

Libros for Oregon Application Instructions & Information

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SUMMARY

WHAT YOU'LL NEED

To fill out this application, the only information you'll need is:

- Service population: the number of people living in your library's service area.
- Spanish speakers:
 - How many Spanish speakers (what number) live in your library's service area?
 - What percent of your total service population speaks Spanish?
- Spanish collection stats:
 - What percent of your library's collection is in Spanish?
 - What are recent circulation stats of your library's Spanish collection?

APPENDICES

At the end of the Application Instructions and Information are the following appendices:

- Appendix A: Outreach Planning Resources
- Appendix B: Outreach Evaluation Resources
- Appendix C: Tips on Travel, Safety and Navigating FIL

ABBREVIATIONS & TERMS

Abbreviations and terms used in this application:

- **Libros for Oregon:** refers to Oregon's annual consortium of 8 libraries who collectively send 3 staff to the Guadalajara book fair to buy books on behalf of the participating 8

libraries.

- **LfO:** Libros for Oregon
- **FIL:** Feria Internacional del Libro, the annual international Spanish-language book fair in Guadalajara. More information about the FIL can be found at <https://www.fil.com.mx/ingles/>
- **ALA-FIL Free Pass program:** ALA and the Guadalajara International Book Fair partner to provide support for ALA members to attend the Guadalajara International Book Fair. More information about the Free Pass program can be found at <http://www.ala.org/offices/iro/awardsactivities/guadalajarabook>
- **Travelers:** In these Instructions the three library representatives LfO sends to the FIL on behalf of the 8 libraries are referred to as the “Travelers.”

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SUMMARY

The Libros for Oregon committee selects eight libraries to participate in the consortium each year. Additionally, three representatives will be selected to travel to the Guadalajara book fair (FIL) in November to buy materials on behalf of the eight participating libraries.

Every participating library will be required to submit plans and subsequent reports for three outreach activities to connect their Spanish-language collection with their community. More information can be found below in the Outreach section.

The three representatives selected to travel to the FIL must (once selected) be personal ALA members and have valid passports. More information can be found below in the Travelers section.

Libros for Oregon will work with vendors at the FIL, who will ship the selected materials to the purchasing libraries and provide them invoices.

Additional resources and information, including selection lists from the FIL annotated for US availability, can be found on the [Libros for Oregon website](https://librosfororegon.wixsite.com/home):
<https://librosfororegon.wixsite.com/home>.

LIBRARY INFORMATION

LfO strives for balanced representation among the 8 selected libraries. We consider geographic

region, past participation, a mix of experience levels, service population characteristics, and more. Our goal is to pair inexperienced libraries and Travelers with those who have experience and can serve as mentors. Please supply the most accurate information possible, which will help us assess the impact of participation in the program over time.

We recognize that circulation of a Spanish-language collection is dependant upon many factors. We collect circulation information in part as a point of reference for future comparison.

OUTREACH COMPONENT

Outreach can help us reach potential library users who may not know much about the library's collections, services, and commitment to community relevance and accessibility. Please briefly describe three outreach ideas you have (existing programs or new ideas) to promote FIL materials to your Latino/Spanish-speaking population and engage Spanish speakers with your library.

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All libraries selected to participate in the Libros for Oregon program **will be required** to submit and enact **more detailed outreach plans** describing at least three appropriate outreach activities (these can be existing programs or new ones), and, at the end of the year, to submit **short outreach reports**.

Appendix A: Outreach Planning Resources Appendix B: Outreach Evaluation

Resources LfO provides supporting resources to help selected participants develop these plans and assessment strategies. These can be found in Appendix A and B and include:

- An Outreach Plan Template
- Step-by-step suggestions for assessing community need
- Specific examples of outreach activities
- Suggestions of possible community partners
- Outcome-based evaluation resources

BUDGET

A. TRAVEL BUDGET

The eight libraries selected to participate in Libros for Oregon **will each contribute \$200** toward the travel expenses of the three staff representatives selected to attend the FIL on behalf of the consortium.

