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Ethnic Collection Development Resources Assignment

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Running Head: ETHNIC COLLECTION

Ethnic Collection Development Resources
Latino/Hispanics, Native Americans, and African Americans

by

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Ethnic Collection Development Resources

Communities are usually composed of people from diverse educational, cultural, and economic backgrounds who in turn exhibit a wide variety of interests, needs, values, viewpoints and beliefs. The diversity provided by different ethnic groups, helps enrich the fabric of society, heartening the communal culture and contributing to its socio-economic prosperity. As communities develop services specifically targeted to meeting the needs of these special populations, the provision of unique information and library services should not be overlooked.

At the commencement of this library course on ethnic collection development, we expected to learn about the immense variety of resources dedicated to building great ethnic collections for Latinos/Hispanics, African Americans and Native Americans. As our research progressed, we came to a startling discovery. Collection development resources for these specific groups are scarce and hard to come by. If libraries are to be truly representative of the populations they serve, it is imperative that their collections accurately reflect their communities' racial composition.

A main tenet of a democratic society is to foster the free exchange of ideas and information between community members. This can further be supported by eliminating or reducing institutional barriers in order to provide equitable access to information for all community members. Though barriers can take a variety of forms, for the ethnic groups discussed here, they mainly amount to collections that are deficient in cultural resources and language diversity, lack of personnel who can help, and institutions that fail to acknowledge the community's multi-cultural diversity. In lieu of this, we have compiled a collection of ethnic resources that besides being rich in content are also valuable for the unique insight and advice they offer.

Some of the resources gathered deal with the tricky issue of building successful ethnic library collections. As many information professionals can attest, creating ethnic library collections that are

comprehensive and useful to not only ethnic groups but also other patrons is a complicated balancing act. Materials not only need to be written in different languages but also need to be current and relevant. Couple that with funding issues and particular community factors, and the balancing act becomes a more complex task. To develop a successful ethnic collection, as K.M. Alpi and B.M. Bibel suggest in a resource listing, the library should get involved with the targeted ethnic community by using a variety of tools such as performing information needs assessment, partnering with community leaders and ethnic library vendors, implementing targeted outreach services, reviewing collections periodically to remove institutional barriers, and disseminating information and successful ideas throughout the library community. This last bit is particularly important as our research revealed that resources on building ethnic collections are sparse. Finally, as M.E. Quinn points out in another resource listing, overcoming this type of barrier, may call for creative thinking and exploring non traditional library methods.

Another issue in building comprehensive ethnic library collections is the lack of library personnel that is properly trained or equipped to deal with ethnic populations. If the library personnel in charge of developing an ethnic collection does not speak the ethnic group's language or does not have experience or knowledge in dealing with their specific culture, the collection will not address the needs of the group and will most likely be underutilized. Therefore, it is necessary that library workers represent a cross section of their communities. This could easily be achieved by including minorities in library recruiting efforts as K. Lance suggests in a resource listing. Furthermore, existing library personnel should be regularly trained and brought up to date in the history, culture, customs, sensitivities, and information needs of the ethnic groups that are part of a library's patronage. As part of this training, library personnel should also be encouraged to learn other languages to better serve their ethnic patrons.

At an institutional level, libraries can inadvertently act as barriers against ethnic populations' free access to their collections. The digital divide, weak outreach programs, and poor ethnic collection placing are all influencing factors that can keep ethnic groups from fully utilizing library resources.

Despite the nationwide growth in computer ownership, e-mail access and Internet usage, the growth has occurred to a greater extent only within some income levels, demographic groups, and geographic areas creating what is called the digital divide. Past studies have revealed that although ethnic minorities' home online access is poor, they do utilize public library computers to access the Internet. It is then important for public libraries to deliver online information to those who do not own computers as G.L. Kreps stresses in one of the listed resources. To increase awareness and usage, libraries should also incorporate computer and Internet literacy programs tailored to ethnic groups in their offerings.

A main concern when creating new collections and services is having patrons take full advantage of the new mediums. It is not enough to build a thorough ethnic collection, if the targeted patrons do not it is there or do not know how to access it. One of our resources by Buck et al. lists a variety of outreach methods that can be utilized to increase a collection's success. They include: fostering communication through community speeches, discussion groups, displays, and celebrations of ethnic holidays; developing mutually beneficial relationships with local organizations, schools, and businesses; and establishing a marketing strategy that utilizes free public resources such as radio spots, press releases on ethnic publications, and even television advertising.

Finally, a poorly displayed ethnic collection may not attract its intended audience. Ethnic collections should be prominently displayed to increase the chances that users can easily locate collection materials. A listed resource by J. Alevy, succeeds in offering ideas for great collection

placement and displaying which could definitely increase a collection's usage and directly influence its success. As part of increasing collection visibility, it is important to note that adequate cataloguing is important in aiding users to establish material availability and enhancing collection access as J. Dilevko and K. Dali put forth in a listed resource.

