

Hearing Silent Voices:

Connecting to the Spanish-Speaking Community



Anthony Chow, Ph.D.

The University of North Carolina at
Greensboro

Beatriz Guevara

Charlotte-Mecklenburg Libraries



OVERVIEW

1

The data trends over the past decade

2

Issues in understanding the Spanish-speaking Community

3

Unique needs of this Community

4

Ways to collect data

5

Suggestions and Recommendations

6

Questions & Answers

Data Trends

Population of the United States by Race and Hispanic/Latino Origin, Census 2000 and 2010



We can remove these if we don't need them.

Example Text. Click to add your text.

Example Text. Click to add your text.

Example Text. Click to add your text.

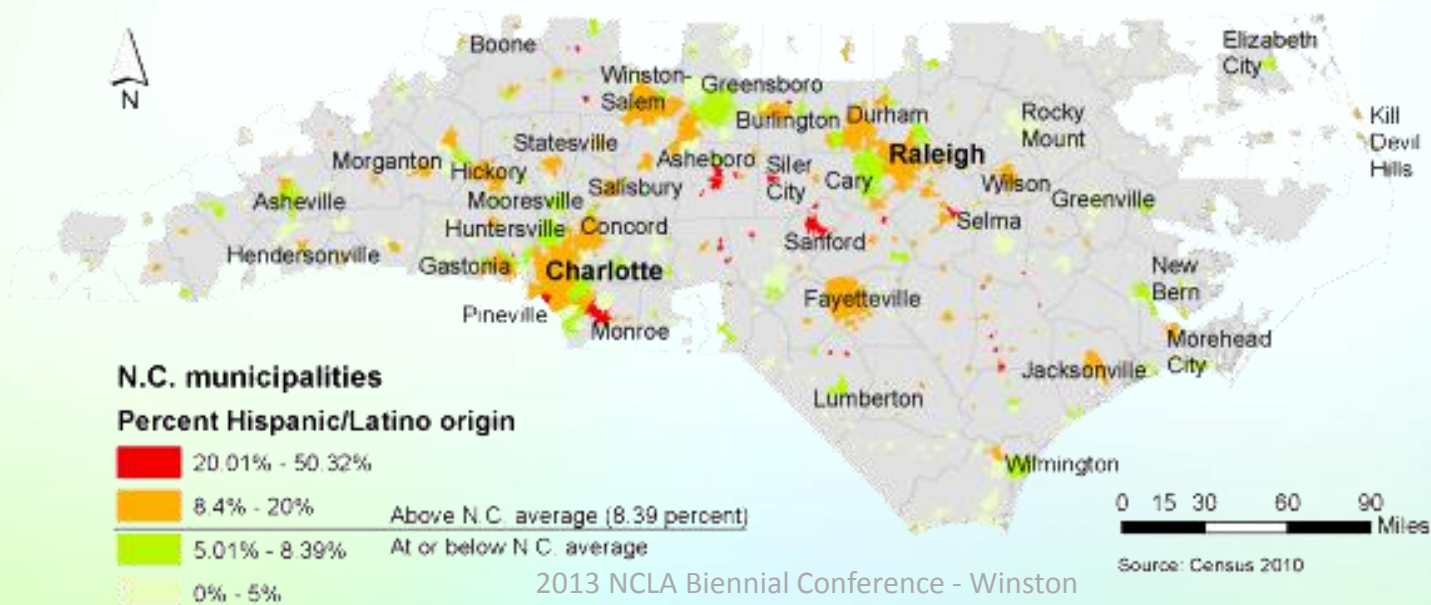
Race and Hispanic/Latino origin	Census 2010, population	Percent of population	Census 2000, population	Percent of population
Total Population	308,745,538	100.0%	281,421,906	100.0%
Single race				
White	196,817,552	63.7	211,460,626	75.1
Black or African American	37,685,848	12.2	34,658,190	12.3
American Indian and Alaska Native	2,247,098	.7	2,475,956	0.9
Asian	14,465,124	4.7	10,242,998	3.6
Native Hawaiian and other Pacific Islander	481,576	0.15	398,835	0.1
Two or more races	5,966,481	1.9	6,826,228	2.4
Some other race	604,265	.2	15,359,073	5.5
Hispanic or Latino	50,477,594	16.3	35,305,818	12.5

