

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





in Series Spanish-Speakers



Serving Latino Teens

Direct The Scoop blog Podcast Webinars JobLIST PLA 2020

Human-Centered Spaces

Libraries are leading inclusive, strategic building design

February 29, 2020



St. Sullivan, Salvador Avila, Milam.

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, it's about people," said Jeffery Davis, library planner at Architectural Nexus in Salt Lake City.

Conclusionary Tactics that Flip the Script for Library Facility Library Association 2020 Conference in Nashville, Tennessee, strategic plans, and specific neighborhood



OBJECTIVE 1

Participants will be inspired to not play it safe when rendering relevant and responsive services and programs;



OBJECTIVE 3

Emerging innovative services and programs will be emphasized; and



OBJECTIVE 2

Traditional best practices will be explored and highlighted;



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 Jesus Lopez



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

Jesus Lopez es el
anunciador de jugadas
para los juegos en
casa del equipo Vegas
Golden Knights en
ESPN Deportes.



ESPN
DEPORTES
LAS VEGAS
(1460 AM)

AT&T
SPORTSNET
Audio secundario en Español

Las Vegas-Clark County
LIBRARY
DISTRICT
LVCCLD.org

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 Floorrock

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
MULTIPURPOSE ROOM



Saturday
May 9 at 6 p.m.

East Las Vegas Library
Multipurpose Room

More at lvccld.org

Las Vegas-Clark County
LIBRARY
DISTRICT
LVCCLD.org

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 (GRADUACION)

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

EAST LAS VEGAS LIBRARY
2851 E. BONANZA ROAD
LAS VEGAS, NV. 89101

TIME FOR FAMILY & FRIENDS TO GATHER AROUND THE TABLE!

Come spend a **TURK-IFIC** 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

Las Vegas-Clark County
LIBRARY DISTRICT
LVCCLD.org



THURSDAY, MARCH 12 AT 5 P.M.

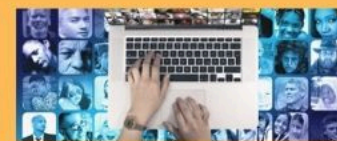
EAST LAS VEGAS LIBRARY

Apps para principiantes



OBJETIVO

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!!

¿Eres nuevo a las apps?
¡También le asistiremos en el uso de sus dispositivos personales para que te conviertas 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.

Advocates



Elected Officials



Las OGV



Nevada Student Power

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





COMMUNITY HUB

Governor Steve Sisolak

LATINOS
WHO
LUNCH
WITH FAVYFAV & BABELITO

LATINOS WHO LUNCH

Podcast



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

Ciudadania / Citizenship

Colores / Colors

COVID-19

Estados y capitales / States & capitals

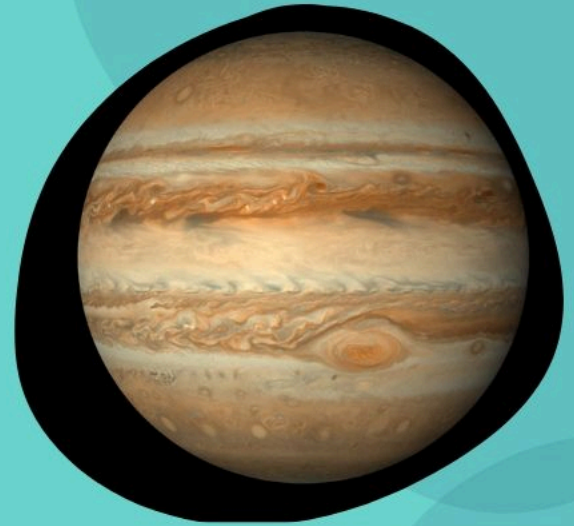
Etiqueta / Etiquette

Formas / Shapes

Números / Numbers

Países / Latin American countries

Planetas / Planets



ETHNICITY

What is preferred ethnicity among this segment of population?

Hispanic? Latino? Chicano? Mexican? LatinX? Spanish-speaker?
Others?

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.

GOAL



OBJECTIVE



ACTIVITIES

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/yasymposium>
(Virtual in 2020)

Public Library Association
March 22-26, 2022
<http://www.ala.org/pla/>



The background features a dark blue field with several large, light blue, organic, blob-like shapes. Two large shapes overlap in the center, creating a frame for the text. Other smaller, similar shapes are scattered in the corners.

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.