



# DIVERSITY INITIATIVE WORKSHOP SERIES

**Time: 10:00 am - 4:30 pm**  
(Breakfast at 9:30 am & Lunch at 12:30 pm)

**Funded by a grant from the New Jersey State Library, INFOLINK and the INFOLINK Diversity Committee** offer a four-part Diversity Initiative (DI) Workshop Series which replicates a successful INFOLINK program. This series assists **public libraries statewide** to develop effective programs and services for their diverse communities through a comprehensive "planning to implementation" approach. The DI Series will be **replicated in two locations – Monmouth County Library Headquarters and Parsippany Public Library**. Choose the location best for you. Two staff members from each library are required to attend all four sessions. Participants will develop a local action plan by the end of the series. To foster participation and success, the **subsidization level for the four workshops is 100%**.

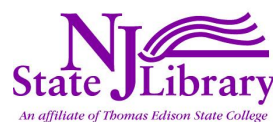
This series is grounded in the grant goals to enable libraries to serve the full diversity of their communities. At the end of the series, libraries are eligible for subsidization -- up to **\$500** -- of the local action plan's project or program to be implemented by March 23, 2010. Review the directions to Monmouth County Library/Parsippany Public Library and the program descriptions. Fill out and fax the **series application** (extended deadline 9/9/09). No more excuses. Let's get to work together!!

## Workshop Series Outline

SERIES I @ Monmouth County Library Headquarters INFOLINK coordinator: Mi-Sun Lyu	SERIES II @ Parsippany Public Library INFOLINK coordinator: Cheryl O'Connor
<b>Workshop 1: Introduction – Community Needs Assessment and Global Diversity in Our Neighborhood</b> Led by: Ingrid Betancourt, Newark PL & Catherine Tansey, International Institute of NJ	
Tuesday, <b>September 15</b> , 2009	Thursday, <b>September 24</b> , 2009
<b>Workshop 2: Cultural Awareness</b> Led by: Lourdes Tango, Training Consultant	
Thursday, <b>October 22</b> , 2009	Wednesday, <b>October 28</b> , 2009
<b>Workshop 3: Marketing to Your Community</b> Led by: Nancy Davis, The Ivy Group, Ltd	
Tuesday, <b>November 10</b> , 2009	Thursday, <b>November 19</b> , 2009
<b>Workshop 4: Developing an Action Plan</b> Led by: INFOLINK Staff and Diversity Committee	
Tuesday, <b>December 1</b> , 2009	Friday, <b>December 11</b> , 2009

**No Charge – Each location is limited to 10 Public Libraries.**

**To register**, Public libraries interested in participating in this workshop series, please fill out the **Application**, and **fax** it to **INFOLINK Office: 732-752-7785**. **Application deadline extended to Wed., Sept. 9, 2009**. Questions? Please contact us at 732-752-7720.



## Directions to:

### **SERIES I:**

#### **Monmouth County Library Headquarters**

125 Symmes Drive, Manalapan, NJ 07726

Ph: 732-431-7220

[http://www.monmouthcountylib.org/location\\_directions.htm](http://www.monmouthcountylib.org/location_directions.htm)

### **SERIES II:**

#### **Parsippany Public Library (Troy Hills Main Library)**

449 Halsey Rd, Parsippany, NJ 07054

Ph: 973-887-5150

<http://www.parsippanylibrary.org/our-branches/main-library>

## **PROGRAM DESCRIPTIONS**

### **Workshop 1: Introduction – Community Assessment Needs and Global Diversity in Our Neighborhood**

This workshop is comprised of two presentation workshops on "Community Needs Assessment" presented by Ingrid Betancourt and "Global Diversity in Our Neighborhood" presented by Catherine Tansey. This workshop is designed to help you find more about serving your community and staying up-to-date with its rapidly changing needs. Outcome Based Evaluation is required.

#### ***Community Needs Assessment***

How well are our libraries meeting the needs of New Jersey's diverse populations? Can existing services be fine-tuned to address our community's needs more effectively? How can we prevail over organizational and cultural barriers to increase the visibility and usefulness of the library among underserved members of our communities?

