

# “Everyone’s Welcome” Policy : First step in Creating a Multicultural Library”

Elvira B. Lapuz

[eblapuz@gmail.com](mailto:eblapuz@gmail.com)



# Learning objectives

- Understand the dynamic nature of pluralism, diversity, and multiculturalism and how libraries should benefit from this understanding
- Articulate and identify benefits of cultural diversity and multiculturalism in libraries
- Understand the role and importance of clear and comprehensive library policies in embarking multiculturalism in libraries
- Planning and implementing successful strategies to creating a diverse and cultural competent libraries

# Teaching/Learning Methods

- Each speaker will have a total of 90 minutes of presentation
- 45 minutes lecture
- 20 minute breakout session, hands on experience and/or brainstorming about the topic
- 10 minutes breakout pitching and affirmation of learning
- 15 minutes Q&A

# IFLA International Leaders Program 2 (ILP2)



International Federation of  
Library Associations and Institutions

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OF THE PHILIPPINES



# What is culture?

- Total way of life
- Learned behavior
- Dynamic, constantly changing
- Integrated behavior
- Logical within its own values



# Understanding other cultures

- Sense of self and space
- Time and time consciousness
- Communication and language
- Relationships and associations
- Mental processes and learning styles
- Work habits and practices
- Beliefs and attitudes
- Values and norms
- Dress and appearance
- Food and eating habits

# Why talk about multiculturalism?

- Bring out the human factor in libraries
- To cope with the changing population
- Recognize librarianship as an international profession
- Apply successful concepts from the business world
- Affirm faith in humanity



# Ten Reasons to Offer Multicultural Library Services (1)

1. A library's mission is to serve its community, which in many cases is multicultural and multilingual, or becoming increasingly culturally diverse.
2. Multicultural and multilingual library services ensure equality of service and access to information.
3. In an era of globalization with more ease in trans-border communication and travel, individuals need to learn about other cultures, languages, and peoples, which foster appreciation for different experiences and broaden one's outlook on life.



# Ten Reasons to Offer Multicultural Library Services (2)

4. Information in languages and through channels accessible to diverse user communities enables their democratic participation in civil society.
5. Information on one's own heritage as well as others reinforces one's own culture and promotes understanding of other experiences and perspectives, respectively, and contributes in the development of a more harmonious society.



# Ten Reasons to Offer Multicultural Library Services (3)

6. Information in languages and through channels appropriate to diverse user communities promotes multiple literacies, which facilitate the acquisition of new knowledge and skills to ensure equality of opportunity in all realms of civil society.
7. The world's knowledge, creative forms of expression, and cultural practices are documented in diverse formats and languages, thus, the offering of a multicultural collection should be made available for all to access.



# Ten Reasons to Offer Multicultural Library Services (4)

8. Learning of different forms of creative expression, work and problem solving lead to fresh insights and opinions which can result in novel ways to innovate, act and resolve situations.
9. Information about and for a library's multicultural community demonstrates that community members and their cultures are valued.
10. Libraries are spaces for intellectual and recreational engagement and libraries offering multicultural and multilingual services, and collections become a community space to bring people together.

# IFLA/UNESCO Multicultural Library Manifesto



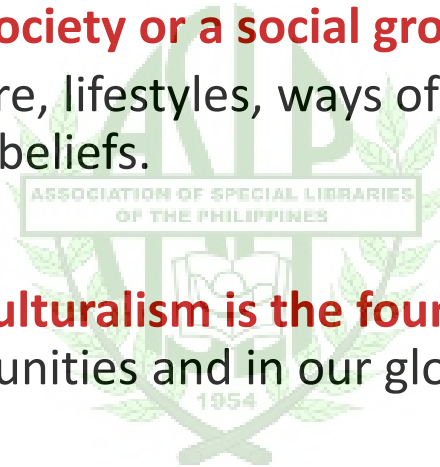
Source: IFLA/UNESCO Multicultural Library Manifesto Toolkit  
<https://www.ifla.org/node/8977>

# About the IFLA/UNESCO Multicultural Library Manifesto

- Written by the IFLA **Library Services to Multicultural Populations Section**.
- The Section brings together libraries and institutions interested in the development and availability of library services designed to meet the needs of **cultural and linguistic minorities**.
- Approved by the IFLA Governing Board in August 2006 and adopted by **UNESCO** at its 35th Session in October 2009.

