# Selecting and Cataloging for Diverse Audiences

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### Who we are

Angela Tveretinova Russian Materials Selector and Cataloger



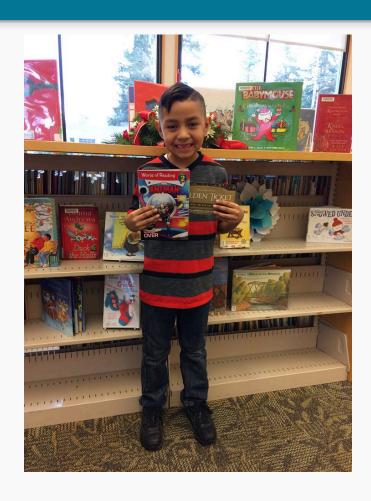
Margaret Finnan Spanish Materials Selector and Cataloger





### What we'll cover today

- Multnomah County Library mission
- We Speak Your Language program
- Selecting, Acquisitions, and Cataloging for diverse patrons
- Connecting with patrons





## Multnomah County Library Mission: Empowering our community to learn and create





# Multnomah County Library Priorities 2016-2018

- We reflect and serve a diverse community
  - We serve every patron with respect and dignity. We offer resources that advance opportunity and equity. We hire and support talented staff members who reflect the community we serve.
- We enable creation and learning
- We champion reading
- We build digital literacy
- We re-imagine library service and spaces







Advanced catalog search

Explore ~

E-books & more v

Using the library >

Research >

Events & classes >

About ~

Locations >

Contact

#### About

Facilities master planning process 2016-2017

Funding

Governance

History

Jobs

Newsroom

#### Priorities

Support the library

We practice sustainability

Volunteer

### Multnomah County Library Priorities 2016-2018

Home » About

Multnomah County Library's mission: Empowering our community to learn and create

Multnomah County Library is a key community asset, serving people and enabling individual and community development. We use threeyear strategic priorities to shape library services, programs and culture. As the world around us changes rapidly, we hold constant three pillars that define the library's role and value in this community:



- · Free access for all
- · A trusted guide for learning
- The leading advocate for reading

We make forward-thinking decisions to ensure that Multnomah County Library remains relevant for people of all ages and backgrounds and uses resources wisely. We will anticipate the changing needs of our community and adapt to provide the best service possible.

### We reflect and serve a diverse community

We serve every patron with respect and dignity. We offer resources that advance opportunity and equity. We hire and support talented staff members who reflect the community we serve.





### Поиск Найти все в библиотеке. Начните отсю



Расширенный поиск в каталоге

Как пользоваться библиотекой • Читателям ∨ Книги и другие материалы в электронном формате 🗸

Информационные ресурсы 🗸

Мероприятия ∨

О нас 🗸

Адреса библиотек 🗸

Контакты

#### О нас

Финансирование

Руководство библиотеки

Работа в библиотеке

Миссия

Приоритеты

Наши партнеры

Волонтёрство

### Приоритеты библиотеки округа Малтнома на 2016-2018 гг.

домашняя страница » О нас

**Цель работы библиотеки округ Малтнома:** предоставить возможность нашему сообществу творить и учиться

Библиотека округа Малтнома – ключевое достояние сообщества, служащее его членам и предоставляющее возможность развиваться каждому в отдельности и сообществу в целом. Мы используем трехлетние стратегические приоритеты для организации библиотечных услуг, программ и культуры. Поскольку мир вокруг нас быстро меняется, мы ориентируемся на три постоянных основополагающих принципа, которые определяют роль и ценность библиотеки в этом сообществе:

- Бесплатный доступ для всех
- Надёжный советчик в учёбе
- Ведущий сторонник чтения

Мы принимаем дальновидные решения, чтобы гарантировать, что библиотека округа Малтнома продолжает отвечать интересам читателей всех возрастов и происхождений и разумно использует ресурсы. Мы предусматриваем меняющиеся потребности нашего сообщества и адаптируемся для оказания услуг наилучшего качества.