The combined funds (total \$1600) will be used to pay the airfare, ground transportation, per diem, and incidental costs incurred by the three travelers representing the consortium. Travelers and/or their libraries will need to pay their travel costs upfront, and will be reimbursed by LfO after the trip.

As points of reference: In 2017, round-trip airfare from Portland to Guadalajara was typically \$350. Per diem (using the federal tables) for Guadalajara was \$91 per day. Taxi fare from the airport to the business hotel near the Expo Center was approximately \$10.

Although we project that the funds collected from participating libraries should prove sufficient to cover all travel costs, if they prove insufficient, each participant's library will need to arrange with them how to cover any extra funds required.

If there is any money left over from the combined travel fund of \$1600 each year, it will revert to the Libros for Oregon committee to be used in service of the LfO program.

B. MATERIALS BUDGET

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The three representatives will be making purchases on behalf of the eight participating libraries, working from budgets allocated from those libraries' selection budgets. They will make purchases in various categories (mainly adult and youth fiction and nonfiction) on behalf of all eight libraries. To streamline this complex process somewhat, each library must plan to allocate one of three budget options:

- \$500
- \$1,000
- \$2,000

Shipping and handling is included in these total budgets (you will **not** have to set aside extra funds to pay for shipping and handling).

However, please note that because of exchange rates and other fluctuating factors in working with vendors at the FIL, **the actual amount spent may not turn out to be exact** and will not be settled precisely until the vendors return to the US with our purchases. We will do our best to ensure that the amount spent falls within the ranges indicated in the parentheses below:

- \$500 (\$400-\$600)
- \$1,000 (\$800-\$1,200)
- \$2,000 (\$1,600-\$2,400)

Therefore, for example, if you decide to allocate \$500 for your FIL purchases, be sure to reserve \$600 in your materials budget to allow for possible variation.

MATERIALS SHIPPING & INVOICING

LfO will work with experienced vendors at the FIL, who will be responsible for shipping materials to the ten purchasing libraries, and who will provide libraries with their individual invoices. Typically shipping and invoicing occurs in December and January.

NOTE ON MATERIALS CATALOGUING

We will include tips and information about cataloguing your new Spanish language materials on the Libros for Oregon website at: <https://librosfororegon.wixsite.com/home/cataloging>.

TRAVELERS

LIBRARY'S PROPOSED REPRESENTATIVE AT THE FIL

Three staff from the eight participating libraries will be selected to attend the FIL on behalf of the consortium each year.

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In these Instructions the three library representatives LfO sends to the FIL on behalf of

the consortium will be **referred to as the “Travelers.”**

Our mentorship model requires that at least one of the three Travelers must have attended on behalf of LfO in a previous year, and at least one of the three must be a new LfO participant.

Libraries may participate in the LfO consortium without applying to send a staff person as one of the three Travelers.

SELECTION OF TRAVELERS:

Does the Traveler speak Spanish? *It is not required that the Travelers speak Spanish.*

The ALA-FIL partnership provides some infrastructure, orientation and guidance to help non-Spanish speakers navigate the FIL successfully. This includes some bilingual staff at the hotel and the Expo Center; a shuttle between the hotel and the Expo Center; an on-site orientation; and plenty of other library staff from the US with whom to network, among other things. A buyer can also choose to work with a vendor who provides a bilingual assistant, and LfO typically does this.

However, speaking Spanish is certainly an asset in navigating the town, the FIL, and the selection of materials in Spanish, and it helps if at least one of the Travelers speaks Spanish.

Has the Traveler been to the FIL on behalf of Libros for Oregon before? Our mentorship model stipulates that at least one of the three Travelers must have attended on behalf of LfO in a previous year, and at least one of the three must be a new LfO participant.

Has the Traveler attended the FIL on behalf of any library before? This helps us in looking for a balance of both experience and opportunity for learning within our annual group of ten libraries and our Traveler team.

