

Fairfax County Public Library Tysons-Pimmit Regional Branch

Collection Plan for 2022-2024

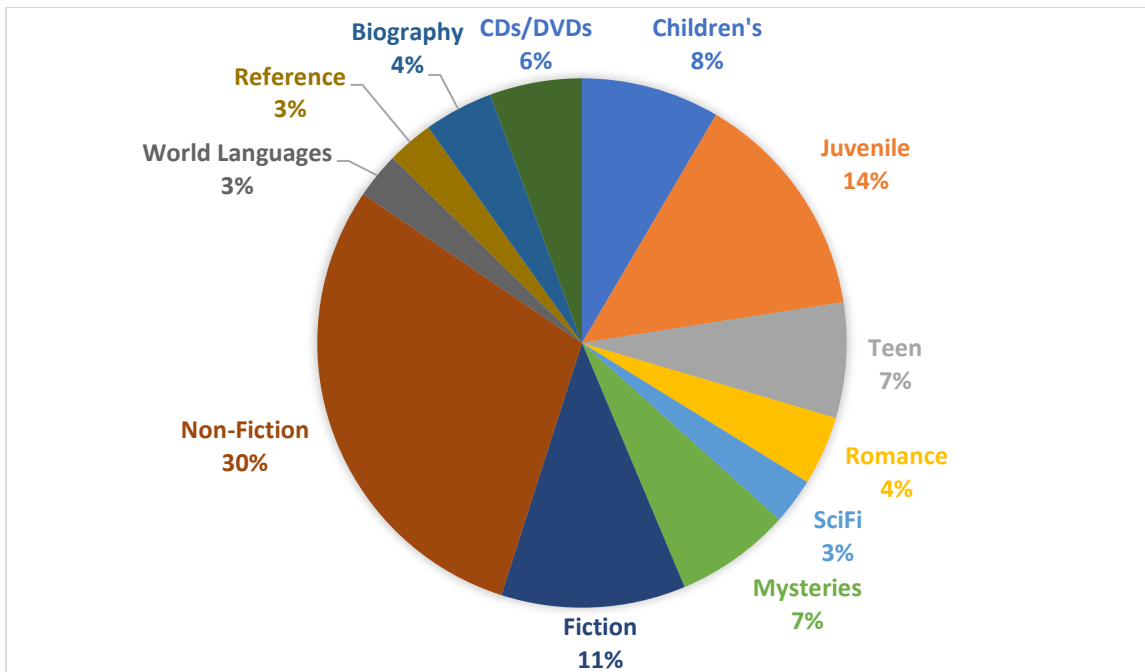
I. An important feature of the doubling of the county's population over the past ten years is that the share of population who are of color has tripled to the current 45%. Communities of color, especially Latinx, Asians, and people of other mixed and racial backgrounds accounted for all of the net population growth, composed overwhelmingly of immigrants from Latin America, east Asia, and the Indian sub-continent. The Tysons-Pimmit community mirrors these county-wide trends. These data indicate that the library should give greater urgency to developing a collection that is more accessible to clients of diverse cultures and ethnicities, and with limited English language skills.

A 2016 community engagement survey found that close to 50 percent of the families frequenting Tysons-Pimmit speak a language other than English at home with Spanish as the most common. Measures the library has undertaken to serve the needs of its clientele include the "citizenship corner"; the juvenile and adult materials it carries in Spanish, Korean, and Vietnamese; and the children's books in Urdu, Arabic, Chinese and Tamil. An analysis of the current collection depicted below indicates that there is room for enhancing the collection with greater variety of formats in these languages. These would include magazines, newspapers, CDs, DVDs, audio, and eBooks.

II. Current Collection Allocation for Tysons-Pimmit

<i>Holdings by Material Breakdown</i>		
<i>Format</i>	<i>How Many?</i>	<i>Notes</i>
▪ Print Books	67,731	1,433 in languages other than English
▪ Periodicals	575	64 titles, 4 in languages other than English
▪ CD Audio Books	3,146	None in languages other than English.
▪ DVDs	2,014	63 in languages other than English

Source: Fairfax Library Collection Services, October 6, 2021



By age demographic, the juvenile collection is the most utilized. Travel-related books, mysteries/thrillers, and juvenile books are the most solicited. The least utilized area of the collection are the 800s consisting of books on poetry, philosophy, and the classics. Gaps in the collection identified by staff - books in Farsi and Russian for those communities in the area; French and German, for students enrolled in language immersion programs. A random sampling of the collection showed that 23 percent of the biographies/memoirs were about non-White people. This low number is out of alignment with the racial and ethnic makeup of the county and the customers that frequent the Tysons-Pimmit Regional library.

III. Strategic Plans

The improvements being targeted in the proposed plan are consistent with the FCPL strategic direction documents as follows:

Mission: To build community and promote literacies through programming, community spaces, technologies, and collections of educational and recreational resources.

