

# Serving the Growing Midwestern Latino Population(s)

Denice Adkins & Robin Fogle Kurz

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# Hispanic? Latino/a? Spanish?

<https://youtu.be/gs2tdjzla8Y>

# Hispanic? Latino/a? Spanish?

- Hispanic
  - Name created the government
  - Refers to those “of Spain” or colonized by Spain
- Latino/a
  - Refers to those with cultural ties to Latin America
  - Latinx is a newer, more inclusive term that is more inclusive of gender identity
- Spanish
  - People from the European country of Spain
    - Most Spanish people do not identify as Latino/a
  - The language spoken by some Latinx in the US

# What Types of Latinx are in your communities?

- Generally 2 types of Latinx populations in most MW communities
  - Historic
    - Originally came for transportation (particularly railroad), manufacturing, and agricultural jobs
    - Now work in all sectors
  - Recent Immigrants
    - From other US states (majority)
    - From Latin American countries (minority)

# 2010 Census – KS and MO

- 512,512 total Latinos (5.3% of total population)
  - 394,551 of Mexican Origin (77%)
  - 21,483 of Puerto Rican Origin (4.2%)
  - 7,702 of Cuban Origin (1.5%)
  - 2,267 of Dominican Origin (0.4%)
  - 33,056 of Central American Origin (6.4%)
    - 12,148 of Guatemalan Origin
    - 9,736 of Salvadoran Origin
    - 6,346 of Honduran Origin
  - 14,576 of South American Origin (2.8%)
  - 7,447 Spaniards (1.5%)

# American Community Survey 2013 5-Year Estimates, MO & KS

- 527,827 Latinos (5.9%% of population)
  - 414,901 of Mexican origin (78.6%)
  - 22,910 of Puerto Rican origin (4.3%)
  - 8,871 of Cuban origin (1.7%)
  - 81,145 of “other” Latino origin (15.4%)

# Historic Populations

County	Percent Native Born Latinos from the Same State
Bollinger County, Missouri	91.6
Greenwood County, Kansas	91.3
Anderson County, Kansas	85.7
Allen County, Kansas	84.6
Rush County, Kansas	82.8
Vernon County, Missouri	81.1
Republic County, Kansas	80.3
Sumner County, Kansas	79.9
Osage County, Missouri	79.5
Barber County, Kansas	75.0

# Newcomer Populations

County	Percent Foreign-Born Latinos
Wright County, Missouri	73.2
Lewis County, Missouri	68.5
Washington County, Kansas	59.4
Wallace County, Kansas	59.3
Washington County, Missouri	54.0
Perry County, Missouri	54.0
Edwards County, Kansas	52.4
Lincoln County, Kansas	52.1
Mississippi County, Missouri	50.2
Seward County, Kansas	49.7
Hodgeman County, Kansas	49.5
Stevens County, Kansas	49.4



# Where are the people of Mexican origin?

County	Number	Percent
Seward County, Kansas	12990	56.6
Ford County, Kansas	17321	51.2
Finney County, Kansas	17182	46.7
Grant County, Kansas	3439	43.9
Stanton County, Kansas	828	37
Stevens County, Kansas	1866	32.6
Kearny County, Kansas	1135	28.5
Hamilton County, Kansas	827	30.7
Haskell County, Kansas	1149	27
Wichita County, Kansas	550	24.6
Wyandotte County, Kansas	41633	26.4

# Where are the people of Central American origin?

County	Number	Percent
Seward County, Kansas	1028	4.5
Ford County, Kansas	1487	4.4
Sullivan County, Missouri	284	4.2
Saline County, Missouri	866	3.7
Finney County, Kansas	991	2.7
Lyon County, Kansas	819	2.4
Jasper County, Missouri	2597	2.2
Wyandotte County, Kansas	2658	1.7
McDonald County, Missouri	238	1
Cowley County, Kansas	379	1

# Third Possibility for MW College Towns

- If your library serves a community with a college or university, you will likely have professional and/or student populations of both mentioned types as well as foreign nationals from Latin American countries.
  - Faculty and students maintaining original citizenship while working/studying in the US

# Language

- Spanish Only
  - Less common overall
  - More common among older Latinx
  - More common among first generation and recent immigrant Latinx
- Bilingual Spanish/English
  - More common among students and middle class Latinx
- English Only
  - More common with historic populations
  - More common with younger and second/third/fourth generation Latinx
- Other
  - Latin American indigenous languages

# Native-Born Americans Who Speak “Another Language”

County	Percent
Ness County, Kansas	92.6
Seward County, Kansas	86.7
Lewis County, Missouri	86.5
Hamilton County, Kansas	85.9
Wallace County, Kansas	85.4
Chase County, Kansas	82.1
Haskell County, Kansas	80.9
Edwards County, Kansas	79.9
Pettis County, Missouri	76.4
Audrain County, Missouri	75.9
Sullivan County, Missouri	74.6
Barton County, Kansas	73.0