Will the Traveler be an individual ALA member by June 15? To participate in the ALA-FIL Free Pass program, every Traveler must be an individual ALA member. We encourage participating libraries to offer their Traveler staff every support possible toward this end. To be confident of applying to the Free Pass in time to receive one of the program’s 150 slots, the LfO timeline requires that the Traveler’s personal ALA membership be initiated or renewed by June 15.

To join (or renew membership with) ALA takes only a few minutes. To do so, fill out the form at <http://www.ala.org/membership/joinala> or call 800-545-2433, ext. 5.

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Personal membership dues vary according to employment status and type. (For example, in 2017 rates varied from \$36 for student members to \$137 for third-year, fully-employed librarians.)

Will the Traveler have a valid passport by June 15? Any traveler to Mexico must have a valid passport. Furthermore, to purchase airline tickets to Mexico, every Traveler must provide their passport number.

Also, to qualify for the FIL's \$100 reimbursement (offered to the first 100 qualified library staff to apply by early October) one must submit proof of one's purchased airfare.

Detailed passport information may be found at: <https://www.usa.gov/passport>

*Note: Certain countries require passports to remain valid for up to 6 months after travel. To date, this has **not** been a requirement in Mexico.*

Note: Some airlines do not allow you to board if your passport will not remain valid for up to 6 months after travel.

Will the Traveler apply for the ALA-FIL Free Passport program by June

15? The ALA-FIL FREE PASS Program (more information at <http://www.ala.org/offices/iro/awardsactivities/guadalajarabook>) provides:

- 3 nights at the Hotel Guadalajara Plaza López Mateos (6 nights if you share a room with a colleague who is also part of the program)
- 3 (or 6) continental breakfasts
- FIL Registration, courtesy of FIL
- \$100 toward the cost of airfare, courtesy of ALA.

To be confident of applying to the Free Pass in time to receive one of the program's 150 slots, the LfO timeline strongly suggests that Travelers apply by June 15.

Can the Traveler book a flight by July 15 (recommended)? As a generous part of its partnership with ALA, the Guadalajara Book Fair offers an additional \$100 to the first 100 applicants who submit a copy of their airfare confirmation by October 2, 2017. Timely booking of a flight allows a Traveler to apply for this additional \$100, and allows LfO Travelers to coordinate plans going forward.

Is the Traveler able and willing to attend the FIL two years in a row, and serve as a mentor to new attendees? [Not required of every Traveler.] Our mentorship model stipulates that at least one of the three Travelers must have attended on behalf of LfO in a previous year, and at least one of the three must be a new LfO participant. **Not every Traveler will be called upon to attend the FIL two years in a row**, but LfO needs to know who's willing and able.

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Is the Traveler's library prepared to cover any extra funds required? Although we project that the funds collected from participating libraries (\$1600) should prove sufficient to cover all travel costs, if they prove insufficient, each participant's library will need to arrange with them how to cover any extra funds required.

Approximate costs for LfO to send a Traveler to the FIL (for reference): \$60 Ground transportation to and from the Portland airport 300-500 Round-trip airfare from Portland to Guadalajara (estimate) \$0 Hotel costs (covered by the ALA-FIL Free Pass program for six nights if the Traveler

has a roommate) \$30 Ground transportation to and from Guadalajara airport \$217 Per diem costs for 4 lunches (Sunday-Wednesday, \$22 each) and 3 dinners (likely

Saturday, Monday, Wednesday, \$43 each). Hearty breakfasts are included at the hotel.

- Typically one dinner is offered by the vendor and one is covered by the ALA GALA.
- Calculations are based on 2017 [Guadalajara per diem](#) of \$91/day, with lunch at \$22 and dinner at \$43.

ADDITIONAL INFORMATION FOR TRAVELERS

Will the Traveler be able to make personal purchases at the FIL? Certainly. With their own funds the Traveler may make personal purchases at the FIL and arrange to transport them home.

