



# Developing and Marketing International Language Collections

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# Setting the stage

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- Changing community makeup across the country
- Immigrants settling in suburbs & rural areas as well as cities
- Library tradition of meeting needs of the entire community
- Many immigrants from countries without public library tradition



# Setting the stage (cont.)

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- Challenge to understand needs and offer appropriate multilingual programs and services
- Collections in a variety of languages
- Create awareness of what an American public library can offer



# Essential first steps

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- Community analysis
- Identify target population(s)
- Discussions with community associations, agency representatives
- Identify breadth of collections
- Establish budget



# Today's Focus

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- Selection- What will you offer your new customers?
- Vendors- How to choose? Where to find them?
- Promotion- How to create awareness and interest?



# Collections

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- What to include in a balanced collection?
  - same range & formats you provide in English
  - all Dewey areas
  - materials for adults, teens, children
  - take cultural preferences into account



# Selection criteria

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- Start with your English language professional evaluation criteria
- Add reader preferences
- Talk to community representatives
- Set up advisory committee
- Pay attention to ethnic media



# Selection sources

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- Printed reviews
  - Booklist
  - Criticas
  - Multicultural Review
- Vendor catalogs & Lists
- OPACS of other libraries
- Online bookstores in other countries
- Internet searches for hard-to-find languages



# Selection methods

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- Local bookstores / book fairs
- Catalogs
- Approval plans
- Vendor suggestions & guidance
- OCLC Language Sets
- Professional conferences
- International Book Fairs



# Selection guidance

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- Ethnic Library Associations
  - REFORMA
  - CALA
  - APALA
  - ALA-EMIERT
  - NYLA-ESRT
- Listservs
- Regional meetings
- Other Libraries known for international language collections



# Choosing a supplier

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- Consider selection offered
- Geared to public library
- Titles in stock or need to be ordered on-demand from abroad
- Language of communication- English OK if you don't know the language?
- Specialized knowledge based on experience (track record; customer references)



# Choosing a supplier (cont.)

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- Placing orders- phone, fax, e-mail, web site
- Reports- Out of Stock, OP
- Turn-around time
- Back orders
- Acquisitions guidelines- invoicing, payment, shipping



# Other formats

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- Periodicals / Newspapers
  - Newsstand purchases
  - Subscriptions with book vendors
  - Local ethnic press
  - Web sites- links to international press
    - e.g. [www.onlinenewspapers.com](http://www.onlinenewspapers.com)



# Other formats (cont.)

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- Music CDs
  - Local stores
  - Book vendors
  - Specialized vendors
  - Web sites
- Large-print books
- Books-on-tape



# Other formats (cont.)

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- Videos / DVDs / VCDs
  - US distributors (with subtitles)
  - Local dealers
  - Mail order
  - Web sites
  - Standards (US-NTSC; Europe- PAL)
  - Copyright
  - Language issues



# Electronic resources

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- Databases

- Informe (periodicals in Spanish)
- Consulta (reference database in Spanish)

- Web sites

- Selection in international languages e.g. QBPL  
WorldLinQ ([www.worldlinq.org](http://www.worldlinq.org))
- Bienvenidos a Queens  
([www.bienvenidosaqueens.org](http://www.bienvenidosaqueens.org))



# Cataloging

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- Importance of good relationship with Cataloging Department
- Keep them informed of your collection plans
- Outsourcing



# Weeding and Evaluation

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- Ongoing
- Talk to customers, branch staff
- Circulation reports
- Withdraw worn items
- Transfer items not moving, if appropriate
- Look at visibility of collection



# Customers

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- Meeting the needs of our diverse customer base is first and foremost
- Serving immigrants is an integral part of the library's philosophy
- Good service for immigrants is simply good customer service



# Marketing to Ethnic Communities

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- Community analysis to identify target groups
- Survey local community organizations
- Make use of staff with language skills as “ambassadors”
- Create bilingual promotional pieces
- Develop programs & services in consultation with community groups
- Build partnerships with community organizations for mutual benefit

# Marketing to Ethnic Communities (cont.)



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- Provide attractive collections in visible locations with clear bilingual signage
- Bilingual introduction to library services at ethnic events at library with accompanying book display
- Participate in ethnic festivals and community fairs
- Provide mail-a-book service in international languages as invitation to use library
- Develop multilingual web page and OPAC



# Promotion through:

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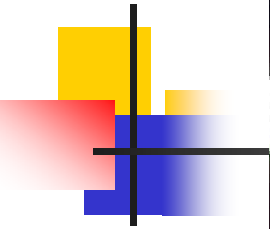
- Attractively designed bilingual flyers
- Bilingual signs
- Bibliographies
- Press releases
- Interviews
- Targeted mailings




# QBPL's Successful Marketing Efforts to our Culturally Diverse Communities

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- Accurate & timely demographic data used to create ethnic & language profiles for branch service areas
- Grassroots knowledge of changes in the community from branch staff, personal contacts, visits to local merchants, etc.
- Close collaboration with Public Relations Dept.
- Targeted mailing lists including media, schools, community agencies