Overall, we have taken great care to compile ethnic collection resources that reflect the uniqueness of a variety of library settings such as elementary school, academic, public, private and medical. In addition, our resources nurture the idea that by catering library services to ethnic communities, we support our nation's democratic ideals, foster building close community relationships, and further contribute to making strong and informed communities by disseminating information. We hope these collection development resources aid information professionals and libraries alike by empowering them with the tools needed to help ethnic populations with their information needs, and helping them create collections that are balanced, useful, comprehensive, sizeable, qualitative, and diverse.

Alevy, J. (2004). Spanish language materials in the physical collection: Where should they go? [Electronic version]. *Colorado Libraries*, 30, 4, 34-6. Access # 200436003824016. Library Literature & Information Full Text via Wilson-Web: <http://vnweb.hwwilsonweb.com/hww/jumpstart.jhtml?recid=0bc05f7a67b1790e4741fae46b91d0b76b0b548d3b3b9feace3196abc1929d90e1a9ca635ad42a54&fmt=P>

Alevy's article is recommended for librarians working in a middle or high school. Alevy is a middle school librarian in Colorado. She was contemplating how to shelve her Spanish language materials because she was unhappy with the current set up. She decided to research how library professionals recommended ways to shelve Spanish language materials. In addition, she looked into how other schools in Colorado designed their libraries with a large Spanish language section.

Alevy was unsuccessful in finding many professional sources. She did find two books that were better suited for public libraries but still contained interesting answers for school library media specialists who may consider making changes to the design of their libraries. She interviewed three librarians working in schools with a large Hispanic population. She described how all three differ from one another.

This article was helpful from a collection development perspective. The author did a good job of demonstrating various methods of displaying materials. This is a subject that many librarians spend a great deal of time agonizing over making time-consuming changes to the physical layout of the library. Alevy's article gives librarians choices instead of only one example of where Spanish language books should be placed. **-IV**

Alpi, K. M. & Bibel, B. M. (2004). Meeting the health information needs of diverse populations [Electronic version]. *Library Trends*, 53, 2, 268-82. Access # 200429701862002. Library Literature & Information Science Full Text via Wilson-Web: <http://vnweb.hwwilsonweb.com/hww/jumpstart.jhtml?recid=0bc05f7a67b1790e4741fae46b91d0b76b0b548d3b3b9fea5a838ef51e7eddc7ebd80bbe19d1a2ea&fmt=P>

Kristine Alpi and Barbara Bibel are nationally recognized experts in the field of non-English language consumer health collection development. They have co-authored a concise and well organized article that touches on the major issues in developing library resources and services for diverse communities: community assessment; identifying information needs; partnering with community opinion leaders; locating and selecting materials; promotion of materials and services; and identifying and overcoming barriers to equal access to health information. Two useful tables of web addresses are included; one lists cultural profile Web sites for use in community assessment, and one lists multilingual library health information Web sites. Alpi and Bibel describe specific collection development resources which will be helpful to librarians seeking to begin or expand their non-English language health collection. Public libraries or private medical or community health libraries could implement the authors' comprehensive strategy for meeting the health information needs of diverse populations. The reference list includes topical, current professional journal articles and Web sites. **-JMT**

Bouchard, J., & Kunze, L. (2003). Teaching diverse students in a corrections setting with assistance from the library [Electronic version]. *Journal of Correctional Education*, 54, 2, 66-9. Access # 200315207259007.

Education Full Text via Wilson-Web:

<http://vnweb.hwwilsonweb.com/hww/jumpstart.jhtml?recid=0bc05f7a67b1790e4741fae46b91d0b78ad7fa59f4074985f89d95e87b4e007858670ea73bb3d7d4&fmt=H>

Although at first this article does not seem to fit the research needs of a school librarian, it has many aspects in common with student needs. Bouchard & Kunze described a school/library partnership to give the diverse incarcerated students the educational tools necessary to successfully seek information. The authors recommended that the students work on diversity topics research reports. Collaboration with the staff and librarians at the correctional facility was stressed.

Both authors work in correctional facilities; Bouchard as a librarian and Kunze as a teacher. The article is biased where they claim their situation is unique in that their students do not wish to go to school. The same can be said for many middle school students anywhere in the United States. However, this article is helpful because a librarian can get ideas for making their program more interesting for diverse students. Next to African Americans, Hispanics are disproportionately incarcerated in this country. A helpful part of this article is the results of the survey the authors conducted when trying to find out what the students need from their teachers and the education curriculum to help them achieve success. **-IV**

Brown, N. (2003). The role of the media specialist in elementary schools with a majority limited English proficient Latino enrollment [Electronic version]. *Journal of Education for Library and Information Science*, 44, 3/4, 266-75. Access # 200319602419006.