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APPENDIX A: OUTREACH PLANNING RESOURCES

To briefly describe your library's Latino/Hispanic community, you might consider some of these points (referring both to published data and to anecdotal experience):

1. What are the demographic characteristics of my community?
2. What are the prominent lifestyle components (values, attitudes, interests) of my community?
3. What are the major socio-economic issues for my community?
4. What are my community's go-to organizations for education, ongoing learning, entertainment and community engagement?

Considering how this outreach supports your library's mission or goals, and how you want participants to benefit from it, will help you evaluate and report on the program.

Potential Partnerships: Consider specific groups, organizations, events, etc that you could work with to reach this community. Here are some suggestions to help you start:

Some Tips for Successful Partnerships

1. What services will each organization provide?
2. What is the time period of the agreement?
3. Who is responsible for communication with each organization/individual?
4. When and how often will the services take place?
5. What are the desired outcomes of the partnership?
6. How do you decide when outcomes have been met?
7. Does the partnership require an intergovernmental agreement, contract or other legal agreement?
8. Who in your organization will be the point of contact for the partner?

Sample list of possible organizations to consider as partners (*source: the Spanish Language Outreach Program - Workshop Handout Packet at www.WebJunction.org*):

- Youth Service Organizations (Big Brother/Sister, Boy Scouts, child abuse agencies, recreation programs, Girl Scouts, Jr. Achievement, Head Start, Even Start, child care associations, Association for the Education of Young Children, school age care and enrichment programs)
- Women's Centers/Service Organizations (battered women' shelters, YWCA, NOW)
- Refugee/Immigrant Centers/Services (Catholic Social Services, refugee rights association)
- Religious Organizations (church organizations, ministerial association)

- Senior Centers/Service Organizations (Area Agency on Aging, elder abuse/care agencies, RSVP)

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- Organizations of/for People with Disabilities (center on deafness, council of the blind, health and human services agencies, Easter Seals, Goodwill, independent living centers, United Cerebral Palsy)
- Organizations serving the homeless (food closet, homeless assistance program, Salvation Army)
- Organizations serving ex-offenders (Department of Corrections, Friends Outside)
- Technology Experts (computer clubs, consultants, community colleges, Internet providers, universities)
- Organizations fighting discrimination (Anti-Defamation League, human rights groups, NAACP)
- Miscellaneous Organizations (arts and cultural groups, athletic groups, censorship groups, historic preservation groups, local neighborhood groups, men's groups, veterans' groups, women's groups)
- Educational Organizations (community colleges, multilingual programs, PTA/PTO, school board, other libraries, private schools, home school organizations, higher education institutions/organizations)
- Government/Political Representatives (mayor, city council, county supervisors, city/county fiscal office, law enforcement, job training programs)
- Health Organizations (American Cancer Society, American Heart Association, hospitals, public health nurses, early intervention programs, public health clinics)
- Legal Organizations (ACLU, bar association, legal aid, NAACP Legal Defense Fund)
- Ethnic Organizations (Asian Resources Center, Hispanic centers, Inter-tribal Council, Urban League)
- Family Services Organizations (Social Services Department, Family Service Agency, Jewish Family Service)
- Media Representatives (newspaper, radio, TV, ethnic media, local magazines and newsletters)
- Financial Representatives (bankers, credit unions, financial planners, stockbrokers)
- Community Services Organizations/Associations/Clubs (AARP, AAUW, American Red Cross, B&PW, Kiwanis, Lions, Literacy Organizations, Rotary, Soroptimists, United Way)

- Economic Development Organizations (economic development councils, real estate brokers)
- Businesses/ Chambers of Commerce/Visitor’s Bureaus (major employers, minority business owners, small business owners; city, county and ethnic chambers)

Action Steps: What steps will it take to plan and implement this outreach activity?