### Buscar Encuentra todo en la biblioteca. Empiece



Búsqueda avanzada en el catálogo

Explore > Libros electrónicos y más v Usando la biblioteca v

Investigación v

Eventos y clases v

Acerca de v

Ubicaciones > Contacto

#### Acerca de

Financiamiento

Gobierno

Empleos en la biblioteca

Misión y filosofía

Prioridades

Apoyo a la biblioteca

Trabajo voluntario

### Prioridades de la Biblioteca del Condado de Multnomah 2016-2018

Inicio » Acerca de

Misión de la Biblioteca del Condado de Multnomah: Empoderando a nuestra comunidad para aprender y crear

La Biblioteca del Condado de Multnomah es una clave activa, que sirve a las personas y respalda el desarrollo de los individuos y de la comunidad. Utilizamos prioridades estratégicas de tres años para diseñar los servicios, programas y cultura de la biblioteca. En tanto el mundo que nos rodea cambia rápidamente, nosotros constantemente mantenemos tres pilares que definen el rol y el valor de la biblioteca en esta comunidad:

- Acceso gratuito para todos
- Guía confiable para el aprendizaje
- Líder en la promoción de la lectura

Tomamos decisiones pensando en el futuro para asegurar que la Biblioteca del Condado de Multnomah siga siendo relevante para las personas de todas las edades y orígenes, y para utilizar los recursos de forma inteligente. Anticipamos los cambios de necesidades de nuestra comunidad para adaptarnos y ofrecer el mejor servicio posible.

### Questions

What language collections does your library have?

Does your library have bilingual staff positions?





### We Speak Your Language

We Speak Your
Language is a program
in Multnomah County
Library which connects
immigrant and refugee
communities to
information and
resources they need to
be successful in the
United States.

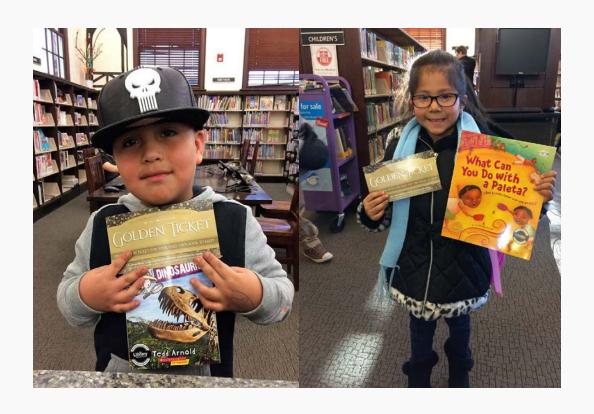




## We Speak Your Language in Technical Services

The Technical Services department has four We Speak Your Language selectors & catalogers

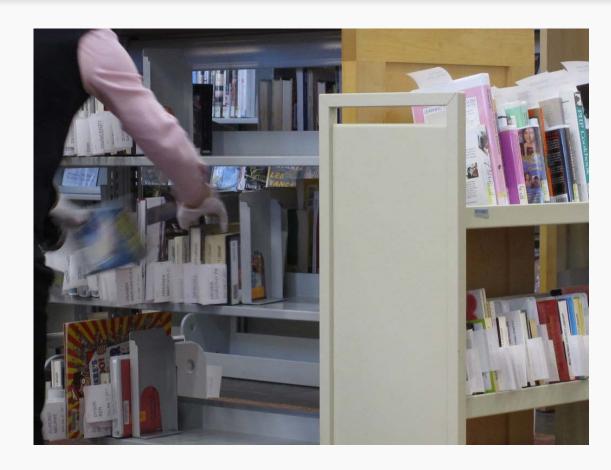
- o Spanish
- o Russian
- o Chinese
- o Vietnamese





### **Selecting for diverse patrons**

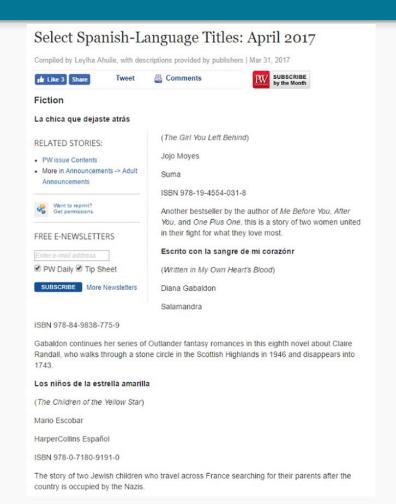
- Research popular materials
  - Book lists and professional reviews
  - o collectionHQ





# **Selecting**Vendor book lists and professional reviews







# **Selecting** collectionHQ

collectionHQ is a set of tools that our library subscribes to that provide collection management support.





### Poll

Does your library use collectionHQ?