Library Literature & Information Full Text via Wilson-Web:

<http://vnweb.hwwilsonweb.com/hww/jumpstart.jhtml?recid=0bc05f7a67b1790e4741fae46b91d0b701219e99095d351f359adf9f9e53b6ca15bba13ce0e975a2&fmt=H>

The author conducted a ten-month case study on how librarians at three elementary schools work with a majority Latino enrollment. The specific aspects of her study included how a majority Latino enrollment affects the librarian's job as a teacher, collaborator, informational specialist, and program administrator. All three librarians had at least five years of experience and had a master's degree. The results of Brown's study will be used in library graduate courses at Georgia State University.

The author's bias was in how she worded the study. She was looking in how the Latino students impacted the librarians rather than how the librarians impacted the students. It was a little disconcerting to read about Latino services in reactionary terms rather than visionary. The reason why this article is recommended is because of the many positive aspects of collection management: book fairs in English and Spanish, bilingual newsletters, successful collaborations with the English as a Second Language teachers, purchasing the Spanish edition of Accelerated Reader, and a welcoming environment. **-IV**

Buck, K. , Millikan, K. , Rider, C. , & Smith, S. (2004). Library services for Hispanic patrons. *Indiana Library*, 23, 1, 23-9. Access # 200400102819007.
Library Literature & Information Full Text via Wilson-Web:
<http://vnweb.hwwilsonweb.com/hww/jumpstart.jhtml?recid=0bc05f7a67b1790e4741fae46b91d0b76b0b548d3b3b9fea66bbc875374584d51e9673b283f55b50&fmt=H>

Buck, et al., discuss the history of library services to Hispanics, current needs for staff development, marketing, programming, outreach services, and collection development for the growing Hispanic population. Katie Buck says that it takes the talent of the entire staff to meet the needs of a library's diverse community. The United States did not make providing Spanish-English services a necessity in libraries until the 1970s. According to Buck, et al., today most libraries must provide bilingual and multicultural resources in some capacity, according to the demographic make up of the community the library serves. The American Library Association Bill of Rights says "books and other library resources should be provided for the interest, information, and enlightenment of all people of the community the library serves. It is the library's responsibility to know its community make up and to provide services that are appropriate to the needs of the population." Buck, et al. suggests several ideas to help Hispanics take advantage of all the opportunities a library offers. First, educate the staff on social and educational benefits of providing multicultural materials. Second, reevaluate the library's mission statement and its commitment to supporting cultural diversity. Third, evaluate the community and determine how the library can best meet the needs of all patrons. Fourth, the library should hire bilingual staff members. Fifth, develop a collection to meet the needs of Hispanic users by purchasing carefully evaluated materials in a variety of formats, such as adding newspapers like the El Salvador News to reach a wider section of the community; collect the Diccionario de la Real Academia Española; locate the collection separately from the regular collection. Further, the library can draw Hispanic users to the library with speeches, forums, discussion groups, displays, and celebrations of Hispanic holidays. The library can encourage family literacy programs and perform outreach to churches, community centers, and neighborhood locations. The library can market on Spanish television, radio and Spanish language newspapers. Librarians can find resources on the REFORMA website. Involve library personnel and members of the community. Hispanics' information and educational needs will be met through the library staff, collection, programming, and outreach service. -AAW

Dilevko, J., & Dali, K. (2003). Electronic databases for readers' advisory services and intellectual access to translated fiction not originally written in English [Electronic version]. *Library Resources & Technical Services*, 47, 3, 80-95. Access # 200318201866001.
Library Literature & Information Science Full Text via Wilson-Web:
<http://vnweb.hwwilsonweb.com/hww/jumpstart.jhtml?recid=0bc05f7a67b1790e4741fae46b91d0b701219e99095d351f2abefdea879d8b0e4cf15ffa5b36df71&fmt=P>

This article examines the issue of accessibility of multicultural literature, and the importance of adequate cataloguing. The authors' concern is that electronic readers' advisory tools can exhibit bias against some literature types. The authors examined, in NoveList, access to English translations of novels originally written in Russian. Their investigation was designed around NoveList's use of subject headings as the basis of its search strategies, as well as its full-text searching of book reviews. The authors evaluated the NoveList records of 119 Russian novels, and 392 novels

originally published in English for number of subject headings and book reviews. The results supported the authors' hypothesis that NoveList is not providing equal access to all types of literature. This bias is traced to NoveList's use of fewer subject headings and fewer book reviews for the non-English books. NoveList relies mostly on standard book review sources and neglects such sources as *World Literature Today*. The effect of these discrepancies is that patrons or librarians browsing in NoveList are more likely to access novels written in English than novels translated from Russian.