# The Manifesto Preamble

- “Cultural Diversity” or “Multiculturalism”
  - the harmonious co-existence and **interaction of different cultures**;
  - culture is the set of distinctive spiritual, material, intellectual and emotional **features of society or a social group**;
  - it **encompasses** literature, lifestyles, ways of living together, value systems, traditions and beliefs.
- Cultural diversity or **multiculturalism is the foundation** of our collective strength in our local communities and in our global society.
- The definition is based on the *UNESCO Universal Declaration on Cultural Diversity* (2001).



# Principles

Each individual in our global society has the right to a full range of library and information services. In addressing cultural and linguistic diversity, libraries should:

- **Serve all members of the community** without discrimination based on cultural and linguistic heritage;
- Provide information in **appropriate languages and scripts**;
- Give **access to a broad range of materials and services** reflecting all communities and needs;
- Employ **staff to reflect the diversity of the community**, who are trained to work with and serve diverse communities.

# Missions of Multicultural Library Services (1)

- **Promoting awareness** of the positive value of cultural diversity and fostering cultural dialogue;
- **Encouraging linguistic diversity** and respect for the mother tongue;
- **Facilitating the harmonious coexistence of several languages**, including learning of several languages from an early age;
- **Safeguarding linguistic and cultural heritage** and giving support to expression, creation and dissemination in all relevant languages;
- **Supporting the preservation of oral tradition** and intangible cultural heritage.



## Missions of Multicultural Library Services (2)

- **Supporting inclusion and participation** of persons and groups from all diverse cultural backgrounds;
- **Encouraging information literacy in the digital age**, and the mastering of information and communication technologies;
- **Promoting linguistic diversity** in cyberspace;
- **Encouraging universal access** to cyberspace;
- **Supporting the exchange of knowledge** and best practices with regard to cultural pluralism.

# Management and Operation

- The core activities of library and information services for culturally and linguistically diverse communities are **central**, not “separate” or “additional”, and should always be designed to meet local or specific needs.
- The library should have a **policy and a strategic plan**, defining its mission, objectives, priorities and services related to cultural diversity.
- Cooperation with relevant **user groups and professionals** at local, national or international level should be encouraged.

# Core Actions

- Develop culturally diverse and **multilingual collections and services**, including digital and multimedia resources;
- Allocate resources for the **preservation of cultural expression** and heritage, paying particular attention to oral, indigenous and intangible cultural heritage;
- Include **programmes supporting user education**, information literacy skills, newcomer resources, cultural heritage and cross-cultural dialogue as integral parts of the services;
- Provide **access to library resources** in appropriate languages through information organization and access systems;
- Develop **marketing and outreach** materials in appropriate media and languages to attract different groups to the library.

# Staff

- The library staff is the active **intermediary between users and resources**.
- Professional **education and continuing training** focused on services to multicultural communities, crosscultural communication and sensitivity, anti-discrimination, cultures and languages should be provided.
- The staff of a multicultural library should **reflect the cultural and linguistic characteristics of the community** to ensure cultural awareness, reflect the community the library serves, and encourage communication.

# Funding, Legislation and Networks

- Governments and other decision-making bodies are urged to **establish and fund libraries** and library systems to offer free library and information services to culturally diverse communities.
- All libraries involved in activities in this field must **participate in local, national or international networks** in policy development.
- **Research findings and best practices** should be widely disseminated in order to guide effective multicultural library services.

# Implementing the Manifesto

- The **international community** must recognize and support libraries and information services in their role of promoting and preserving cultural and linguistic diversity.
- **Decision makers** at all levels and the library community around the world are requested to disseminate this Manifesto and to carry out its principles and actions.





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# **Multicultural Communities: Guidelines for Library Services 3<sup>rd</sup> edition, 2009**



# Why these guidelines?

- These provide a basis for the planning of library services to all groups in the community;
- These provide criteria against which the adequacy of existing multicultural services may be assessed;
- These provide an equitable basis for the acquisition of materials and the provision of services;
- These encourage understanding and engagement among the multicultural groups represented in all societies.