As a participant in this workshop, you will:

- Obtain practical strategies to acquire information about needs and strengths of immigrant communities in your service areas.
- Explore effective techniques to get members of the community involved, develop information-sharing networks, and build strong library-community partnerships.
- Link the information acquired to implement successful library programs and services for your target populations.

#### ***Global Diversity in Our Neighborhood***

New Jersey is one of the smallest states, but it is third in the United States in the percentage of foreign-born population. As a result, New Jersey is a microcosm of the world.

This interactive presentation explores:

- Who is the foreign-born population and why they came to New Jersey
- How the foreign-born population affects us
- What strategies librarians can use to serve this population effectively

Participants will end the session with some practical and useful insights into the mindsets of New Jersey's newest immigrants.

**Presenters:** **Ingrid Betancourt** is Coordinator of Multilingual Collections and Services at the Newark Public Library in New Jersey. She is also a co-founder and Director of the New Jersey Hispanic Research and Information Center, currently being developed at the Newark Public Library. Ms. Betancourt served as Director of the Multilingual Materials Acquisition Center, a statewide information clearinghouse and resource center on library services and materials in selected world languages, from 1991 through 2005. She is a former president of REFORMA, The National Association to Promote Library Services to the Spanish-Speaking – an affiliate of the American Library Association - and a founding member of the Northeast Chapter. She served as Co-Chair of the National Steering Committee for the first REFORMA National Conference in 1996, held in Austin, Texas. Ms. Betancourt is known as an advocate for library services to underserved populations. She is a consultant, trainer and speaker on library services and programs for culturally diverse communities and has presented on these subjects at the state and national level.

**Catherine Tansey** is the Executive Director of the International Institute of New Jersey (IINJ), a 90 year old resettlement agency which helps integrate refugees, asylees and Cuban parolees into northern New Jersey. Ms. Tansey has always been interested in international areas since studying the social and political systems in Denmark during her senior year in the university. After graduating with a B.A. from Rosemont College, she joined the Peace Corps as a volunteer for 2 years in Morocco. Following her Peace Corps stint, she completed graduate studies at the School for International Training in Vermont. She lived in Boston for 9 years as the Director of an intensive language program at Babson College and then, she moved to Japan to learn about Asian cultures. After 13 years living and working in Asia, Ms. Tansey returned to the United States.

Upon her return, she started International Business Training, a training and coaching firm which focused on communication and intercultural skills as key assets of global leaders. Her practice was a reflection of more than 25 years of living and working in Europe, North Africa, the U.S. and Asia. As a past member of the Board of Directors and the senior manager of IINJ, she continues to speak and write about immigrant issues, cross-cultural awareness, cultural diversity and conflict resolution.

**Assignment due by Workshop 2:** Conduct a community needs assessment.

## **Workshop 2: Cultural Awareness**

New Jersey is one of the most diverse states in the country. The way customers think and act in the library is often based upon expectations learned in a different country or culture. What are some of these cultural differences? What are examples of some of the mistakes libraries make in this area? How can we be more sensitive and inclusive of cultural differences in the library?

This dynamic and interactive session will introduce cultural concepts to help participants gain a deeper understanding of cultural differences, and improve multicultural relationships with co-workers and customers.

**Presenter: Lourdes Tango** is a training consultant experienced in designing and facilitating programs in Cross-cultural Communication and Diversity Topics that include Culture, Race, Gender and Generational differences, Global Competency and Team Building. Lourdes holds an Intercultural Foundations Certificate from the Intercultural Communication Institute in Portland, Oregon and a Certificate in Conflict and Dispute Resolution from New York University.

**Assignment due by Workshop 3:** Based on the results of the needs assessment, begin considering options for a project/program you may want to develop and implement. Review information on how to draft an action plan and bring any questions to the attention of the Infolink facilitator.

## **Workshop 3: Marketing to Your Community**

Libraries often know they have a group that has not been using the library very much. These people could bring so much to the library-- their ideas, their patronage, their art and music. How do we reach out to that community? What are some means we can use to let people know we exist and want to serve them? What are some marketing programs that have been successful in other libraries?

