

### **Cutting Edge Communication in a Changing Community**

From the year 1990 to the year 2000, Walworth County has been inundated with the fourth highest rise in Hispanic and Latino persons. This is a population rise in 1990 from 2,017 to 6,136 Hispanic and Latino persons in 2000. Lake Geneva alone has the sixth-highest rank of total Hispanic/Latino residents for Wisconsin municipalities (14 percent).

The object of this project/program is to be able to provide bilingual/literacy materials for this growing Spanish-speaking community. This would include a variety of educational materials including, but not necessarily limited to, the following:

- Spanish/English primers
- Duplicate books—one English, one Spanish
- Fundamentally informational materials including daily living activities
- Materials available on line, in video format, and cassette tape format

The “Cutting Edge Communications in a Changing Community” program will provide the new Spanish-speaking residents of this county easy access to programs and materials at the Lake Geneva Public Library.

These programs include:

- A step-by-step accelerated program teaching daily living fundamentals.
- Workshops to assist the Spanish-speaking community in daily socialization
- Workshops/mini-seminars directed toward employing the Spanish-speaking persons, including workbooks, video and audio tape sessions that can be checked out through library and inter-library loan programs.
- Reading circles directed at school-age children struggling with the language at area schools.
- Cultural activities that introduce the Spanish-speaking community of people to area residents that take the fear out of the numbers of Spanish-speaking residents that are moving into the area.

### **MISSION STATEMENT**

The Lake Geneva Public Library’s mission is to seek to meet educational, informational, cultural, and recreational needs within the community. The library provides unrestricted and free access to all services, offering unbiased and diverse collections and services for all ages, needs, and backgrounds. Boundaries of the library are extended through interlibrary cooperation and efficient use of technology.

Attached to this proposal as EXHIBIT A are two newspaper clippings regarding the increase in the total population of Hispanic and Latino people in Walworth County. This is the fourth highest rise in the state, necessitating the planning and approval of the Lake Geneva Latino/Hispanic Services center.

The Lake Geneva Public Library plans to work together with the new Latino/Hispanic Services center to provide bilingual and literacy materials through the library. Funds will be utilized to design an informational brochure regarding the resources available at the library, and will direct those persons who visit the center to the library. The planned site for the Latino/Hispanic center is within walking distance of the Lake Geneva Public Library.

## **CLIENT/COMMUNITY SUPPORT**

Wri-Tech, a local technical communications company, has made a bid of \$1,000 to design the informational brochure. Grant funds will also be utilized toward the printing and distribution of the brochure, which Wri-Tech will oversee along with library staff members.

The Lake Geneva Public Library has a very experienced staff. Please see EXHIBIT B (attached) for the names and duties of our staff personnel.

The Lake Geneva Public Library has three very active groups of fully organized volunteers, including The Foundation, The Friends, and (EXHIBIT F) the volunteers who work in the library on a day-to-day basis.

EXHIBIT C (attached) describes the "Friends of the Lake Geneva Public Library." This group assists the staff on a number of special projects and organizes the ongoing and annual book sale. The Friends host an annual author presentation, donate money for library collections and programs, and unselfishly give of their time for projects around the building.

In the year 2000, they donated \$2,000 for recorded books on compact disc, paid for the honorarium for speaker Jacquelyn Mitchard, and contributed \$1,200 toward the Celebrate the Book program. In the year 2001, the Friends donated \$2,600 for new chairs for patrons and \$300 for baby kits. The Friends were organized in 1977 to work for the improvement of library services.

The Library Foundation (EXHIBIT E) is a nonprofit organization incorporated in 1992. Its purpose is to create a long-term supplemental funding program to assist in providing services not available through traditional tax-based funding.

The Foundation has provided speakers, computers, materials, and exhibits that enhance library programs, and underwrites publication of the library's newsletter, the *Lakeside Reader*. Annually the Foundation hosts its Swing Dance at the lakefront Riviera.

These two groups, along with the volunteers who work in the library on a day-to-day basis, provide the cornerstone of support for the execution and implementation of the funding awarded by this grant proposal.

The library's director, Linda Bendix, and Board of Trustees (EXHIBIT F), are in full support of this project.

## **IMPLEMENTATION OF PROGRAM**

The first step in the implementation of this program has been the gathering of information about the various bilingual/literacy resources available for use in the specified project. Andrea Peterson, Reference Librarian, has compiled an exhaustive package of information about the various programs available to assist bilingual- and literacy-challenged persons.

Ms. Peterson has already presented these materials to the Board of Trustees and the volunteer groups of the library. All of these groups have expressed an earnest desire to be directly involved in the implementation and execution of the programs she has researched and recommends for the funding.

## **GOALS AND OBJECTIVES**

The primary goal of the funded proposal is to attain a higher literacy rate among the growing Spanish-speaking community.

The library plans to achieve this objective by utilizing staff members and volunteers to create a program that will compel Spanish-speaking persons to desire a higher quality and ease of living within an English-speaking community through the following methods:

- increasing communication skills
- increasing understanding of the language,
- enhancing prospects for higher education,
- escalating probability of higher paying jobs
- improving social skills

These areas will be targeted when searching out appropriate materials to utilize within the funded program.