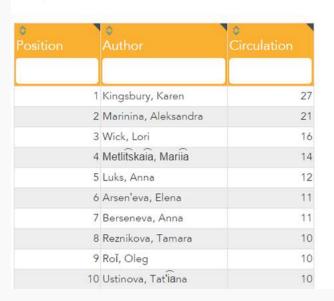




# **Selecting** collectionHQ: Top Author Chart systemwide

### Top Author Chart (Fiction)

Top 10 Authors - Top 10 Russian Authors Systemwide for Multnomah County Libraries 03-Apr-2017









# **Selecting** collectionHQ: Top Title Chart by branch

### Top Title Chart (Fiction)

Top 10 Titles - Top Title Chart For Gresham Library for Gresham 03-Apr-2017





^1 Position		© Author	Title	Circulation
	1	Marinina, Aleksandra	Obratnaia sila	
	2	Forman, Gayle	ÎA byla zdes'	2
	3	Kivinov, Andreĭ	Vremenno nedostupen	2
	4	Abdullaev, Chingiz	Bakinskiĭ bul'var	
	5	Abdullaev, Chingiz	Na grani fola	
	6	Abdullaev, Chingiz	Èshafot dlia top-modeli	
	7	Akunin, Boris	Nechekhovskaia intelligentsiia	1
	8	Aliushina, Tat'iana	Devushka iz Nezhnoĭ Stali	1
	9	Anufrieva, Mariia	Karniz	
	10	Arsen'eva, Elena	Dom s liliiami	1

### Question

Are there any other tools you find helpful for selecting materials at your library?







## Acquisitions for diverse patrons

- Working with vendors
- Creating order records

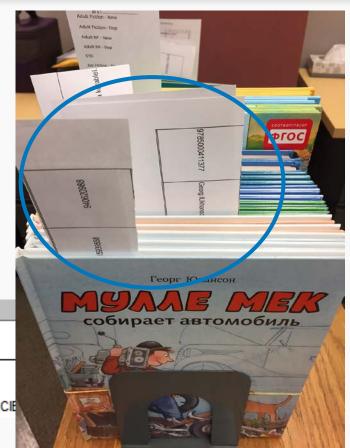




# **Acquisitions**Working with vendors

 Work with vendors to streamline process

Category	PO#		OCLC#	Part#		UPC2	
				97	8847953936	978847953936	
Adult	DNC50135	7	932169538	8		8	FELICIDAD
			43440252		848445209	978848445209	
Adult	DNC501357		5	6		6	LA NUEVA CONCIE





# **Acquisitions**Creating order records

Use load tables to batch load information from vendors into Sierra to create bibliographic and order records.

