

For my library cultural programing project, I chose to create a program for a library in a town near mine. The Springdale Public Library's mission statement states that "The mission of the library is to provide information, educational, cultural, and recreational library services to individuals and groups in Springdale." Currently, their largest underserved population is new immigrants from Mexico and Central America, The Marshall Islands, and the Philippines. This is mostly because of a lack of resources and activities based around these communities.

My vision is to make the library a more welcoming place for new immigrants with the help of their community. What little language specific materials SPL does have are limited to the reference and children's sections. Many adult immigrants assume that the library is only for the benefit of those who speak English. To an extent, this is true. Not only will these programs include an initiative to find more language specific resources for new immigrants and culturally-specific authors and titles which may better speak to their needs and interests.

The first goal is to create language-specific writing programs. To do this, we will need to recruit the help of individuals who are bi- or multi-lingual in Spanish, Tagalog, and Marshallese to teach these writing courses. The next is to integrate these writing programs with a series of talks and presentations by local and culturally specific authors about the publishing industry and self-publishing. If any individual should complete the writing workshop and publish the title they were working on in said workshop, the library will add it to the collection. This should help generate a general interest in literacy among new immigrant patrons. Funding for these programs could be easily drawn from the usual yearly budget. Any additional funding could be granted by any of the several large companies in the area which hire these new immigrants and/or the friends of the library.

Goals at this point should be measured monthly until the writing program is proven viable or not. When it is running as expected, goals should be measured quarterly. We will look at attendance mostly and distribute questionnaires for suggestions and self-reporting by patrons. We will also take steps to flesh out the adult Spanish language and Philippine language section, seeking out new and classic fiction, periodicals, DVDs of movies or shows from Central America and the Philippines, and digital resources. One strategy for the promotion of these programs and the ESL programs is running advertising on the local Spanish Language radio station. The best strategy for promoting library programs to the Marshallese community is distribution of language specific fliers and posters in Marshallese language churches around town.

Should these programs be successful, my long-term goal is the creation of a small-time press within the Library. Currently, Springdale Public Library has two unused offices in the book-sorting area which would be a perfect to house a small press. Funding for the press would come from major donors (like Walmart, Tyson Foods, or Georges) and grant requests to the Endowment for the Arts. Seeing as this is a one-time major cost, the general cost of running the press should not be out of the range of the typical yearly budget, especially if books are being sold. The press will only publish local authors who have participated in library writing workshops and translations of works into and out of languages spoken by recent immigrants (including Spanish, Tagalog, Vietnamese, Laotian, and Marshallese). Preference will be given to authors from underrepresented groups in the community. If this final goal is not met, collaboration between the library and one or many local small presses (including the University of Arkansas Press and the Dickson Street Book Company) should be contacted about their interest in collaboration. Such collaboration would alleviate costs on our end while still accomplishing our long-term goal and may be the preferred Strategy. Other public libraries should be contacted about their interest in collaboration with book talks and speakers as many of these towns have similar immigrant populations.

Theme	Description	Related programs
New Writers in Town	Immigrants are underserved both by the library and the media. This program seeks to serve our immigrant patrons and make their literary dreams become reality. We will seek out or create books, poetry, art, and other media which speak to and celebrate the backgrounds and situations of our immigrant patrons. By bringing local immigrant writers and creators together with publishers and authors of similar cultural backgrounds, we hope to fill a gap in our collection and programming and support local arts.	<ul style="list-style-type: none"> • Book talks by Central American, Philippine, and Marshallese authors. • Talks and discussions with publishers and self-published authors to help local immigrant authors network and publish their manuscripts. • Creation of local press or collaboration with local presses to generate new language-specific and diverse resources for new immigrants to the area. • Use of these materials in library adult ESL programs already operating. • Expansion and promotion of the adult ESL programs for languages other than Spanish. • Multi-lingual Film nights featuring Spanish Speaking and Philippine films. • Addition of Marshallese language section.

Questions

1. What things would you change about this program? Why?
2. What other resources or activities should be considered when seeking language-specific materials?