Hearing Silent Voices: Connecting to the Spanish-Speaking Community

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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

National Growth

Statewide Growth

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

Example Text. Click to add your text.

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Example Text. Click to add your text.

Example Text. Click to add your text.
<table>
<thead>
<tr>
<th>Race and Hispanic/Latino origin</th>
<th>Census 2010, population</th>
<th>Percent of population</th>
<th>Census 2000, population</th>
<th>Percent of population</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Population</strong></td>
<td>308,745,538</td>
<td>100.0%</td>
<td>281,421,906</td>
<td>100.0%</td>
</tr>
<tr>
<td><strong>Single race</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>196,817,552</td>
<td>63.7</td>
<td>211,460,626</td>
<td>75.1</td>
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<tr>
<td>Black or African American</td>
<td>37,685,848</td>
<td>12.2</td>
<td>34,658,190</td>
<td>12.3</td>
</tr>
<tr>
<td>American Indian and Alaska Native</td>
<td>2,247,098</td>
<td>.7</td>
<td>2,475,956</td>
<td>0.9</td>
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<tr>
<td>Asian</td>
<td>14,465,124</td>
<td>4.7</td>
<td>10,242,998</td>
<td>3.6</td>
</tr>
<tr>
<td>Native Hawaiian and other Pacific Islander</td>
<td>481,576</td>
<td>0.15</td>
<td>398,835</td>
<td>0.1</td>
</tr>
<tr>
<td>Two or more races</td>
<td>5,966,481</td>
<td>1.9</td>
<td>6,826,228</td>
<td>2.4</td>
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<tr>
<td>Some other race</td>
<td>604,265</td>
<td>.2</td>
<td>15,359,073</td>
<td>5.5</td>
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<tr>
<td><strong>Hispanic or Latino</strong></td>
<td>50,477,594</td>
<td>16.3</td>
<td>35,305,818</td>
<td>12.5</td>
</tr>
<tr>
<td>NORTHERN CAROLINA – OVERVIEW</td>
<td>2000-2010 CHANGE</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>-----------------------------</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Change</td>
<td>Percentages</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Population</td>
<td>1,486,170</td>
<td>18.46%</td>
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</tr>
<tr>
<td>American Indian and Alaska native alone</td>
<td>22,559</td>
<td>22.66%</td>
<td></td>
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<tr>
<td>Asian alone</td>
<td>95,273</td>
<td>83.80%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black or African American alone</td>
<td>311,083</td>
<td>17.90%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Native Hawaiian and Other Pacific native alone</td>
<td>2,621</td>
<td>65.80%</td>
<td></td>
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</tr>
<tr>
<td>Some other race alone</td>
<td>227,401</td>
<td>121.85%</td>
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<tr>
<td>Two or more races</td>
<td>102,939</td>
<td>99.69%</td>
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</tr>
<tr>
<td>White alone</td>
<td>724,294</td>
<td>12.48%</td>
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<td></td>
</tr>
<tr>
<td>Population by Hispanic or Latino Origin (of any race)</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Persons of Hispanic or Latino Origin</td>
<td>421,157</td>
<td>111.13%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Persons Not of Hispanic or Latino Origin</td>
<td>1,065,013</td>
<td>13.88%</td>
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</tbody>
</table>
Statewide Growth:
More than doubled in ten years

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Persons of Hispanic or Latino Origin</td>
<td>800,120</td>
<td>378,963</td>
<td>421,157</td>
</tr>
<tr>
<td>Persons Not of Hispanic or Latino Origin</td>
<td>8,735,363</td>
<td>7,670,350</td>
<td>1,065,013</td>
</tr>
</tbody>
</table>

North Carolina cities and towns percent Hispanic/Latino 2010

N.C. municipalities
Percent Hispanic/Latino origin
20.01% - 50.32%
8.4% - 20%
5.01% - 8.39%
0% - 5%

Source: Census 2010

2013 NCLA Biennial Conference - Winston Salem, NC
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.

- 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
Include the entire family!

Be where they are!

Have a great relationship with the media!

Understand their points of view!
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

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Thank you!