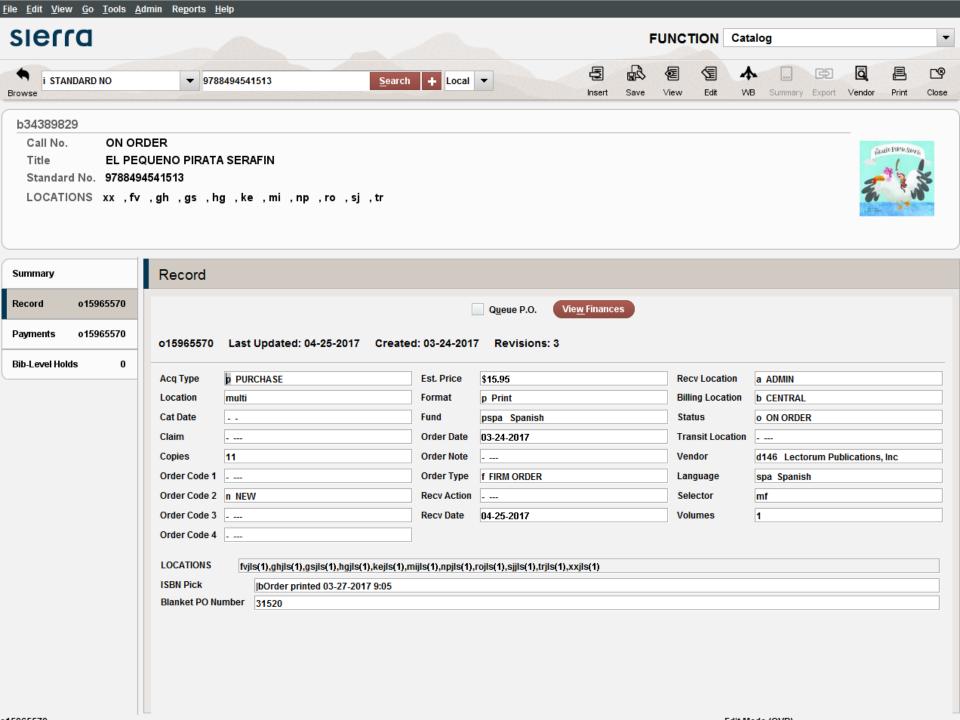
1	ListPrice	PO#	Qty	Order locations	Fund	Vendor	Selector
47	10.99	31520	10	fvjls,ghjls,gsjls,hgjls,kejls,mijls,npjls,rojls,sjjls,trjls	pspa	d146	mf
48	15.99	31520	10	fvjls,ghjls,gsjls,hgjls,kejls,mijls,npjls,rojls,sjjls,trjls	pspa	d146	mf
49	12.50	31520	10	fvjls,ghjls,gsjls,hgjls,kejls,mijls,npjls,rojls,sjjls,trjls	pspa	d146	mf
50	25.99	31521	10	fvjls,ghjls,gsjls,hgjls,kejls,mijls,npjls,rojls,sjjls,trjls	pspa	d146	mf
51	18.99	31521	10	fvjls,ghjls,gsjls,hgjls,kejls,mijls,npjls,rojls,sjjls,trjls	pspa	d146	mf
52	14.99	31521	10	fvjls,ghjls,gsjls,hgjls,kejls,mijls,npjls,rojls,sjjls,trjls	pspa	d146	mf
53	20.99	31520	11	fvjls,ghjls,gsjls,hgjls,kejls,mijls,npjls,rojls,sjjls,trjls,xxjls	pspa	d146	mf
54	15.95	31520	11	fvjls,ghjls,gsjls,hgjls,kejls,mijls,npjls,rojls,sjjls,trjls,xxjls	pspa	d146	mf

Bib locations	ISBN	Title
fvjls,ghjls,gsjls,hgjls,kejls,mijls,npjls,rojls,sjjls,trjls	9789871849307	MAMIMIAU
fvjls,ghjls,gsjls,hgjls,kejls,mijls,npjls,rojls,sjjls,trjls	9786079107574	UN DIA AJETREADO. LIBRO PARA DESLIZA
fvjls,ghjls,gsjls,hgjls,kejls,mijls,npjls,rojls,sjjls,trjls	9788491010883	Y EL DOMINGO?
fvjls,ghjls,gsjls,hgjls,kejls,mijls,npjls,rojls,sjjls,trjls	9789877470987	EL LIBRO DE LA SELVA MUY SELVA
fvjls,ghjls,gsjls,hgjls,kejls,mijls,npjls,rojls,sjjls,trjls	9789802573660	GUACHIPIRA VA DE VIAJE
fvjls,ghjls,gsjls,hgjls,kejls,mijls,npjls,rojls,sjjls,trjls	9789506032616	NUMEROS
fvjls,ghjls,gsjls,hgjls,kejls,mijls,npjls,rojls,sjjls,trjls,xxjls	9789707185531	DISNEY COLECCION DE CUENTOS
fvjls,ghjls,gsjls,hgjls,kejls,mijls,npjls,rojls,sjjls,trjls,xxjls	9788494541513	EL PEQUENO PIRATA SERAFIN



# **Acquisitions**Creating bibliographic and order records

Language spa Spanish Cat. Date 03-24-2017	Bib Code 3	
Skip 0 Bib Level m MONOGRAPH	Country	xx Unknown
Location multi Material Type a BOOK		
MARC Leader  ##### n a m a 2 2 ##### l a 4 5 0 0  LOCATIONS    xx ,fv ,gh ,gs ,hg ,ke ,mi ,np ,ro ,sj ,tr		
Misc. 008 170324 s 9999 xx 0 0 0 0 spa d		
Standard No. 020 9788494541513		
Call No. 099 ON ORDER		
Title 245 1 0 EL PEQUENO PIRATA SERAFIN		





### Cataloging for diverse patrons

- Use local floor bibliographic standard
- Make records accessible for patrons and staff
- Catalog materials at time of ordering





# Cataloging Local floor bibliographic standard

008	Lang rus/spa Date 1
020 ‡a	ISBN
099	Local Category
1XX 7XX 880	Creator or other person, family or corporate body associated with the work 880 only if Russian
245 ‡a 880 ‡a	Title
260 ‡b 264 ‡b 880 ‡b	Publication, Distribution, etc.
520	If readily available (for fiction)
6XX	Subject fields (for nonfiction)
690	[Language] language edition ±v [Content] ex. Russian language edition ±v Fiction.



