Chat With Jana: a monthly online meeting

March 2014
Turning Your Día into a Year
Turning Your Día into a Year
Using a Mini Grant to make a Major Impact with Family Bilingual Programming

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Turning Your Día into a Year
Why Celebrate Día?

• Día is a choice
• Defining Día de los Niños
• Día in Various Forms
Turning Your Día into a Year
Why Celebrate Día?

Common Goals:

• Celebrate children and connect them to the world of learning through books, stories and libraries.

• Nurture cognitive and literacy development in ways that honor and embrace a child’s home language and culture.

• Introduce families to community resources that provide opportunities for learning through multiple literacies.

• Recognize and respect culture, heritage and language as powerful tools for strengthening families and communities.
Turning Your Día into a Year
Why Celebrate Día?

What’s Your Return?
Immediate Returns:

• Creating Community Interest in Your Library
• The Chance to Highlight Resources

Long Term Returns:

• Repeat Attendance from your Program Family
• Growing Interest in your Multicultural Materials
• Opportunities to create a long time library user
Turning Your Día into a Year
Bilingual Storytime:

WELCOME | BIENVENIDA

INTRODUCTION

INCLUSION

AGES
Turning Your Día into a Year Program Outline:

Hello Song
Standup Stretching
I’m a little Teapot
Introducing new words
Tradition song: Los Pollitos dicen

Book______________________________
Flannel __________________________
Counting Song: English and Spanish
Book ____________________________
Book ____________________________
Song: Itsy Bitsy Spider (English & Spanish)
Song: Twinkle twinkle (English & Spanish)
Craft time!
Turning Your Día into a Year
Bilingual Books:

- Large and fun illustrations
- Basic concepts such as animals, colors and shapes.
- Simple text

**Bilingual Authors**
*Susan Middleton Elya * Pat Mora
Turning Your Día into a Year

Flannels & Songs:

**Flannels**

Five Little Monkey’s Jumping on the bed!

**Music**

Itsy Bitsy Spider

Two Little Hands

Ten Little Fingers

Los Pollitos Dicen

CD: Hot Peas N’ Butter

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1, 2, 3... ¡Mar!

Jungla de colores

Baby Animals

PETs

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DÍA DE LOS NIÑOS

DAY OF THE CHILDREN

DAY OF THE BOOKS

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Association for Library Service to Children

DOLLAR GENERAL LITERACY FOUNDATION

CuentaMe Cuento
Turning Your Día into a Year
Southeast Branch:

54.5% Hispanic within a one mile radius

Only 67% of Hispanics within branch zip code speak English “very well” or “well.”
Meeting Hispanic Community Needs ESOL Workshops:

- English for Beginners (basic) – 43 average attendance
- Practice Makes Perfect (intermediate) – 26 average attendance
- Soy Culto y Soy Bilingüe (advanced) – 24 average attendance
- English for the Citizenship Exam – 16 average attendance
Turning Your Día into a Year
Meeting Hispanic Community Needs
Cultural & Informational Programs:

Alcance más con su dinero
financial literacy workshops
19 average attendance

Cuatro Gatos
Spanish language book club
10 average attendance

Hispanic Heritage Fiesta 2013
150 attendance
Meeting Hispanic Community Needs

Children’s Programs:

Summer Reading Programs 2013
90 average attendance

- Storybook Fun
  29 average attendance

- Toddler Time
  67 average attendance

- Tiny Tales
  16 average attendance

Turning Your Día into a Year
Turning Your Día into a Year:

• Create a media plan
• Involve staff outside the Children’s Department
• Identify and reach out to Hispanic media
Turning Your Día into a Year Outreach:

• Attract new library users
• Get outside the library
  • Physical or virtually
• Share with other staff and board
• Share with funders
Turning Your Día into a Year
Sustainability:

- Identify a need and support it with evidence
- Create a plan
- Get attention for the project
- Increase your organization’s capacity
- Build on what you have
Turning Your Día into a Year

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Upcoming Webinar:

Join us April 17
Chat with Jana: Summer stats update
12:00 p.m. EDT
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