NORTH CAROLINA – OVERVIEW	2000-2010 CHANGE	
	Change	Percentages
Total Population	1,486,170	18.46%
American Indian and Alaska native alone	22,559	22.66%
Asian alone	95,273	83.80%
Black or African American alone	311,083	17.90%
Native Hawaiian and Other Pacific native alone	2,621	65.80%
Some other race alone	227,401	121.85%
Two or more races	102,939	99.69%
White alone	724,294	12.48%
Population by Hispanic or Latino Origin (of any race)		
Persons of Hispanic or Latino Origin	421,157	111.13%
Persons Not of Hispanic or Latino Origin	1,065,013	13.88%

Statewide Growth: More than doubled in ten years

NORTH CAROLINA – OVERVIEW	2010 Census		2000 Census		2000-2010 Change	
	Persons of Hispanic or Latino Origin	800,120	8.39%	378,963	4.71%	421,157
Persons Not of Hispanic or Latino Origin	8,735,363	91.61%	7,670,350	95.29%	1,065,013	13.88%

North Carolina cities and towns percent Hispanic/Latino 2010



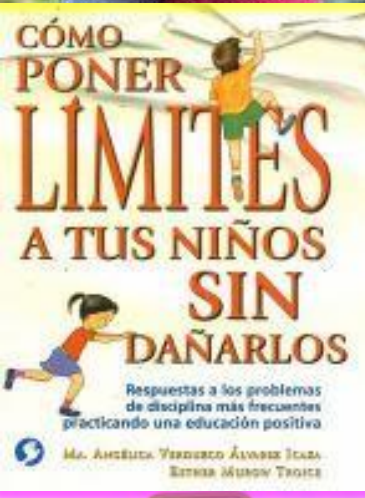
Issues in Understanding the Spanish-speaking Community

Under-represented in traditional CNA process



- Not completing surveys
- Not attending Community Forums
- Many library systems do not have connections to this Community
- Cultural differences & Language Barriers
- Creating relationships
- Their voices were silent, not being heard

Spanish-Speaking Community Needs: In Orange County



- Have collections in Spanish - they get books in Spanish from second hand shops, but they have no where to get them consistently.
- Interest them books in Spanish for children.
- Health, preventive health, how to find health resources.
- Cookbooks.
- Information on the Hispanic community, as a center of interest, demographics, rights.
- Teaching materials that serve to defend rights or how to claim.
- Legal programs, information on how to access services (light, water, etc.)



Spanish-Speaking Community Needs: In Orange County – Cont.



- **Motivation, making the community to go to the library.**
 - Program that develops a culture of going to the library.
 - Space for literacy training and further study
- **Bring exhibitions.**
 - Chapel Hill just emigration, but this area is inhabited mainly by immigrants so it is good to guide to them the library.
 - Preference is to be in a central location or with good access.
 - A good system for upcoming calls for proposals is to provide information to children at school so they hand over to their parents.
 - Would be well received a meeting with the Director of the library.
 - In the apartment complex, outdoors, in the Park, could be a meeting with the Latino community.

Spanish-Speaking Community Needs: In Charlotte



- A brochure in the school to find out about programs. Those that are tutoring could also communicate.
- When we check out, let staff know that I can receive a text message about programs, email. I get information by cell phone. As parents how would you like to receive news: by cell phone, texts
- More Spanish speaking staff per library (min 2) serving as volunteers in the Library. It's a good idea. How? Communicate during the children's program. Programs (computer) should take place in Sat. Volunteers could also help.
- Make it fun for kids. Make stories alive with characters, include the parents in the programs.



