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

New Jersey Library Association Conference 2021
Thursday, June 3, 2021
4:00 PM – 4:50 PM
Agenda

• Introduction
• Project Overview
• Project Evaluation
• Stories from Participants
• Q&A/Wrap-up
• Thank you
Presenters

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

• **Amalia Butler**: Senior Children’s Librarian, Maplewood Memorial Library

• **Esperanza Pacheco**: Assistant Director, Englewood Public Library

• **Isabel Castro**: Branch Manager, Newark Public Library-Branch Brook Library

• **Martha Cardenas**: Principal Library Assistant, Elizabeth Public Library
Background

2016 U.S. Census Bureau Population Estimate:

• 55 million Hispanic people in the US (over 17% of the population).

• California is the state with the largest Hispanic population -- an estimated 15 million, followed by Texas, and Florida. All three of these states comprise more than half (55%) of the Hispanic population. New York is in 4\textsuperscript{th} place with almost 4 million.

• Hispanic population: Arizona, 30.5%; California, 38.6%; New Mexico, 47.8%; and Texas, 38.6%. (New York, 19.2%)

• There are more than one million Hispanic residents in nine US states - Arizona, California, Colorado, Florida, Illinois, New Jersey, New Mexico, New York and Texas.

• Connecticut has more residents per capita who are natives of Puerto Rico (7.1% overall)

• Nearly one in three Hartford residents are Puerto Rican.

2019 U.S. Census Bureau Population Estimate:

• 60.5 million Hispanics living in the United States. This group represents 18.4 percent of the U.S. total population.

• In 2019, among Hispanic subgroups, Mexicans ranked as the largest at 61.4 percent.

• Following this group are: Puerto Ricans (9.6 percent), Central Americans (9.8 percent), South Americans (6.4 percent), and Cubans (3.9 percent).

• In 2019, states with the largest Hispanic populations were California, Texas, Florida, New York, Arizona, Illinois, New Jersey, Colorado, Georgia, New Mexico.
HORA DEL CUENTO/Stories in Spanish
Check out our YouTube channel every Monday evening for a new story read by Ms. Jailene!
### Project Curriculum

<table>
<thead>
<tr>
<th>YEAR 1</th>
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<tbody>
<tr>
<td><strong>Cultural Competence Training</strong></td>
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<tr>
<td>• Five Webinars</td>
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<tr>
<td>• Self-Paced/Pre-Recorded</td>
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<tr>
<td>• One Hour (each)</td>
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<td><strong>Topics:</strong></td>
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<td>• Diversity, Training, Cultural Norms</td>
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<td>• Organizational Cultural Competence</td>
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<td>• Data Resources, Community Needs Assessment, Strategic Planning</td>
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<td>• Strategies to Address Language and Cultural Barriers</td>
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<td>• Citizenship &amp; Integration Support</td>
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<th>YEAR 2</th>
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<tr>
<td><strong>Interpretation &amp; Translation Skills Training</strong></td>
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<tr>
<td>• 15 face-to-face workshops (limited to 21 participants each)</td>
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<td>• Full Day</td>
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<td>• NJ-3; NY-3; CT-2; CA-7 (subject to change)</td>
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<td>• Webinar (cancelled San Jose Workshop offered online)</td>
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<td>• Language Link’s certified trainers will lead the workshops</td>
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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 Communities in Libraries

Queens Public Library
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
Cross Cultural Communicators in Libraries

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.
Cross Cultural Communicators in Libraries

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.
Interpreting and Translating Training
Basic Boot Camp

By MariSa Gillio
CCCiL
Library Translator & Interpreter
Basic Boot Camp Trainers
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, or be denied the benefits of, or be 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

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
Code of Ethics

Module 2
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/translator 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, intervenor 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.
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.

Library Interpreter and Translator Training - CCCIL

Overview

- Project Overview
- Training Description

Start Here

- Introduction & Overview (5:04)

Module 1

- Module 1: What's Included
- Laws & Regulations (12:19)
- Situational Video - Emigration Inquiry (5:04)
- Translation vs. Interpretation (12:40)
- What is an Interpreter? (6:20)

Module 2
247 Registered
177 Took Webinars
176 Attended In-Person Workshops
108 Filled out Final Evaluation
137 Attended Webinars + In-Person Workshops

137 GRADUATES

Statistics - All

GRADUATES BY STATE

CA, 70
NY, 32
NJ, 28
CT, 6
Other, 3

CA, NY, NJ, CT, Other
Participants by Degree
• Librarians: 15 (33%)
• Non-Librarians: 31 (67%)

Participants by Gender
• Female: 39 (85%)
• Male: 7 (15%)

Participants by County
- Union, 5
- Atlantic, 1
- Bergen, 3
- Burlington, 1
- Essex, 7
- Hudson, 1
- Mercer, 1
- Monmouth, 3
- Passaic, 9
- Somerset, 3
- Out of State (PA), 1
- Ocean, 3
- Morris, 1
Participants Evaluation

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

- 90% of participants agreed or strongly agreed that their understanding has increased after attending the CCCiL Project.
- 86% of participants agreed or strongly agreed that their interest has increased by participating in the CCCiL Project.
- 91% of participants agreed or strongly agreed that they are confident in applying what they learned from the CCCiL Project in their library work.
Developing Culturally and Linguistically Competent Library Professionals

CROSS CULTURAL COMMUNICATIONS IN LIBRARIES

PROJECT REPORT
2018-2021

Connecting people with information through libraries

State Library
New Jersey
Project Website

https://www.njstatelibrary.org/cccil
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Stories from Participants

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Amalia Butler
Senior Children’s Librarian
Maplewood Memorial Library
Maplewood Memorial Library, Maplewood, NJ
Cross Cultural Communicators in Libraries: Developing Culturally and Linguistically Competent Library Professionals

Stories from Participants

Esperanza Pacheco
Assistant Director
Englewood Public Library
OCTOBER 25, 2019
WARREN TOWNSHIP LIBRARY, NJ
ESL at the Englewood Public Library, NJ
Cross Cultural Communicators in Libraries:
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Stories from Participants

Isabel Castro
Branch Manager
Newark Public Library
Branch Brook Library
Branch Brook Branch
Newark Public Library

Bilingual Storytime @
Branch Brook Park

Bilingual Programs
Cross Cultural Communicators in Libraries: 
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Stories from Participants

Martha Cardenas
Principal Library Assistant
Elizabeth Public Library
Q & A
Thank You!