Cross Cultural Communicators in Libraries:
Developing Culturally and Linguistically Competent Library Professionals

2021 American Library Association
Annual Conference & Exhibition (Virtual)
June 24-29, 2021
Agenda

- Introduction/Overview
- Cultural Competence Webinars
- Library Translation/Interpretation Workshops
- Online Resources Development
- Evaluations/Project Impact
- Project Resources/Wrap-Up
Presenters

• **Mimi Lee**: CCCiL Project Director, Diversity & Literacy Consultant, New Jersey State Library

• **Fred Gitner**: Assistant Director of New Initiatives and Partnership Liaison for the New Americans Program, Queens Public Library

• **Marisa Gillio**: Founder & CEO, Language Link Corporation

• **Eileen O’Shea**: Consultant, Infopeople/Califa Group

• **Martha Kryillidou, Ph.D.**: Principal, QualityMetrics
intoxicado
What is Interpreting?
It is transferring the meaning from a language (source language) to another (target language).

What is an interpreter?
A person who facilitates communication between two people who speak different languages.
HORA DEL CUENTO/STORIES IN SPANISH
CHECK OUT OUR YOUTUBE CHANNEL EVERY MONDAY EVENING FOR A NEW STORY READ BY MS. JAILENE!
Cross Cultural Communicators in Libraries:

**Project Partners**

- Language Link
- Hartford Public Library
- CCCiL Directory of Spanish Speaking Library Professionals
- Online Portal to CCCiL Learning Resources
- Cultural Competence (Year 1, Webinars)
- Translation & Interpretation Skills (Year 2, F2F Workshops in CA/NJ/NY/CT)
- Cross Cultural Communicators in Libraries
- Advisory + National Outreach
## Project Curriculum

### YEAR 1
**Cultural Competence Training**
- Five Webinars
- Self-Paced/Pre-Recorded
- One Hour (each)

Topics:
- Diversity, Training, Cultural Norms
- Organizational Cultural Competence
- Data Resources, Community Needs Assessment, Strategic Planning
- Strategies to Address Language and Cultural Barriers
- Citizenship & Integration Support

### YEAR 2
**Interpretation & Translation Skills Training**
- 15 face-to-face workshops (limited to 21 participants each)
- Full Day
- NJ-3; NY-3; CT-2; CA-7 (subject to change)
- Webinar (cancelled San Jose Workshop offered online)
- Language Link’s certified trainers will lead the workshops
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Cultural Competence Webinars

Fred Gitner
Assistant Director of New Initiatives and Partnership Liaison for the New Americans Program, Queens Public Library
CCCiL Webinars based on the 2014 Queens Public Library IMLS grant project

Library as Community: New Directions in Multicultural Public Library Research & Services: A New Training Curriculum for Public Service Staff to Support Immigrant Information and Technology Needs
Project Description

Laura Bush 21st Century Librarian Program Grant

- **Award Period**: April 1, 2014 to March 31, 2017
- **Award Amount**: $398,855.00
- **Project Goal**: Queens Library will leverage the unique expertise of its staff to design and implement the *Librarian Digital & Integration Gateway Project*
- **Project Approach**: Innovative Professional Development that incorporates community needs assessments and a customized technology-training curriculum to build the capacity of over 400+ public service library staff to better serve and support new immigrants’ needs for information and digital literacy
Impact Goals

- Know how to locate and assess informational sources online
- Familiarity with purpose and uses of media sites, new technology platforms and tools
- Engage customers who rely on our library by directing them to real-time information
- Increase professional development skills through an interactive online learning community
- Be viewed within our communities as trusted and valued intermediaries

* Each participant completes 36 hours of training plus additional online interactive components.
Today's Presenters

Fred Gitner
Assistant Director of New Initiatives and Partnership Liaison, New Americans Program
Queens Public Library

Jeff Lambert
Digital Literacy Coordinator
Queens Public Library

Jin Bae
NYS Office for New Americans Community Outreach Counselor, Adult Learner Program
Queens Public Library

Manny Figueroa
Talent Development and Training Manager, Library Services
Queens Public Library

CCCiL Cultural Competence Webinar Development Team
Cross Cultural Communicators in Libraries

Webinar 1: Diversity, training and cultural norms
Instructional Objectives

• Understand the concept of cultural competency and its role in library services
• Understand how our implicit biases impact our relationships with patrons as well as the services and resources we provide
• Be able to communicate the importance of cultural competency to library colleagues
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Webinar 2: Organizational Cultural Competence
Instructional Objectives

• Understand the meaning of culture and diversity and how they relate to your library’s mission and core values
• Explore resources from national library organizations to help implement cultural competency standards at your library
• Identify best practices for serving Spanish-speaking patrons at your library

These services were made possible in part by the Institute of Museum and Library Services.
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Webinar 3: Data resources, community needs assessments, and strategic planning
Instructional Objectives

• Understand how to use internal and external data sources to learn more about the communities you serve
• Identify new ways to design the library experience to reflect community information needs and cultural competency best practices
• Explore strategies to solicit collection development, design, and programming requests from immigrant populations

These services were made possible in part by the Institute of Museum and Library Services.
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Webinar 4: Strategies to address language and cultural barriers
Instructional Objectives

By the end of this webinar, you should have an idea of:

- How to build partnerships with community-based organizations to improve and enhance services
- The difference between Hispanic vs. Latino
- How to leverage online tools to do outreach to your local Hispanic community
- Ways to address language and cultural barriers through examples

These services were made possible in part by the Institute of Museum and Library Services.
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Webinar 5: Citizenship and Integration Support
Instructional Objectives

• Know what you are allowed to do as library staff when assisting patrons with immigration matters
• Understand the U.S. immigration system and the key processes behind applying for U.S. citizenship
• Be able to navigate uscis.gov to download forms and instructions
• Be able to direct patrons to organizations for legal advice or representation
• Be able to direct patrons to resources for civics participation

These services were made possible in part by the Institute of Museum and Library Services.
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Library Translation & Interpretation Workshops

Marisa Gillio
Founder & CEO
Language Link Corporation
Interpreting and Translating Training

Basic Boot Camp

By MariSa Gillio
Laws and Regulations

Module 1
The most important Mandate governing language accessibility.