Goal# 1: Expand Access to Library Services - Strategic Focus: Access

- Objective 2—Diversify and enhance collections
- Objective 3—Identify and eliminate barriers to access.

IV. Three-Year Improvement Plan

Based on what we know of the community, users, and the present collection, goals for the library collection over the period 2022-2024 will be focused on three areas to make the collection more

accessible to patrons of diverse cultures and ethnicities, and with limited English language skills. Specifically:

Area 1. Enhancing the biography/autobiography collection to emphasize books about people underrepresented racial and ethnic groups.

The principle that providing books and other library services for all people in the community the library serves is well established in ALA policies, guidelines, etc. (ALA 2007, 2019). Hill highlights the significance of this ideal in Canada with its long history of multicultural and multilingual experiences, and how its libraries approach providing “equitable library services to all community members.” (Hill, 2018).

Area 2. Enhancing the cultural diversity of the collection by adding more non-English-language materials in printed formats: books, newspapers and magazines. Targeted languages will be Spanish, Korean, Chinese, Vietnamese, Hindi, and Urdu.

Akbar and Asmiyanto (2021) highlight that role of public libraries in addressing the information needs of multicultural communities, “especially in supporting adaptation to a new environment while maintaining their original identity and culture”. ALA Guidelines for the Development and Promotion of Multilingual Collection Services states that libraries should provide an effective, balanced, and substantial collection for each ethnic, cultural, or linguistic group in the community and should purchase materials in languages, dialects, etc., of the groups served. Zeman (2014) wrote extensively about how the Queens New York public library with a 47% patrons base that primarily speak another language has adapted to address the needs of “the most ethnically diverse population in the United States”. The challenge of developing a multilingual collection, a multilingual database and providing multilingual services was met by ‘celebrating’ multiculturalism (Zeman, 2014).

Area 3. Making available more non--English language materials in alternative formats such as CDs, DVDs, on- line, computer software, in the following targeted languages: Spanish, Korean, Chinese, Vietnamese, Hindi, and Urdu.

The ALA’s Reference and User Services Association (RUSA) views multilingual services important enough to establish Guidelines for the Development and Promotion of Multilingual Collections and Services (RUSA, 2007). They state that provision of equitable services regardless of ethnic, linguistic or cultural background should not be seen as an ‘extra’ or ‘additional’ service but as an integral part of every library’s service” (RUSA, 2007). Emphasis on Spanish language materials is justified by the demographics, is borne out by research from Pew (2015), and Naidoo (2012) on the role of libraries in preserving Latin heritage. Moreover, it embraces the values and guidelines of ALA, RUSA and REFORMA (National Association to Promote Library and Information Services to Latinos and Spanish-Speaking). From their extensive research in Canada, Dilveko and Dali highlight the challenges associated with developing collections is diverse formats and languages, especially when other scripts are used.

IV. Annual Plans 2022 -2024

Area 1 Priority - To respond to the growth in diverse populations by increasing the quantity of biography/autobiography/memoirs about people from diverse racial and ethnic groups. <i>The data shows that 23% of titles in the biographies/memoirs were about people of diverse racial/ethnic groups. We will increase this to 33%.</i>	
Year	Targeted Areas
2022	Begin to diversify the biography/memoir by selecting from The New York Times Best Sellers list & Barnes and Noble.
2023	Expand & improve to reach 28% of titles
2024	Continue to Expand & improve to reach 33% of titles
Area 2 Priority - To improve service to the limited English/ non-English language speakers by increasing the availability of non-English-language materials in printed formats: books, newspapers and magazines. <i>Data shows that less than 1% of the periodicals, and 2% of the books are in a language other than English.</i>	
Year	Targeted Areas
2022	Identify sources and select of Newspapers & Periodicals in Spanish, Korean, Vietnamese, Chinese & Hindi
2023	Expand the collection of translated book titles from English to Spanish, Korean, Vietnamese, Chinese and Hindi Expand the collection of original titles in Spanish, Korean, Vietnamese, Chinese & Hindi
2024	Continue to expand and improve the collection of translated books and original titles in Spanish, Korean, Vietnamese, Chinese & Hindi
Area 3 Priority - To maintain quality recreational reading, viewing, and listening materials in languages other than English, in alternative formats such as CDs, DVDs, on- line, computer software, in the following targeted languages: Spanish, Korean, Vietnamese, Chinese, Hindi. <i>Data shows that audio books are available only in English, and just 3% of the DVDs are available in a language other than English.</i>	
Year	Targeted Areas
2022	Begin to identify and cultivate authoritative selection sources for Audio books, CDs, DVDs, online subscriptions, and computer software in the targeted languages - Increase the holdings in Spanish by 20%, other languages 10% each
2023	Continue to expand collection by 20% Spanish 15% other languages
2024	Continue to expand & improve the collection