The authors have presented a well designed investigation of NoveList records for one subset of multicultural literature. They have referenced 59 sources used in preparation of this well researched, peer reviewed article. Even in the absence of statistical analysis the wide discrepancies are convincing and are a cause for concern. The results of this study can not be generalized to other types of multicultural literature, but the results bring to light the disturbing potential of readers' advisory databases to marginalize or reduce access to certain categories of literature. The article is valuable reading for any librarian providing readers' advisory service, to anyone using NoveList or a similar database, and to anyone involved in developing such a database. **-JMT**

Freiband, S. J. (1996). Developing collections for the Spanish speaking. *RQ*, 35, 330, 42. Access # 199610600824005.
Library Literature & Information Full Text via Wilson-Web:
<http://vnweb.hwwilsonweb.com/hww/jumpstart.jhtml?recid=0bc05f7a67b1790e4741fae46b91d0b7a1b152b23183999dec2099e201f7ce40cd478340076532&fmt=C>

Susan Freiband's article focuses on ideas extracted from panel presentations sponsored by library services to the Spanish Speaking Committee of the Reference and Adult Services Division of the American Library Association (ALA). Freiband explains that a large portion of the ethnic group speaks and reads Spanish as their first language and that the library must seek out new and better ways to help accommodate the growing population in the United States. The author begins by detailing a list of selection and acquisition tools, reviewing media, and vendors for the Spanish-speaking collections. She then explains how to keep Spanish-language collections up-to-date and relevant, how to effectively obtain work through foreign language booksellers, and how to also gather helpful support from the administration and community.

Freiband's article helps professionals in the library and information community develop a strong a collection for Spanish-speaking individuals, because she lists several resources and tools that can be implemented into collection development. The author provides addresses and contact information for reviews of Spanish-language materials, which may be of great use to beginning collections. Throughout her entire article, the author states several valuable sources and methods for creating a collection catered towards Spanish-speaking patrons. A critical point of worth in her article focuses on the complexities and effective methods of foreign-language book purchasing. Freiband's article is a non-biased look into the various forms of effort involved in creating a Spanish-language collection. **-CR**

Ganss, D. (2001). Celebrating Hispanic heritage month [Electronic version]. *The School Librarian's Workshop*, 22, 1, 14-5. Access # 20124400765010.
Library Literature & Information Full Text via Wilson-Web:
<http://vnweb.hwwilsonweb.com/hww/jumpstart.jhtml?recid=0bc05f7a67b1790e4741fae46b91d0b71dcbb6432eb8dc563c16def2e798f365747c53e8f3f697ec&fmt=H>

Ganss, D. (2005). ESL Tools & Resources, Part I [Electronic version]. *The School Librarian's Workshop*, 26, 2, 17-8. Access # 20528800765011.
Library Literature & Information Full Text via Wilson-Web:
<http://vnweb.hwwilsonweb.com/hww/jumpstart.jhtml?recid=0bc05f7a67b1790e4741fae46b91d0b7f692a3af08f1d2bcc20c3090a54b76d96a0025802d9eee7a&fmt=P>

The above articles are short but full of practical resources to make a school librarian's Hispanic-serving program an interesting and useful one. Ganss provides links to websites that can help teachers and librarians develop lesson plans and collections as well as provide interesting reading for students. The 2001 article was surprisingly not as dated as anticipated. Out of the 13 links provided, only two of them were dead. The rest are still up-to-date and useful tools. The 2005 article was loaded with links to wonderful lessons for librarians, teachers, parents, and students to enjoy.

These two articles are the most practical for including in a collection development class. The only surprising aspect was the absence of the REFORMA web site, which is an extremely helpful resource. It will be a more time-consuming task to attempt to find these web sites individually. With these articles, many helpful web sites are already grouped together for the convenience of the reader. **-IV**

Garcia, S. A. V. (2000). Racial and ethnic diversity in academic library collections: Ownership and access of African American and U. S. Latino periodical literature. *The Journal of Academic Librarianship*, 26, 5, 311-22. Access # 200024502605002.
Library Literature & Information Full Text via Wilson-Web:
http://vnweb.hwwilsonweb.com.libaccess.sjlibrary.org/hww/results/results_single_

Garcia studied multicultural diversity in collecting patterns of academic and research libraries and bibliographic access provided by indexing and abstracting services to multicultural materials. She found that the majority (65%) of Association of Research Libraries (ARL) owned at least half of the African American journals. In comparison, only one third (29%) of ARLs owned at least half of Latino research journals, and 70% owned less than half of the journals. Forty percent of ARLs did not own even one Latino leisure periodical title, whereas only 2% had no African American leisure periodical title. The majority of ARLs decided it was worthwhile and necessary to fund solid African American research journals but not Latino research journals. She found that when ARLs owned African American and Latino periodicals they were usually indexed.

This article is useful because it has a list of African American and Latino research periodicals and leisure type periodicals. Librarians can balance the cost of increasing the number of Latino research periodicals and leisure journals for both ethnic cultures. **-AAW**

Guerena, S. (2000). *Library services to Latinos: An anthology*. Jefferson, North Carolina: MacFarland & Co. Inc. Publishers. Access # 200040076561007

This compiles effective strategies in servicing the Latino community as well as discussing professional issues that surround Latino librarians. Although this anthology was written in 2000 the tips, essays and techniques demonstrated in this book are still relevant to the issues that surround the services that libraries can offer the Latino population. One important issue that is addressed is the recruitment of Latino librarians. This issue becomes important when dealing with a high rate of Latino patrons. By the mere fact that Latino patrons see a Latino person working at the library, it instills in them a sense of comfort in the institution. Latinos working in libraries gives them the confidence that said institution seeks to reach out to the Latino community.

