



Marketing Library Services to Multicultural and Multilingual Users

The foreign born are entering this country at a rate of over million annually. Together with native minorities, they generate more than 900 billion dollars annually in commercial activity in this country. As their numbers grow and as they realize their potential to influence our society, immigrants and their children will play an increasingly vital role in the social and economic evolution of this country in the years to come. There is no doubt that this demographic commands attention. Library's services should be, could be, and will be – both a bridge and mentor to the immigrant population. In order to do this, however, it is necessary to draw this new immigrant clientele to the vast informational resources and community service programs that they provide so well.



MARKETING LIBRARY SERVICES TO MULTICULTURAL AND BILINGUAL USERS is an informative and entertaining talk about attracting to the libraries this exciting and often confusing multicultural population of our country.

Broken down into three parts, this workshop provides answers to the following questions:

- What is culture? Who are Hispanics? Asians? Europeans? Middle Easterners?
- How and why needs might vary across cultures?
- What is marketing mix? What is educational marketing?
- What is library's role as educator, guide and mentor?
- How to reach and attract multicultural users?
- How to avoid pitfalls in reaching multicultural library users?
- How to build sustaining relationships with different cultures?



This seminar is a roadmap for any library that wants to reach out to these expanding demographics.

Dr. Nara Venditti is the president and founder of Succeed in America, LLC, a consulting firm that helps individuals and organizations with such issues as [workplace diversity](#), [foreign-born employee development](#), [business communication](#), and [multicultural customer service](#). She is Diversity Director of the Connecticut State Council of Society for Human Resource Management (SHRM). Dr. Venditti is recognized by the state of Connecticut as a Naturalized US Citizen who made contributions to better the lives of refugees and immigrants in this country.