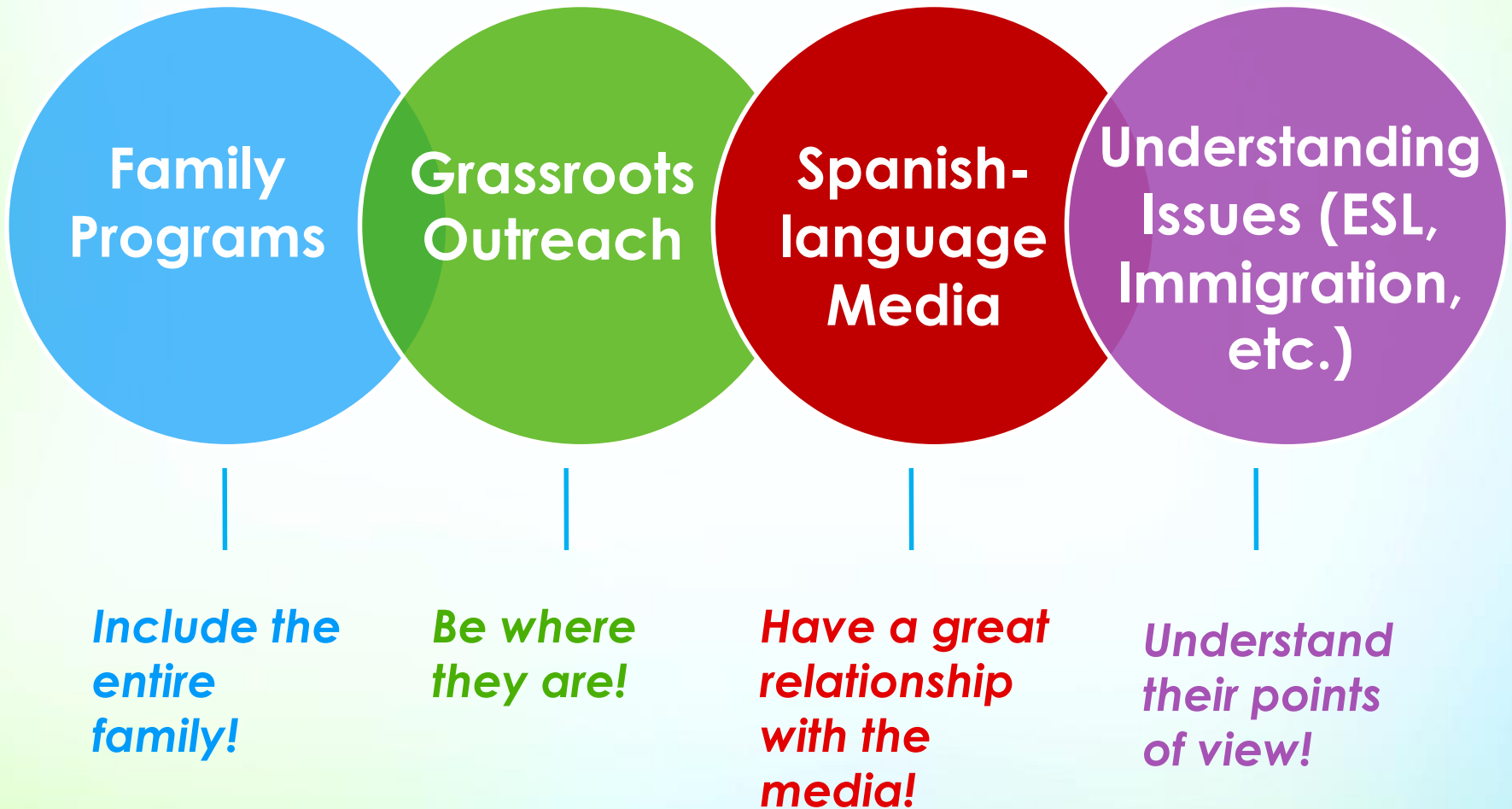
Spanish-Speaking Community Needs: In Charlotte – Cont.

- I found out about English classes reading the paper. We do not have access to the schools. We bring kids to the Library and at the same time we could take English classes while the children get help.
- Programs for small children with different schedules in the afternoon.
- Types of classes I would like: bilingual computer classes. It is difficult if taught in English. Provide a list of technology terms used in English and Spanish.
- Parents with questions about their kid's needs. I have not gotten the right kind of help. The language is a barrier. A sign stating that there is help for Spanish speaking people would help.



Spanish-Speaking Community Needs: In Gaston County

Silent Voices of Many NC Counties



Suggestions and Recommendations

1. Reach out directly to Spanish-speaking community through contacts.
2. Churches are a good way to arrange a focus group/forum.
3. Try and arrange a consistent advisory group.
4. Go to them rather than hope they will come to a public forum you sponsor.
5. Culturally appropriate – food, drink, more family-oriented.

Q & A

Anthony Chow –
aschow@uncg.edu

Beatriz Guevara –
bguevara@cmlibrary.org

Thank you!