Another issue that is addressed in this anthology is ways to facilitate services to the Latino community. How to best serve this wide range of users by educating them in the services that the library has to offer for them. Suggestions range from flyers distributed in the community to displays of Latino holidays or famous lives of Latino people.

Another important issue dealt in this anthology is how to take into consideration the multiculturalism that exists in this existing minority. While all Latinos might speak Spanish, there exist a multitude of different cultures within this ethnic minority. Librarians must take into account that with such a large ethnic minority specialized collections like Chicano/a collection might be unsuitable for person of Latin or Central American descent. **-VC**

Kreps, G. L. (2005). Disseminating relevant health information to underserved audiences: Implications of the Digital Divide Pilot Projects [Electronic version]. *J Med Libr Assoc*, 93, 4, 68-72. <http://www-medlib.med.utah.edu/symposium/docs/KrepsDDPP.pdf>

Kreps provides an overview of four innovative Digital Divide Pilot Projects, funded by the National Institute of Cancer, with the intent of identifying strategies that libraries can use to provide electronic access to health information to underserved and vulnerable populations on the have-not side of the digital divide. Kreps stresses the importance of public libraries in the delivery of online information for people who do not own computers, and suggests that libraries establish or join inter-organizational networks, or partner with community organizations that are familiar and credible with the target population. The author sees great promise in an innovative, narrative-based computerized multimedia interface used to serve low-literacy users in one Pilot Project, and he suggests that public libraries incorporate more interactive media programs to disseminate information to low-literacy adults. This thought-provoking article effectively describes the growing problem of the digital divide and the serious consequences for vulnerable populations in matters of health information. The author's enthusiasm for innovative approaches adds to the value of this article for practicing librarians. **-JMT**

Lance, K. (2005). Racial and ethnic diversity of U.S. library workers. *American Libraries*, 36, 5, 41-3. Library Literature & Information Full Text via Wilson-Web:
http://vnweb.hwwilsonweb.com.libaccess.sjlibrary.org/hww/shared/shared_main.jhtml;jsessionid=GA4S1EXCNPAMBQA3DIKSFGOADUNGIIV0?_requestid=63858

This article deals with the crucial issue of recruiting Latino minorities as Librarians. It deals with the challenges that face this profession in making librarianship appeal to Latino minorities so they will acquire the master's degree that the profession requires. While having a diverse workforce in the library is an issue, this article deals with the inequality in how many Latino workers in the library have a graduate educational degree.

While a library might employ many Latino workers, this article deals with the real issue of how many of them are actual librarians and not assistants. How can the profession appeal more to Latino minority students in choosing to acquire a graduate degree in Library sciences?

This article brings into focus the discrepancies that exist between Latino librarians and other Librarian minorities and how it reflects society at large if this large minority consists only approximately 3% of librarians in this profession. -VC

Lichtenstein, A. (1999). A productive partnership: University librarians and minority students. *Journal of Educational Media & Library Sciences*, 37, 1, 27-37. Access # 199924402414003.

Library Literature & Information Full Text via Wilson-Web:
http://vnweb.hwwilsonweb.comlibaccess.sjlibrary.org/hww/results/results_single_

Lichtenstein describes the work of academic librarians at the University of Central Arkansas (UCA) with a special, minority student summer academy called African Americans Partnering Talent (APT). UCA librarians designed and taught research skills, information about reference books, instructions for research papers, and explanation of plagiarism. The curriculum focused on how to efficiently and effectively gather, access, and document information.

The article is useful because the Research Skills Course Outline is included and can be used with other minorities such as Hispanics or for any college student. Most UCA minority students were African American (11%), and the remainder was American Indian, Asian, and Hispanic (7%). The article also pointed out that librarians may need training in cross-cultural sensitivity and communication. The author was troubled that some librarians had the opinion that the APT academy was out of the traditional arena of bibliographic instruction activity and did not want to participate. - AAW

Marcus, S. (2003). Multilingualism at the reference desk: Keeping students connected. *College Resource Library News*, 64, 5, 322-323, 336. Access # 200312103836006.
Library Literature & Information Full Text via Wilson-Web:
<http://vnweb.hwwilsonweb.com/hww/jumpstart.jhtml?recid=0bc05f7a67b1790e4741fae46b91d0b701219e99095d351f81c639a20e9d9a72bdd46c94253d4f01&fmt=H>

Marcus says that the primary role of the reference librarian in an academic library is that of education and assistance. The librarian can help foreign students stay connected to the college and not drop out by speaking to them in their own language. Marcus, Reference and Information Literacy Coordinator in the multicultural environment at Queensborough Community College, CUNY, believes that a few moments of speaking a student's native language along with English does little detract from hours of English practice required for classroom lectures. She says an academic library can provide sympathetic authority figures available for help in a comfortable, supportive environment. This human connection may decrease feelings of anxiety, enhance self-esteem, increase motivation, and sense of belonging for some foreign students. CUNY has addressed the needs of foreign students by providing special computers with Chinese, Japanese, Russian, Spanish, and Korean characters so students can e-mail letters home in their native languages. According to Marcus, her greatest rewards come from helping students succeed in their classes.

