

Spanish Language Outreach Program

by Cindi Hickey, WebJunction Coordinator

Reach Out to Your Ethnic Communities!

WebJunction is bringing the **Spanish Language Outreach** (SLO) program to Kansas. SLO is a training program for librarians, trustees and volunteers working in all types of libraries. Although the training focuses on Spanish speaking communities, the outreach strategies and techniques translate to any population or community a library wants to target for outreach services.

WebJunction developed the program through a grant from the Bill & Melinda Gates Foundation and has just launched its third and final round of training. Sixteen states besides Kansas are participating in this round of SLO including Idaho, Louisiana, Massachusetts, Mississippi, Missouri, Montana, Nebraska, North Carolina, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, Utah, West Virginia, Wisconsin. Twenty-five states have already completed their training programs.



Kansas Trainers: Magaly Vallazza, Janelle Jarboe, LaDonna Clark

Overview:

LaDonna Clark, Janelle Jarboe, Magaly Vallazza and state coordinator, Cindi Hickey, attended a training institute for the project held in Seattle in early October. Training was provided by Yolanda Cuesta who also developed the curriculum for the project. Ms. Cuesta is a nationally-recognized expert in outreach to multicultural communities and specializes in helping libraries and other non-profit organizations serve ethnic and culturally diverse communities. Her work emphasizes community-based needs assessments, building partnerships and community coalitions, marketing and public relations, and program planning and evaluation. Prior to starting her own business, Ms. Cuesta was Chief of Library Development Services and Ethnic Services Consultant for the California State Library. She is a certified trainer for the Public Library

Association's Planning for Results and Managing for Results process.

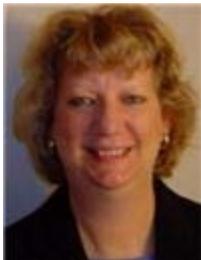
Kansas Workshops:

Supported by funding from the Bill & Melinda Gates Foundation, the State Library will sponsor nine workshops across the state. Magaly (Maggie) Vallazza will conduct three workshops in the eastern region of the state, LaDonna Clark will provide three workshops in the central region, and Janelle Jarboe will offer three workshops in the western region. The workshops are being planned for late February and March. Final dates will be announced soon. All participants in the workshops will receive a free copy of *Survival Spanish for Library Staff*, a multi-media tutorial on CD. The full day workshops will include a **free lunch**. The state coordinator, Cindi Hickey, will provide follow up activities for five months after the workshops have been completed and will coordinate a **reunion of workshop participants at the Kansas Library Conference** in April. Follow up is also provided by WebJunction through topical online [forums](#) and monthly online [webinars](#). Everyone is welcome to participate in the webinars and the next one will take place on November 20, 2007 from 12:00-1:30 CST / 11:00-12:30 MST. The topic for the webinar is *Recruiting for Diversity*.

The workshop features training in making the case for outreach to ethnic communities, outreach strategies, outreach services, marketing, and planning. **Please note:** No Spanish language training is included in this workshop. Participants will leave the workshop with an action plan for up to three outreach activities for their library to implement. An introduction to the training is offered in a WebJunction online course, [WebJunction's Spanish Language Outreach](#). Information about companion online courses is available at [Spanish Language Outreach Courses](#). You can find the workshop curriculum plus more information about the project and more on WebJunction at [Spanish Language Outreach Program](#).

Please watch KANLIB-L, the *Kansas Libraries Newsletter*, and [BlogJunction Kansas](#) for workshop dates and details. Contact Cindi Hickey, chickey@kslib.info if you have questions.

Kansas Spanish Language Outreach Trainers:



LaDonna Clark: For the past 18 months LaDonna has served as the North Central Kansas Libraries System Technology Trainer. Before that for 15 years, she worked in the IT Department for a large company. So, since she is so new to the library scene, she feels she still has lots to learn.

In her position as Technology Trainer, LaDonna Clark creates curriculum and conducts training. She has a portable lab of six laptops that travel to the twelve county regions in order to train the library directors and their staff on anything from the Microsoft Office products to library specific software.

LaDonna holds a Bachelor of Science degree from Kansas State University, and is a Development Dimensions International (DDI) Certified Facilitator with specialties in Interaction Management ®Strategies for Effective Leadership, Interaction Management ®Tactics for Effective Leadership, and Techniques for an Empowered Workforce.



LaDonna looks forward to taking on this project!



Janelle Jarboe: Janelle is the Trainer/Assistant Technology Consultant for the Southwest Kansas Library System (SWKLS) in Dodge City, Kansas. She has held that position since early 2006. Janelle is one of three Spanish Outreach Trainers in Kansas, representing the western part of the State. Janelle's primary responsibility is to teach area librarians about current technology and its applications within their libraries. She also provides computer technology support to member libraries.

Prior to working for the system Janelle was employed by the Finney County Public Library in Garden City, Kansas. She worked there for four years as the System Administrator, maintaining the library's computers and network. She also taught technology classes for patrons and the general public.

Janelle holds a Bachelor of Science Degree in Computer Information Systems from Kansas Wesleyan University in Salina, Kansas. During her college years Janelle took two semesters of Spanish along with two years in high school. She is hoping her language background and exposure to the Hispanic culture growing up in Southwest Kansas will come in handy as a Spanish Outreach Trainer.



Magaly Vallazza: Magaly is a native of La Paz, Bolivia and has an MLS degree from the University of Missouri-Columbia. Her work in libraries began more than 20 years ago at the Kansas City Kansas Public Library. Later she moved to the Kansas City Missouri Public Library where she managed the Ruiz, Westport, and Trails West branches. She currently works as Branch Manager of the Oak Park Library of the Johnson County Library in Kansas. One of her major goals as a Latino Librarian is to connect the Latino community with the public library and over the years she has developed Spanish collections, programs, and services for the Latino community. She is currently an active member of the REFORMA-Heartland Chapter.