# Cataloging Cataloging materials at time of ordering

### Purpose:

 To get materials out faster and have more information available for patrons sooner

#### Process:

- Batch search ISBNs in OCLC Connexion
- Catalog materials that meet our local floor standard

### Outcomes:

 Speed up turnaround of materials from arrival at Technical Services to on the shelf at branches



### **Connecting with patrons**

- In person
- Through public service staff
- Online





# Connecting with patrons In person

- Outreach
- Library events







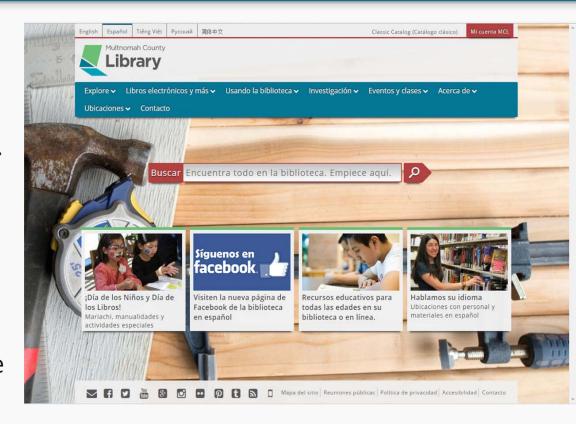
# Connecting with patrons Through public service staff

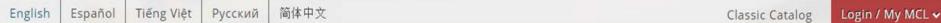
1		Juvenil			
2	Date	Title and author	ISBN	Branch	Selector's
105	3/23/2017	La verdadera historia de los tres cerditos	9780780764064	STJ	Ordering via Ingram
106	3/24/2017	¿Cuándo viene papá?	9788423693085	TDL	not available
107	3/24/2017	Los pajaros no tienen fronteras: Leyendas y mitos de America Latina	9786070119149	TLD	Ordering via Ingram
108	3/24/2017	BAMBI	978-958-30-2621-8	roc	not available
109	3/24/2017	JUAN Y LAS HABAS MÁGICAS	978-958-30-3163-2	roc	not available
110	3/24/2017	Mis Colores, Mi Mundo	9780892392780	TLD	Ordering via Ingram
111	3/24/2017	El gato con botas	978-958-30-2623-2	roc	not available
112	3/24/2017	My colors, my world	9780892392346	TLD	not available
113	3/24/2017	Debo compartir mi helado	1484722914	STJ	Ordering via Ingram
114	3/24/2017	Estamos en un libro	1484722884	STJ	Ordering via Ingram
115	3/24/2017	Hoy volaré	1484722876	STJ	Ordering via Ingram
116	3/24/2017	Un tipo grande se llevó mi pelota	148472285X	STJ	Ordering via Ingram
117	3/24/2017	Hay un hombre mosca en mi sopa	606388230	STJ	Ordering via Amazon
118	3/25/2017	Un osito en la nieve	9788484705208	FRV	Ordering via Ingram
119	3.25.2017	Animales al natural 4	9786071616593	TDL	Ordering via Ingram
120	3/25/2017	Kustos libro 2	9786075168258	STJ	not available
121	3/25/2017	Luna	8493375977	STJ 2	including in next lectorum order
122	3/25/2017	Arbol	8492608811	STJ 2	including in next lectorum order
122	2/25/2047	Mandarusan	070 04 004 2674 5	OT I	Ordanias i in Obiilaina



# **Connecting with patrons**Online

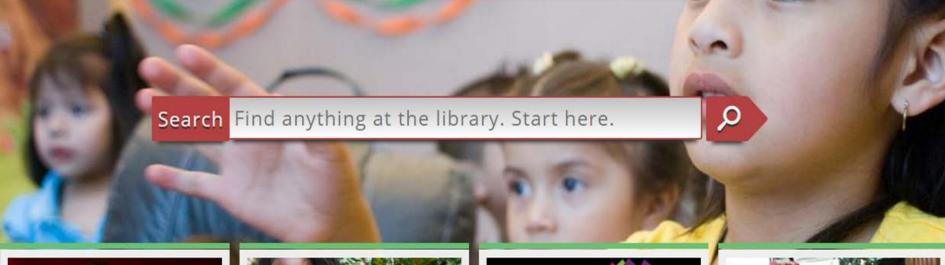
- Library website and app available in English,
   Spanish, Russian,
   Chinese and Vietnamese.
- Book lists
- My Librarian service
- E-content
- Suggestions for purchase







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Hip Hop Theatre Artist
Dahlak Brathwaite
Explore personal narrative in writing for hip hop.



