.
Success Room

Únete a nosotros para este acercamiento gratis, divertido e interactivo donde tus necesidades serán prioridad.
East Las Vegas Immigration Services (ELVIS)

The East Las Vegas Library Immigration Service (ELVIS) seeks to increase access to United States citizenship by providing low-cost legal assistance to lawful permanent residents in the East Las Vegas community. Applicants will receive screening for eligibility, education in the naturalization process, and assistance with the N-400 Application for Naturalization and auxiliary documentation. Referrals are made to other qualified non-profit agencies for immigrants who have other needs or are not ready to naturalize. ELVIS is an affiliate member of the Catholic Legal Immigration Network and is applying for staff and agency accreditation with the Office of Legal Access Programs in the U.S. Department of Justice.
MARKET SEGMENTATION

Urban neighborhoods that are home mainly to Hispanic Americans.

- Family Coming of Age;
- Los Padres;
- Young Families;
- The Godparents;
- The Singles; and
- Hard Workers.

Source: CIVICTechnologies
Emerging

- Technology
- Human Centered
- Digital Signage
- Paperless
CAMPUS COMMUTER
Congresswoman Susie Lee, NSC President Bart Patterson, and CSN President Federico Zaragoza

MULTIMEDIA
1. Built From Scratch;
2. Best Buy Teen Tech Center; &
3. COX STEAM Teen Lab.
   Nevada Lieutenant Governor Kate Marshal

GREAT CAREER
Councilwoman Olivia Diaz, Congresswoman Dina Titus, CCSD Superintendent Dr. Jesus Jara, State Senator Mo Denis, and LCC President Peter Guzman.
BILINGUAL VIRTUAL PROGRAMMING
BILINGUAL VIRTUAL PROGRAMMING

Abecedario / Alphabet
Animales / Animals
Artículos del hogar / Household items
Ciudadanía / Citizenship
Colores / Colors
COVID-19
Estados y capitales / States & capitals
Etiqueta / Etiquette
Formas / Shapes
Números / Numbers
Países / Latin American countries
Planetas / Planets
ETHNICITY

What is preferred ethnicity among this segment of population?


Latinx = used as a gender-neutral or non-binary alternative to Latino or Latina.

Verdict is still not out.

Recommendation: For 1st generation communities focus on primary language, Spanish, and render services and programs based on language. No need to add terms to promotional pieces. For 2nd & 3rd generation communities focus on initiative in English.
Stop Talking. Start Doing!
Goals, Objectives, and Activities
GOALS
are long-range, broad, general statements
describing a desired condition or future.

OBJECTIVES
are short range and describe the results
to be achieved and measured.

ACTIVITIES
are sets of tasks that accomplish an objective.
GOAL
Residents will have access to innovative technology.

OBJECTIVE
50% of podcasting community will indicate that initiatives meet their educational and recreational needs.

ACTIVITIES
1. Purchase podcast equipment;
2. Retrofit space for podcast gear.
Put it in writing; otherwise it won't get done.

Make them exciting. WOW factor.

If you select something routine; then that means the profession is not evolving.
SAVE THE DATE

REFORMA National Conference VII

March 4 - 7, 2021
Portland, Oregon

Portland Marriott Downtown Waterfront
"Somos el cambio - We are the Change"
PROFESSIONAL DEVELOPMENT

National Association of Music Merchants
January 21 - 24, 2021
https://www.namm.org/thenammshow/2021

YALSA, Young Adult Library Services Association
November 6 - 8, 2020
http://www.ala.org/yalsa/yasympo
(Virtual in 2020)

Public Library Association
March 22-26, 2022
http://www.ala.org/pla/
THANK YOU!
CONTACT INFORMATION

Email: avilas@lvccld.org
Subject Line: Serving Latinos Webinar

Phone: (702) 507-3524

Send inquiries or questions before Monday, August 3, 2020.