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Marketing to Target Audience: How will you ensure this audience is available for this outreach? Where does this audience look for information about the community? Here are just a few possibilities to consider:

- School and childcare newsletters and emails
- Flyers posted at community gathering places such as schools, childcares, churches apartment complexes, or shops
- Announcements made by community point people (eg. church members) at events
- Spanish-language radio station
- Facebook
- Individual invitations to families at the library (both verbal and via printed quarter-sheet flyers or other print invitations)

APPENDIX B: OUTREACH EVALUATION RESOURCES

**Evaluation
Plan**

- A. How will you measure/demonstrate the impact of this program?
- B. What is your definition of success using that measurement?

Measuring outcomes helps libraries answer the question, “What good did we do?” An outcome is a specific benefit that results from a library program or service. Outcomes can be

quantitative or qualitative, and are often expressed as changes that individuals perceive in themselves. (Source: [ALA on outcomes](#))

An **optional Outreach Outcome Survey** is available on the LfO website to use or customize for your outreach evaluation. Its questions include:

Please take a few minutes to let us know if, as a result of participating in this library program...
[Strongly disagree] [Disagree] [Neither agree nor disagree] [Agree] [Strongly agree] [N/A]

You talked with people who work at the library You are more aware of the library's Spanish materials You are more knowledgeable about library resources relevant to you and your family You feel welcome at the library You plan to use the library Additional questions:

What did you like most about this program? What could the library do to serve you and your family better?

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Examples of outputs and outcomes from the Oregon State Library, discussing [outcome-based evaluation](#):

In managing a project or service, one would want both outputs and outcomes. The two are not mutually exclusive. One is quantitative, the other qualitative. Outputs:

- Answers "How many?" (extent)
- Are measures of volume (e.g. number of services provided) or evidence of service delivery (e.g. number of attendees)
- Are the results of inputs (resources) and activities, programs or services
- Are from the staff perspective
 - Are objectively

quantified Outcomes:

- Answers "So what?" (effectiveness)
- Are measures of impact or benefit to the end user, usually reported in amount of change in skills, knowledge, attitude, behavior or condition
- Are also the results of inputs (resources) and activities, programs or services
- Are from the participant's perspective
- Are often quantified by participants' or others' perceptions (e.g. surveys)
- Are best used in conjunction with output measurements
- Present assumptions of cause and effect, not concrete scientific evidence

Sample outcome (“performance measurement”) [survey questions from PLA](#)

Project Outcome: a free resource [Project Outcome](#) is a free toolkit designed to help public libraries understand and share the impact of essential library services and programs by providing simple surveys and an easy-to-use process for measuring and analyzing outcomes.

[More information from ALA on Project Outcome](#): (Project Outcome helps libraries measure four key patron outcomes—knowledge, confidence, application, and awareness—in seven key library service areas: Civic/Community Engagement; Digital Learning; Economic Development; Education/Lifelong Learning; Early Childhood Literacy; Job Skills; Summer Reading.)

APPENDIX C: TIPS ON TRAVEL, SAFETY, & NAVIGATING FIL

Shortly before the FIL each year, ALA provides an orientation webinar for those registered for the ALA-FIL Free Pass program.

[REFORMA’s tips for navigating FIL](#) can be found on the Libros for Oregon website:
<https://librosfororegon.wixsite.com/home/reforma-tips>

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US State Department: At the <https://travel.state.gov> website, there are no advisories or restrictions (as of 3/18) regarding travel to the city of Guadalajara. The site’s general recommendations for travel in Mexico include:

- Use toll roads when possible and avoid driving at night.
- Exercise increased caution when visiting local bars, nightclubs, and casinos.
- Do not display signs of wealth, such as wearing expensive watches or jewelry.
- Be extra vigilant when visiting banks or ATMs.
- Enroll in the [Smart Traveler Enrollment Program \(STEP\)](#) to receive Alerts and make it easier to locate you in an emergency.
- Follow the Department of State on [Facebook](#) and [Twitter](#).
- Review the [Crime and Safety Reports](#) for Mexico.

- U.S. citizens who travel abroad should always have a contingency plan for emergency situations. Review the [Traveler's Checklist](#).