# Best practices for libraries

- determining and promoting **standards** for library service to multicultural communities
- distributing information relating to existing **collections** for multicultural communities
- maintaining advisory **services** and consulting with multicultural communities
- conducting **research** into future needs and use
- fostering professional and international **exchange**
- supporting publishing in heritage **languages and material** by or about members of multicultural groups
- developing on-line **databases** and exchange of **data**
- collecting, evaluating and disseminating **statistics** on the application of guidelines, standards, best practices and policies

# Services that meet the needs of the users

- Obtain knowledge of the culturally diverse communities through **community analysis** and **needs assessment**
- The library should clearly state its objectives, goals, strategies, priorities and policies relating to its services
- Engage in local, regional and national cooperative arrangement to improve quality of access to resources
- Use of internet and other online technologies to support and enhance communication among communities

# Collection Development Policy

- Defined policy for multilingual and multicultural resources should form an integral part of the CDP
- Materials for everyone, in their preferred language and relating to their own cultures
- Range of materials that cater for ALL age ranges and a variety of genre
- Provide for both print and non-print materials
- Provide for a diverse range of multilingual electronic services making these available to linguistically and culturally diverse communities
- Cataloguing, when practicable should be in the original language and script

# Human resources

- Able to communicate positively with people
- Able to understand the needs of users
- Able to co-operate with individuals and groups in the community
- With wide knowledge and understanding of cultural diversity

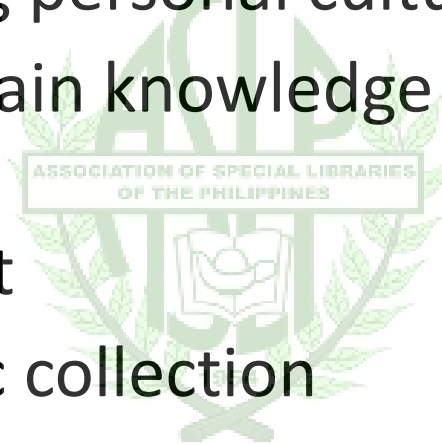
# Marketing and publicity of services

## *Some best practices include:*

- free public access and use of services
- signage in the languages of the main user groups or, where appropriate, international symbols
- multilingual resources
- marketing strategies to provide relevant services to multicultural communities
- collections which are easily accessible
- communication between the library and its users reflecting the linguistic diversity of the community (including the library website and promotional material)
  - use of ethnic media in the community
  - promotion of multilingual library services to politicians and decision makers

# Path to becoming a Multicultural Services Library

- Commit to gaining personal cultural competency
- Understand and gain knowledge about the community
- Needs assessment
- Building authentic collection
- Intentional staffing
- Reach out and outreach / provide a welcoming and inclusive library environment





# Workshop

Group \_\_\_\_\_

Members:

1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_

4. \_\_\_\_\_  
 5. \_\_\_\_\_  
 6. \_\_\_\_\_

7. \_\_\_\_\_  
 8. \_\_\_\_\_

APPENDIX B		COMMUNITY ANALYSIS AND NEEDS ASSESSMENT	
<p><b>“Cultural Diversity” or “Multiculturalism”</b> refers to the harmonious co-existence and interaction of different cultures, where “culture should be regarded as the set of distinctive spiritual, material, intellectual and emotional features of society or a social group, and that it encompasses, in addition to art and literature; lifestyles, ways of living together, value systems, traditions and beliefs”.</p> <p>— IFLA/UNESCO Multicultural Library Manifesto</p>		<p>For each of the cultures served or potentially served by my library:</p> <ul style="list-style-type: none"> <li>• What are some of the <b>current</b> services or information resources that are accessible?</li> <li>• What are some of the <b>potential</b> services or information resources that we could make accessible?</li> </ul>	
QUESTION	CULTURES	SERVICES	INFORMATION SOURCES
What are the different cultures <b>currently</b> served by my library?			
What are the different cultures present in my community that <b>could be</b> served by my library?			
What <b>language</b> of service or information resources would make my library accessible to these cultures?			



# References:

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4. Multiculturalism Happens: Targeting Multicultural Literacy in Libraries <http://www.programminglibrarian.org/articles/multiculturalism-happens-targeting-multicultural-literacy-libraries>
5. Library services for multicultural patrons : strategies to encourage library use / edited by Carol Smallwood and Kim Becnel. Lanham : The Scarecrow Press, Inc., 2013.
6. Multiculturalism in libraries / Rosemary Ruhig Du Mont, Lois Buttlar, and William Caynon. Westport, Conn. : Greenwood Press, [1994].
7. G. Reece, (2005). "Multiculturalism and library exhibits: sites of contested representation. **The Journal of Academic Librarianship**, 31 (4), 366-372