Sample Resources /Selection aids

Priority Area 1

1. Barnes & Noble's Foreign Language Bookstore. This is a reputable source with a long history, valued by academicians, librarians, etc. Their multicultural offerings include biographies of notable Hispanic figures, including Selena, Danny Trejo, and Simon Bolivar that would be of interest and relevance to Latinx and other young adult and adult Tysons-Pimmit users. Such books would add value to the collection and help meet the personal recreational and instructional informational needs of high schoolers and others.
2. Asian Pacific Americans Librarians (APALA) Book Reviews. As an ALA affiliate organization, that publishes reviews in accordance with ALA standards, lists generated from this organization would be authoritative. This organization curates books by Asian American and Pacific Islander American authors which tell diasporic Asian American and Pacific Islander stories. Selecting books from APALA lists for the biography/memoirs collection could spark reading interest and make emotional connections with the immigrant community so prominent as users.
3. New York times Bestseller list. This is an authoritative and renowned source that tracks new and popular books. It has been published since the 1930's. Hot picks in libraries are usually based on this list. Best sellers in the biography/memoir category often appear on this list and would appeal to the intellectual, and emotional interests of users.

Priority Area 2

1. For printed material in the Spanish, Chinese, and Korean languages, Barnes & Noble's Foreign Language Bookstore is a reputable source. Its catalogue is extensive, with of books by renowned authors in Spanish, Chinese, Korean, and Russian, in multiple formats, and at every level (toddlers to adults). Classic literature is available in its original language. Whether users are learning a new language or are native speakers of a different language, materials from this source can meet community needs. Offerings include: Hunger Games in Spanish, and Dickens A Christmas Carol translated in Chinese.
2. New York Times Bestseller list. Popular books from this respected source often become available translated into foreign languages. As examples, the Hunger Games and the Bruce Springsteen/Barack Obama book are available in Spanish. Published since the 1930's, this is a reputable source. Hot picks in libraries are usually based on this list. Limited English language users also would like to engage intellectually by reading popular content. Including translated versions improve their access to library service.

Priority Area 3

1. Odyssey Award List of winners and honor audiobooks, 2008-present. Items on list were recognized for producing the best audiobooks for children and/or young adults, available in English in the United States.
2. International Children's Digital Library (ICDL): A searchable library of digital children's books in more than 50 languages. ICDL. Children can access online story books in scores of languages.

ICDL is hosted by the University of Maryland College of Information Studies and College of Computer Science, with support from two federal government agencies - The National Science Foundation, and the Institute of Museum and Library Services (IMLS). It promotes tolerance and respect for diverse cultures by providing access "to the best of children's literature from around the world." The IMLS is an independent agency of the fed gov't established in 1996 with a mission is to "create strong libraries and museums that connect people with information and ideas. The list is intended for children 3-13, librarians and parents. Materials are in 76 languages and dialects, searchable by color, format, genre, etc.
http://en.childrenslibrary.org/library/books_by_language.html

3. Queens New York Public Library. Collections in your language. The Queens New York Public Library has books, magazines, newspapers, CDs, movies, and other materials available in over 30 languages. Its international Language collections are some of the largest available for general readers in the United States. Its collection is firmly rooted in the personal, instructional and information needs of the immigrant community it serves. I include and mention it in this plan because it appears to be a successful model for providing multilingual library services to a multi ethnic, multilingual community. <https://www.queenslibrary.org/programs-activities/new-americans/collections-your-language>

Illustrative Marketing Plan

For all three years of this effort, marketing and outreach will be integral to engaging with members of the community with the aim of increasing awareness and use of multicultural services. Some of these efforts are already underway. The illustrative steps below are consistent with RUSA guidelines on services to multicultural library patrons (RUSA, 2007)

- Place multilingual information pamphlets about the collection in locations familiar to the community (local festivals, community centers)
- Advertise the citizenship corner and its collection of materials in the key languages via pamphlets, as above.
- Arrange classroom visits from students to the library- - they will tell their parents about Tyson-Pimmit's multilingual aspects.
- Organize focus groups composed of users from target racial, ethnic, language groups - - this will help with word-of-mouth and assessing progress
- Within the library, display highly visible directional signage in the community's languages.
- Develop and make available in the community's languages, lists of the library's holdings of print and digital media.
- Promote multilingual collection through an information page on the Tysons-Pimmit library's website. See example from Queens Public library [Collections in your language <https://www.queenslibrary.org/programs-activities/new-americans/collections-your-language>]
- Incorporate culture specific programs such as displays that showcase items from home countries
- Establish strategic partnerships with key community leaders.

V. Assessment

An assessment focused on awareness of, use of, and satisfaction with the Tysons-Pimmit multicultural offerings will be undertaken in the middle of year two (2023). The assessment should look into library visits, circulation, program attendance, materials, staff, and physical space. Information gathered from the assessment results would be used to make refinements.

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