This article is directed at all foreign students and examines the conflict between using English to help students and using the student's native language. The article is useful to understand how using a person's native language can make them feel more comfortable in an academic setting.
-AAW

Massmann, A. M. (1996). *Advances in collection development and resource management*, Vol. 2. *Native American and Chicano video and film: Toward a new model for collection development in academic libraries*. Greenwich, Connecticut: JAI Press, Inc. Access # 199640014359008.

Author Ann Massmann's detailed writings focus on integrating video and film technology into Native American and Chicano collections. She notes that film is a valuable resource for all communities because it is a common method of storytelling and information, and that ethnic groups can only benefit by having their own media in their collections. Massmann's written piece discusses in great detail the role of video and film, issues for collecting Chicano video and film, and recommendations for their collection development.

The author's work reflects a general need for the future and advancement of collection development. She states several resources and projects that will help librarians to weed through and select the most appropriate films for their communities. She carefully details the importance of accurately representing the Hispanic population by examining each film with consideration and community cooperation. This requires a full scope of history and ideas to be represented—and an elimination of stereotypes. Massmann's written piece is a great reference for finding appropriate Hispanic films, and is a useful tool that addresses issues pertaining to collection materials other than books. -CR

McCook, K. de la P. (Ed.). (2000). Ethnic diversity in library and information science. *Library Trends* 49, 1. http://puboff.lis.uiuc.edu/catalog/trends/49_1.html

This article deals with the struggles to promote Library science to minority students and how minorities already in the profession dealt with the challenges posed to them in realizing a place where they could institute changes in the improvement and distribution of library services to ethnic minorities.

The past efforts by organization such as the ALA to recruit as well as to recognize the diversity in individuals seeking to work as librarians is noted. The recognition of diverse cultures by such organization as the ALA began as a way to acknowledge the different cultures and diverse values in the people that inhabit the United States. By this very act, diversity has become a key issue in the ALA's agenda of providing high quality library services to minorities.

This article deals with how Latinos and other minorities already in the profession struggled to acquire funding to institute support for student minorities in library information studies and how that struggle has over the years improved to achieve wide recognition. The formation of the ALA Spectrum scholarships became an obvious transformation in the overall commitment to diversity in the library profession. By instituting these scholarships the ALA helped advance the recognition of minorities and to their diversity in the library information field. **-VC**

Mestre, L. (2004). Culturally relevant instruction for Latinos. *Academic Exchange Quarterly* 8.1, 46, 5. Expanded Academic ASAP:
<http://find.galegroup.com/itx/infomark.do?&type=retrieve&tabID=T002&prodId=EAIM&docId=A116450582&source=gale&srcprod=EAIM&userGroupName=ucsantabarbara&version=1.0>

This article deals with the challenges faced when creating library instructional programs geared toward Latinos. It deals with recognizing the diverse cultures of Latinos and how a cultural homogeneous approach to teaching Latinos is not the best way to getting results.

Recognizing Latinos' diverse culture and instigating a process of identifying students' various interest can bring about a more productive instructional program. In creating a library instruction program for Latinos, the author suggests that a rigid instructional program with no room for diverse interest will bring about instructional failure.

Furthermore, the exploration of cultural identity in library instruction programs and other such programs will bring about a discovery of the differences and commonalities shared by all Latino cultures. This becomes important in the larger sense, because studies have shown that Latinos and other minorities need to feel the importance of their own culture as a way to validate their interaction with other cultures not of their own. **-VC**

Ocón, B. (2000). Library services to Latinos: An anthology. *Effective outreach strategies to the Latino community: A paradigm for public libraries*. Jefferson, North Carolina: MacFarland & Co. Inc. Publishers. Access # 200040076561007

Ocón's paper is a collection of various strategies for librarians to use to help reach out to Latino communities. It centers mainly on designing an outreach plan that deeply investigates how information specialists can get to know their surrounding community. In turn, this will help them design collections focusing on points of interest for the Latino community. Ocón describes several new services that can be included in any library setting. Among them are proper staff education of cultural awareness, establishing alliances, utilization of technologies, effective marketing, and issues of signage in association with the Spanish-speaking community.