## Spanish Language (Say Si) Collection



100-299	Religión y Filosofía	Religion & Philosophy
300-399	Ciencias Sociales	Social Science
400-499	Lenguaje	Language Arts
500-699	Ciencia y Tecnología	Science & Technology
700-799	Arte y Música	Art & Music
800-899	Literatura	Literature
900-999	Historia y Geografía	History & Geography
	Biografía	Biography
	Cuentos y Novelas	Fiction

## Spanish-English Dewey Classification



# Examples of promotion

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## ■ Print

- Bilingual program flyers
- Bilingual / multilingual brochures about collections
- Booklists and bibliographies

## ■ Non-print

- Radio spots and interviews
- Multilingual telephone system

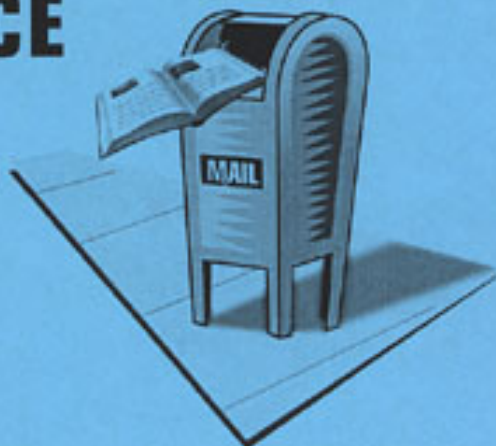


Queens Borough Public Library  
New Americans Program

# FREE MAIL-A-BOOK SERVICE

FOR READERS OF:

Chinese  
French  
Greek  
Italian  
Korean  
Russian  
Spanish



In order to better serve the needs of new immigrants, the library provides a Mail-A-Book service for **Queens residents** who read languages other than English. Upon request, books in Chinese, French, Greek, Italian, Korean, Russian, or Spanish are mailed, free of charge, to your home from the New Americans Program in returnable, postage-paid bags.

**This service is free.**

Descriptive lists of books available in these languages and postage-paid return envelopes can be obtained at branch libraries or by calling the **New Americans Program** at **718/990-0894**.

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Queens Borough Public Library  
New Americans Program

# Бесплатная Услуга - КНИГИ ПОЧТОЙ

Для читающих на языках:

Китайском  
Французском  
Греческом  
Итальянском  
Корейском  
Русском  
Испанском



Для лучшего обслуживания новых иммигрантов, проживающих в Квинсе и читающих на родном языке, библиотека предлагает услугу - книги почтой. По вашему заказу книги на китайском, французском, греческом, итальянском, корейском, русском или испанском языках будут отправлены Вам отделением "New Americans Program" в оплаченных почтовых конвертах.

Эта услуга - бесплатная.

Аннотированные списки книг на этих языках с оплаченными почтовыми конвертами можно заказать в районной библиотеке или позвонить в отделение "New Americans Program" по телефону: (718) 990-0894.

Queens Borough Public Library



## CUÉNTAME UN CUENTO

LIBROS CON CASETES  
PARA LOS NIÑOS



TELL ME A STORY  
CHILDREN'S BOOKS  
WITH CASSETTES

Prepared by  
**María A. Fiol** and  
**Adriana A. Tandler**

Queens Borough Public Library



## La Salud de la Mujer



## Women's Health

Prepared by Mônica Scheliga Carnesi and  
María A. Fiol, New Americans Program



# Examples of promotion (cont.)

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## ■ Technology

- OPAC interface in Chinese, French, Korean, Spanish
- Non-English databases (Russian, Spanish)
- E-books (Russian)
- Computer classes in Chinese, Spanish
- Spanish-language home page
- WorldLinQ and Local Information WorldLinQ in Chinese, French, Korean, Russian, Spanish and more
- NAP Online Directory of Immigrant-serving Agencies
- Bienvenidos a Queens web site in Spanish



# Examples of promotion (cont.)

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- Other

- Merchandising international language collections
- Hiring Latchkey Monitors, Pages and Teen-Net Mentors from the community who speak another language
- Classroom visits by immigrant children
- ESOL classes meeting in the Library



# Now it's up to you...

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- Collection development of International Language materials is easier than you thought, with patience and flexibility
- Selection sources and assistance are available
- Vendors are partners in the process
- Well chosen, targeted collections are essential part of the package of programs & services offered to attract newcomers



## Now it's up to you... (cont.)

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- Create attractive promotional materials, and offer informational and cultural programs
- Hire bilingual staff and develop a multilingual web site to market your collections
- It's a small world, and getting smaller, but librarians have the skills to adapt and move forward



# Contact information

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ขอบคุณ

Gracias

شكراً



THANK YOU

Bedankt

Köszönettel



Obrigado!

謝謝

HVALA

Merci

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