## **PROGRAM BENEFICIARIES**

- The Spanish-speaking community will benefit the most from the funding of this grant, especially school-age children who are accessible as groups at various schools in Walworth County. In many cases, The Lake Geneva Public Library has several programs already available at many area schools. Contacts at the schools are already in place, and additional programs will be a very simple process to implement and execute.
- The library's and community's volunteers will be greatly benefited by the funding of this project. These people will learn about the Spanish culture and will also pick up on the Spanish language as a result of working the program.
- Staff members at the library will benefit, knowing that they are helping the community work together more efficiently. .
- The community at large will benefit greatly from the funding of this project since a large percentage of Spanish-speaking residents are working in the community and using services in the community where interactive communication can become a real trial.

## **EVALUATION**

State Representative Paul Ryan has expressed a desire to be kept informed of the progress of the funded program. Representative Ryan is gathering information to be presented at a congressional meeting regarding the growing Spanish-speaking communities in Wisconsin and what is being done to assist them to assimilate themselves into area societies.

The Lake Geneva Public Library plans to keep Representative Ryan informed regarding the approval of this project and the programs that are implemented as a result of its funding. The library will keep careful records of how many persons utilize the services available by using special bar codes on the books that are checked out. The library is also going to be utilizing a special questionnaire at both the library and the Hispanic center. This questionnaire will ask participants whether or not they are using services at either or both the Hispanic center and the Lake Geneva Public Library.

Another questionnaire will be made available at the area schools, asking whether services were utilized at either of the resources and whether they have noticed improvements in communication and/or social skills of the Spanish-speaking participants.

Once these figures have been compiled, there will be checkpoints at three, six, nine, and twelve months. After that time, statistics will be gathered at six-month intervals.

This information will be compiled by the Reference Librarian, Andrea Peterson, and the Youth Services Librarian, Julie Rist, and/or their assistants/volunteers. Once gathered, a report will be compiled after each check-point date for submission to State

Representative Paul Ryan and his staff, who will in turn transform the data into research information utilized to implement bilingual/literacy programs state-wide.

## **BUDGET**

The Lake Geneva Public Library's 2001 Budget is attached as EXHIBIT G.

The main ingredients needed to provide adequate funding to implement and execute the intended program are

Books	\$ 5,000
Videos	3,000
Cassettes	2,500
Wri-Tech	1,000
Brochure (printing & distribution only)	<u>3,000</u>
Total Requested Amount	\$14,000

These figures have been compiled by the Reference Librarian, Andrea Peterson, and the Youth Services librarian, Julie Rist. Andrea and Julie will work together when ordering books, videos, and cassettes to see that all monies are utilized as efficiently as possible to obtain the best value for the dollars spent. They will also work closely with Cynthia R. Walker of Wri-Tech to bring about the most efficient design, printing, and distribution of the brochure possible.

## **OVERALL BENEFITS OF PROJECT**

Effective use of the informational brochure available at the new Lake Geneva Latino/Hispanic Services Center will direct participants to the Lake Geneva Public Library where the following materials and services will be available.

### **Available Materials**

- Spanish/English primers
- Duplicate books—one English, one Spanish
- Fundamentally informational materials including daily living activities
- Materials on line, in video format, and cassette tape format

## **Available Services**

- Youth Services Librarian to direct participants to materials
- Reference Librarian to direct participants to materials
- Group participation projects, including reading circles
- Computer technology available for on-line information retrieval
- Video rental library loan
- Cassette tape library loan
- Inter-library loaning of materials
- Cooperation with the new Lake Geneva Latino/Hispanic Services Center
- A step-by-step accelerated program teaching daily living fundamentals.
- Workshops to assist the Spanish-speaking community in daily socialization
- Workshops/mini-seminars directed toward employing the Spanish-speaking persons, including workbooks, video and audio tape sessions that can be checked out through library and inter-library loan programs.
- Reading circles directed at school-age children struggling with the language at area schools.
- Cultural activities that introduce the Spanish-speaking community of people to area residents that take the fear out of the numbers of Spanish-speaking residents that are moving into the area.

## **Participants Benefited**

- The Spanish-speaking community will benefit the most from the funding of this grant, especially school-age children who are accessible as groups at various schools in Walworth County. In many cases, The Lake Geneva Public Library has several programs already available at many area schools. Contacts at the schools are already in place, and additional programs will be a very simple process to implement and execute.
- The library's and community's volunteers will be greatly benefited by the funding of this project. These people will learn about the Spanish culture and will also pick up on the Spanish language as a result of working the program.
- Staff members at the library will benefit, knowing that they are helping the community work together more efficiently.
- The community at large will benefit greatly from the funding of this project since a large percentage of Spanish-speaking residents are working in the community and using services in the community where interactive communication can become a real trial.

## **Objectives Attained**

The Spanish-speaking participants will gain

- increased communication skills
- increased understanding of the language,
- enhanced prospects for higher education,
- escalated possibility for higher paying jobs
- improved social skills