The author's writings are significant to the outreach of Spanish-speaking communities. His work addresses the many different obstacles librarians face in trying to develop a collection and communicate with a specific ethnic population different from their own. His writings reflect ten different steps to effectively reach out to the Latino community—all of which are well thought out and listed in a step-by-step manor. Ocón's work is a beneficial strategy plan for any library institution with little or no previous ethnic collection development to implement and progress community service and outreach. **-CR**

Pokorny, R. E. (2003). Library services to immigrants and non-native speakers of English: From our past to our present [Electronic version]. *Bookmobiles and Outreach Services*, 6, 2, 21-34. Access # 200300207191003.

Library Literature & Information Science Full Text via Wilson-Web:

<http://vnweb.hwwilsonweb.com/hww/jumpstart.jhtml?recid=0bc05f7a67b1790e4741fae46b91d0b701219e99095d351ffaafcb576f410da97c7594cd16b172e5&fmt=H>

Pokorny presents an informative historical overview of library services for immigrant populations in the United States from the late 1800s to the present day. From early editions of the *Library Journal* the author has selected key writings of pioneering professional librarians such as James Hulme Canfield and J. Maud Campbell who were strong advocates for the provision of library services designed especially for immigrants. The reader is introduced to the century-long debate concerning the role of public libraries in cultural integration, and to various approaches by public libraries to assist immigrants in the process of adapting to their new environment. The article concludes with some examples of current outreach programs with success attributed to the library's effort to identify and respond to specific community needs, and to include members of the community in the process. Pokorny provides an enlightening introduction to J. Maud Campbell's pioneering approach to library outreach services, and gives us some valuable examples of successful community contacts and cooperation in modern library outreach programs. **-JMT**

Quinn, M. E. (1993). Multicultural acquisitions. *Hispanic collections in the public library: The Chicago Public Library Experience*. New York: The Haworth Press, Inc. Access # 199340003883000.

Mary Ellen Quinn's chapter is centered on the development plan for a Hispanic Collections department at the Chicago Public Library. Quinn's article documents the history and process of the collection, which serves as a useful template for other librarians who are interested in developing acquisitions strategies for Hispanic collection. The author focuses a lot of her attention on the specific barriers found between libraries and the Hispanic community. She identifies these as: language, characteristics of the Hispanic population, characteristics of the book trade, lack of selection tools, access and availability. She spends a good portion of her written work addressing methods on remedying these institutional barriers.

Quinn makes a great case in pointing out that there is not a specific "foolproof" way of developing a successful collection for the Hispanic population. After all, not every city has the same amount of resources and economy to help assist their public libraries. However, she weeds through all of the major concerns for collection development (citing relevant sources and statistics), and manages to produce a successful collection for her public library. She explains that creative thinking and exploring untraditional methods are just some of the ways of overcoming institutional barriers, and help establish a stronger collection for the Hispanic community. -CR

REFORMA. (2005). *Main Page*. <http://www.reforma.org/who.html>

REFORMA is a library web service catering to the needs of the Spanish-speaking communities across the United States. The web site is a crucial tool for libraries to bookmark, because it offers valuable services for both Hispanic patrons and information specialists. Among its many features, it offers lists of library websites with information written in Spanish, bi-lingual translations, foreign language distributors and bookstores, quick language tutorials, search engines, and other Internet resources pertaining to the Hispanic community's interest. REFORMA is an affiliation of the American Library Association (ALA), and was originally established in the early 1970s because of the desire to include Spanish-language materials into the library setting. Today, its goals are to help recruit bilingual library professionals and to help promote the information needs of the Hispanic community.

The site is extremely useful for libraries and professionals, because it provides resources, newsletters and employment opportunities for their Spanish-speaking communities. It is a trustworthy site, since the ALA has approved everything on it. It is a quick reference tool that will allow the Hispanic community to visit it and locate documents in the Spanish language. Overall, REFORMA is a web tool that should be bookmarked in all library computers. -CR

Ruffin, A. B., Cogdill, K., Kutty, L., & Hudson-Ochillo, M. (2005). Access to electronic information for the public: Analysis of fifty-three funded projects [Electronic version]. *Library Trends*, 53, 3, 434-52. Access # 200534901862005.

Library Literature & Information Science Full Text via Wilson-Web:

<http://vnweb.hwwilsonweb.com/hww/jumpstart.jhtml?recid=0bc05f7a67b1790e4741fae46b91d0b7f692a3af08f1d2bc6423adc2958007c89093e0d767cc0f9e&fmt=P>

In 1999, The National Network of Libraries of Medicine funded fifty-three consumer health outreach projects, often targeting specific populations, with the goal of improving community access to electronic health information. To analyze the success of these efforts the authors reviewed the quarterly and final reports of the projects, and conducted structured telephone interviews with the project directors. NVivo software was used to analyze the interview data, and several prominent themes were identified. Hands-on practice with the electronic resources, flexibility in scheduling of training, flexibility in location of training, and small-group settings were all found to be effective approaches. Interviews with directors revealed that among those projects focusing on Hispanic populations, the involvement of Hispanic community leaders in pre-testing materials and providing feedback was extremely valuable to project success. Also valuable was selecting community partners based on available resources, interest, and enthusiasm. Directors also noted the value of frequent communication with community leaders. The authors have presented a careful, sound analysis of the outreach projects, and by clearly identifying those elements likely to lead to success, they have provided valuable guidance to librarians currently planning such projects in their communities. –**JMT**

Shapiro, M. (2003). Developing virtual Spanish-language resources: Exploring a best practices model for public libraries [Electronic version]. *Oregon Library Association*, 9, 2, 15-19. Access # 200319606114006.