- Basic principles of branding, marketing and public relations
- Perceptions of public library services in culturally diverse groups
- Barriers to accessing public library services
- Differences among individual markets segments by country of origin, age, gender, educational background etc.
- Developing a strategic marketing plan
- Importance of internal marketing
- External marketing channels
- Importance of outreach and relationships with leaders within culturally diverse communities

**Presenter: Nancy Davis**, Partner, The Ivy Group, Ltd.

Nancy worked for more than twenty years in public, academic, and special libraries. She is the author of numerous long range and strategic marketing plans. Many of these plans have been developed for libraries serving diverse populations such as Loudoun County Virginia and DeKalb County Georgia. Currently she is the lead consultant on the team conducting the community needs assessment for the Brooklyn Public Library—a project which included conducting focus groups and telephone surveys in five languages. Nancy received her MLS from the University of Pittsburgh. She is an adjunct marketing instructor in Clarion University's Graduate School of Library Science.

**Assignment due by Workshop 4:** Draft an action plan for your project/program

## **Workshop 4: Developing Action Plan**

Bring your draft action plan to share with the group in an open forum. Fine-tune how you can translate your research and goals into action.

**Assignment after Workshop 4:** Complete your action plan and submit it to *INFOLINK* by December 28, 2009.

## **Follow-up: Implementing Action Plan**

Participating libraries are required to **complete the written action plan by December 28, 2009** to be eligible for up to \$500 cost subsidization from *INFOLINK* for future implementation. Your action plan must be **implemented by March 23, 2010**.

Libraries will participate in the Outcome Based Evaluation post-survey at the implementation of the action plan. Libraries will be also asked to participate on the Diversity Initiative Workshop Series wiki and encouraged to share their success story with libraries of the State of New Jersey through the State Library's and *INFOLINK*'s Newsletter, listserv or website.

# Application For the Diversity Initiative Workshop Series

Libraries that satisfy the following are eligible to apply for this Workshop Series. The first ten libraries for each series that apply and that satisfy the requirements will be selected. **This is a first come, first served opportunity.**

**Application deadline extended to September 9, 2009.**

**Please check the series of your choice:**

**Series I @ Monmouth County Library Hdqrs.**     **Series II @ Parsippany Public Library**

1. Applicant is a public library member of the NJ Library Network. (This is limited to NJ Public Libraries).
2. Applicant commits to have two staff attend all four workshop sessions.
3. Library administration commits to support library staff with the time needed to research and develop an action plan for a diversity initiative for the library, e.g. diversity programming, multilingual collection development, etc.
4. Applicant commits to submit the final action plan by December 28, 2009 including the plan implementation by March 23, 2010 to be eligible to receive the cost subsidization.
5. Applicant commits to participate in the Outcome Based Evaluation (OBE) process at the beginning and completion of the workshop series. You will be guided through OBE by the *INFOLINK* Diversity Committee.
6. Applicant commits to participate on the Diversity Initiative Workshop Series wiki.

**I have read this document and understand its contents, and want to apply for our library.**

Primary Contact Person: Your Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Your Name (Print): \_\_\_\_\_ Position: \_\_\_\_\_

Member Library Name: \_\_\_\_\_

Member Library Address: \_\_\_\_\_

Your Phone Number: \_\_\_\_\_ Your Email: \_\_\_\_\_

Secondary Contact Person: Name: \_\_\_\_\_ Position: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Please provide a brief statement describing your library and why you would like to participate in this series (use a separate sheet if necessary).

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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Agreement of Library Director for the Applying Library

My Library agrees to the following:

1. We will commit to send two staff to all four workshop sessions.
2. We will commit to support the staff to develop a diversity initiative action plan.
3. We will implement the action plan and participate in the Outcome Based Evaluation survey as stated in this application.

**My signature below indicates my agreement with the above statement and that I have the authority to sign for our library.**

Your Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Your Name (Print): \_\_\_\_\_

Your Title: \_\_\_\_\_

Your Email: \_\_\_\_\_

Library Name: \_\_\_\_\_

Library Address: \_\_\_\_\_

Your Phone and Fax Number: \_\_\_\_\_

Please fill out this application and fax it to **INFOLINK Office: 732-752-7785.**

**Application deadline extended to September 9, 2009.**