# Spanish Speakers who Speak English “Not Well” or “Not at All”

County	Percent
Washington County, Kansas	64
Lewis County, Missouri	50
Gentry County, Missouri	48.6
Lincoln County, Kansas	37.7
Sullivan County, Missouri	35.0
Mississippi County, Missouri	34.8
Norton County, Kansas	34.4
Seward County, Kansas	33.8
Wallace County, Kansas	32.2
Barry County, Missouri	31.8
Hamilton County, Kansas	31.3

# Speakers of Other Languages

County	Percent who Speak Other Language (Not Spanish)
Mercer County, Missouri	48.7
Mitchell County, Kansas	19.1
Ozark County, Missouri	15.2
Jackson County, Kansas	12.8
Chariton County, Missouri	7.5
Nemaha County, Kansas	5.2
Meade County, Kansas	5.0
Madison County, Missouri	4.4
Scott County, Kansas	4.2
Washington County, Kansas	4.0
DeKalb County, Missouri	3.6

# Latino Information Needs

- Previous research on Latino information needs has not focused on the Midwest.
  - Information Literacy
  - Research Skills
  - Cultural Reinforcement



# Midwestern Latino Research

- [Cambio de Colores](#) (Change of Colors) conference, annually in Missouri
  - 14 annual conferences since 2002
  - Researchers from across the Midwest gather to talk about Latino immigration issues

# Research Problem

A great deal of research has been done on Midwestern Latino populations. Information needs may underlie other needs identified by researchers. However, none of that research has been focused on their information needs.

**Is it possible to determine the information needs of Midwestern Latino populations based on non-library research?**

# Qualitative Secondary Analysis

- Using existing data to pursue a research interest the data was not collected to address
- Additional in-depth analysis with new conceptual focus (Heaton 1998)

# Methods

- Review of conference proceedings from 2011-2014
  - 165 entries reviewed in total
  - 82 entries completed
- Two coders – qualitative coding – theme development

# Midwestern Latino Information Needs

- Health Information (56)
- Social Networks and Support Systems (23)
- Acculturation and Integration (22)
- Financial Knowledge (19)
- Language (16)
- Identity and Cultural Preservation (13)
- Civic and Political Engagement (13)
- Mental Health Information (12)
- Education (8)
- Jobs (8)
- Documentation and Citizenship (7)

# Best Practices for Serving Latinx

- Access
- Collections
- Services
  - Outreach & Community Partnerships
  - Integrative Programming
  - Staff Diversity and Development

# Best Practices for Access

- Removing Barriers to Access
  - How easy is it at your library to...
    - Complete an application for a library card?
    - Obtain a library card without multiple forms of ID?
    - Use public access computers?
    - Use the OPAC in English? In Spanish?
    - Find Spanish language materials? Bilingual materials?
    - Request materials through ILL?
    - Attend programs? Is registration required?
    - Find culturally relevant materials?
    - Find a Spanish-speaking staff member or volunteer?

# Best Practice for Collections

- The key = cultural relevant materials
- Culturally relevant materials for Latinx are books that feature Latinx characters in the United States, Latin America, or around the world.
  - Most often written by Latinx writers
- Spanish language or bilingual materials ≠ automatically culturally relevant materials



# Sources for Culturally Relevant Materials

- The Pura Belpré Award
  - Birth through 14 years old
- The Américas Award
  - Grades K-12
- The Tomás Rivera Mexican American Children’s Book Award
  - Children’s and Young Adult
- International Latino Book Awards
  - Various categories from children’s through adult fiction and non-fiction
- The Anisfield-Wolf Awards
  - “books that have made important contributions to our understanding of racism and our appreciation of the rich diversity of human cultures” (website)
  - Not just Latinx

# Best Practices for Services

- Outreach & Community Partnerships
- Integrative programming
- Staff diversity and development

# Outreach & Community Partnerships

- Outreach
  - Often the key if you have no/few Latinx using your library
  - Create community partnerships to reduce barriers and make connections
- Community Partnerships
  - Latinx organizations & business are often eager partners in sponsoring programs or collections
  - Can provide crucial information on reasons why Latinx may not be using library resources

# Integrative Programming

- Recognizing “Hispanic Heritage Month” is not enough.
  - Latinx should be integrated throughout the program calendar.
- Be leery of focusing only on the 4 Fs—Food, Festivals, Folklore, and Fashion.
  - Do your best to make sure that none of your programming trivializes or stereotypes Latinx.

# Staff Diversity and Development

- Staff Diversity
  - Either paid or volunteer staff
- Staff Development
  - Encourage monolingual staff members to learn Spanish and other languages used in your community.
  - Consider cultural competency training for your staff.