Library Literature & Information Full Text via Wilson-Web:

<http://vnweb.hwwilsonweb.com/hww/jumpstart.jhtml?recid=0bc05f7a67b1790e4741fae46b91d0b701219e99095d351f970346c579a90368ee8dd1efb4bdf789&fmt=P>

The author evaluated five public libraries to study their online Spanish language resources. He looked at the Multnomah County Public Library, the Los Angeles Public Library, the Queens Borough Public Library, the San Antonio Public Library, and the San Francisco Public Library. Although all five had some good to exceptional Spanish language resources and layout design, none encompassed all the positives aspects. Shapiro completed his article with a list of recommended tools to include when building a web site of Spanish language resources.

It was refreshing to have the author begin his article with a claim that his research was not methodologically sound. His exact words were, “I have semi-randomly and fully unscientifically selected five public library systems...” (p.15). Yet Shapiro’s article is a much-needed resource because there is little information at this time dealing with creating library web sites to include Spanish language resources. His observations are on target and his guidelines that were developed by Wanda Reinford, a reference librarian at the San Antonio Public Library, were good. –**IV**

Simmons-Welburn, J. (2000, April 9). Rating library and institutional priorities in managing diversity: Results of a preliminary study. *Association of Research Libraries*, 13. <http://www.arl.org/diversity/leading/issue13/simwel.html>

This article deals with how university libraries perceive diversity and what they are doing to bridge the gaps that exists in their planning agenda. While the goals of the parent organization might institute a diversity agenda, is the library only adhering to the parent organization's agenda on diversity states? To what extent is the library adhering or deviating from the parent organization agenda? This article deals with the problem of libraries only complying with diversity standards that the parent institution feels important. For example, diversity might be a factor in increasing Latino personnel in the work place as a way to improve communication and to create a better workplace in the library. The hiring of Latino personnel lends itself to the improvement of service to Latino students in the library. This is an important step in bringing diversity to the workplace however; this in itself is only adhering to the parent institution's agenda on diversity, what else are they doing to help in making sure that people of diverse background achieve a the graduate degree needed to work as librarians?

The author points out that many institutional libraries, while aware of diversity issues do not contribute to them. This is because many libraries do not cooperate with specific projects that might promote diversity in the university. There is also a clear lack of joint cooperative efforts between campuses in promoting diversity across campuses. While many employees might be on diversity committees they are not active participants.

This article also reveals the lack of initiative that many university libraries have in bridging the gap between diverse community members and their libraries towards the improvement of patron diversity in university libraries. -VC

Whitmire, E. (2003). Cultural diversity and undergraduates' academic library use. *The Journal of Academic Librarianship*, 29, 3, 148-61. Access # 200312102605003.
Library Literature & Information Full Text via Wilson-Web:
<http://vnweb.hwwilsonweb.com/hww/jumpstart.jhtml?recid=0bc05f7a67b1790e4741fae46b91d0b701219e99095d351f9a9831901af644bdc66fa2ddca71cf2b&fmt=H>

Whitmire discusses the differences in the academic library use of Asian Americans, African Americans, Latino, Native Americans, and White undergraduates. Whitmire says that academic library use affects the retention and academic achievement of students of color by integrating them into the college environment. Whitmire found some racial differences in how undergraduate students use academic libraries. All five racial groups exhibited comparable academic library use patterns. However, they were different in finding materials while browsing the stacks, checking citations, and checking out books. Whitmire found that African American undergraduates engaged academic library use more frequently when compared with White undergraduates. But they still needed special instruction in the library because of the high drop out rate of African American students. According to Whitmire, White undergraduates used catalogs (or now online catalogs) more frequently. Students of color used the library to read or study, asked librarians for help, and read basic references or documents more than White undergraduates. The number of term papers written and the number of non-assigned books read influenced how often ethnic students (African Americans, Asian Americans, Spanish Americans, and Native Americans) visited and used the

library. Whitmire seems to focus on African American students. She used the term 'students of color' which seem to include all ethnic groups. The article is useful because Whitmire suggests that academic libraries have term paper assistance to increase academic library use among students of color. They could also advertise that they have more popular reading if such material exists in the collection. The ethnic studies collection of popular books, newspapers, and magazines should be prominently located. This would suggest to students of color that the library is welcoming environment and cares about providing materials and is concerned about attracting people from many racial and ethnics groups. -AAW