"No person in the United States shall, on grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or subjected to discrimination under any program or activity receiving Federal financial assistance"

**Title VI**

Civil Rights 1964
(55 years ago)

- Applies to all recipients of federal funds.
- It covers Doctors who treat Medicaid or Medicare patients.
- Providers are prohibited to single out patients based on race or national origin.
- Providers cannot employ practices that have discriminatory impact.

**Responsible agency:** OCR
Improving Access to Services for persons with Limited English Proficiency "L.E.P"

13166 Presidential Executive order
Bill Clinton, August 2000

This order applies to all "Federally conducted and federally assisted programs and activities"

- Each Federal agency providing federal funding must issue L.E.P Guidance.
- All Federal agencies must develop and implement a plan to improve linguistic access.

Responsible agency: U.S. Department of Justice
Cultural & Linguistics
Appropriated Services
CLAS Standards

Principal Standard
- Provide effective, equitable, understandable, and respectful quality care and services that are responsive to diverse cultural health beliefs and practices, preferred languages, health literacy, and other communication needs.

April 2013
Code of Ethics

Module 2
Translation VS Interpretation

SLA, SLA, SLA
SLA
SLA, SLA...

INTERPRETATION

SLA, SLA, SLA
SLA
SLA, SLA....

TRANSLATION

And now...
Modes of Interpreting

Consecutive Interpretation
The interpreter renders an interpretation after the speaker has stopped speaking. It requires more time. Most common use is in medical/community.

Simultaneous Interpreting
Rendering an interpretation continuously at the same time someone is speaking, intended to be heard by the person receiving the interpretation. It can be done by whispering or using equipment specially designed for this purpose in order to be as unobtrusive as possible.

Sight Translation
A hybrid type of interpreting/ translating whereby the interpreter reads a document written in one language while translating it orally into another language. In this mode of interpreting a written text must be rendered orally without advance notice and on sight.

Summarizing/Paraphrasing
It "sums it up" or paraphrases into the target languages and only repeats what they feel is important and leaves the rest out. Never use it!
Interpreting Techniques

Transmitting
The most commonly used interpreting technique by which the interpreter listens to a message in a source language and transmits (conveys) the same message in the target language.

Intervening
used when it’s clear that the message being transmitted is not clearly understood.

Mediating
used when there is a cultural misunderstanding. The interpreter will guide provider and the client to manage the cultural information.

Representing
The interpreter shifts from the restricted roles of transmitter, intervener or mediator to actively representing the client’s well being.
Positioning

- Patron will make eye contact with the associate that needs the interpreter.
- Interpreter will be behind the associate.
- Interpreter will gaze low when it's possible to create fluency of communication between the other parties involved.
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Online Resources Development

Eileen O’Shea
Consultant
Infopeople/Califa Group

Infopeople
In this webinar the presenters will cover:

- The concept of cultural competency and its role in library services
- How our implicit biases impact our relationships with patrons as well as the services and resources we provide
- How to communicate the importance of cultural competence to library colleagues
Module One: Laws & Introduction to the Profession

Founder, CEO, MA, CMI
Spanish Language Link Corporation
Recorded on February 13, 2020

This module is made up of three videos that cover a thorough review of language access laws and regulations as well as an introduction to the profession of interpretation. Also included is a situational video for reflection and discussion.

If you’d like to follow along, you can download the entire Workshop Handbook.

Module 1

- What’s Included
- Laws & Regulations
- Situational Video - Emigration Inquiry
- Translation vs. Interpretation
- What is an Interpreter?
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Evaluation/Project Impact

Martha Kryillidou, Ph.D.
Principal
QualityMetrics
Project Goals

- Increase effectiveness in communication with Spanish speaking library users
- Help with outreach services for public library to serve as a Community Anchor
- Train 350 Spanish speaking bilingual public library professionals
- Build a bilingual library professionals’ network in each partner region
- All training materials freely available
- A toolkit of resources for interpretation and translation in a public library setting freely available
247 Registered
177 Took Webinars
176 Attended In-Person Workshops
108 Filled out Final Evaluation
137 Attended Webinars + In-Person Workshops

137 GRADUATES
Process Evaluation

- Registration Data
- Pre-webinar baseline
- Post-webinar improvement
- Spanish Language proficiency
- Observations onsite at two NJ events
- In Person event evaluation
- Final survey
Outcomes

Participants Evaluation

- 90% of participants: understanding
- 86% of participants: interest
- 91% of participants: confidence

What best describes your level of understanding, interest and confidence after attending the CCCIL Training?
Impact

• A learning community
• Community Engagement
• Bring translator/interpreter partners into libraries
• Required training (40 hours)
• Recognized translator/interpreter programs
• Ensure sustainability
• Grow your own
• A network of community partnerships
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PROJECT REPORT
2018-2021
Project Website

https://www.njstatelib.org/cccil
Thank You!

[Logos of various library and information services]