Black Storytime with Food Learn how to start a food garden.



Friends of the Library's Spring Used Book Sale In Portland 4/21-24



¡Día de los Niños y Día de los Libros! Celebrate bilingual literacy.



Читателям Книги и другие материалы в электронном формате Как пользоваться библиотекой Сорона с пользоваться библиотеком Сорона с пользоваться библ

Информационные ресурсы **∨** Мероприятия **∨** О нас **∨** Адреса библиотек **∨** Контакты

Поиск Найти все в библиотеке. Начните отсюда.





Помощь в работе с компьютером



**Детские чтения**Программа чтения для детей от рождения до 6 лет на



Мы говорим на Вашем языке



Списки литературы Книги и фильмы на русском языке, рекомендуемые



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Ubicaciones **∨** Contacto





¡Día de los Niños y Día de los Libros!

Mariachi, manualidades y actividades especiales

## Síguenos en facebook.



Visiten la nueva página de Facebook de la biblioteca en español



Recursos educativos para todas las edades en su biblioteca o en línea.



Hablamos su idioma Ubicaciones con personal y materiales en español



**TOPIC GUIDE** 

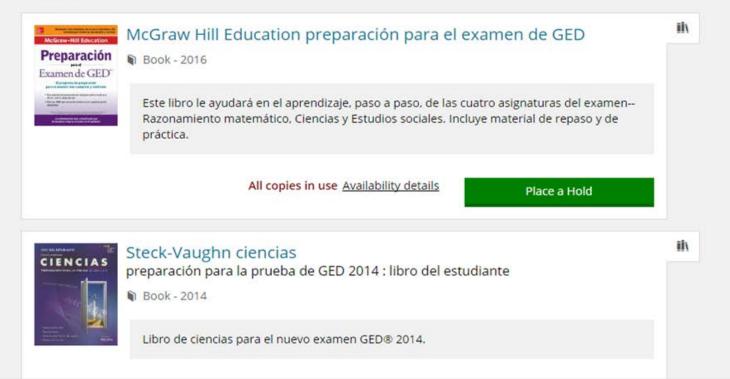
### By: multcolib spanish Multnomah County Library

# La Biblioteca Recomienda: ¿Estudiando para el GED®? | Multcolib Spanish Picks: Studying for GED



Libros y recursos en línea que le ayudarán a estudiar y prepararse para el examen GED®. (Patricia M.)

#### 22 items





### LearningExpress: Recursos en español

https://multcolib.org/resource/learningexpress-library

En la sección "Recursos para Hispanohablantes" encontrará cursos para mejorar su escritura, matemáticas, y prepararse para el examen GED®.



### Curso de teclado gratis

http://www.cursomeca.com/default.htm

Aprenda a teclear correctamente con 27 lecciones guiadas e interactivas. Progrese paso a paso y a su ritmo.



### Typing Web - Tutorial de teclado gratis

http://www.typingweb.com/



Tutorial de tecleado para personas con distintos niveles de habilidad. Juegos entretenidos, pruebas de tecleado, y certificación gratuita.

#### Laura B.

Home



Originaria de México, un país tan vibrante y diverso, mi vida se ha definido y marcado por mis raíces culturales. Para mantenerme en constante relación con mis orígenes visito cada año la ciudad de Cuernavaca, Morelos donde nací y donde radica mi familia para así revitalizar mi mexicanidad y empaparme de nuevo del amplio repertorio de nuestras tradiciones y valiosas costumbres. Durante mis visitas a México me encanta recorrer pueblos y ciudades cercanos, comer auténtica comida mexicana y sentarme a contemplar y disfrutar de la colorida atmósfera de mi lugar y de mi gente en las plazas y zócalos.

Mis preferencias por la lectura incluyen partes de la literatura mexicana, su historia, arte y folclor, tradiciones y costumbres, comida, música y cinematografía.

Será un placer para mí poder ofrecerle recomendaciones de su interés y proporcionarle

#### una atención personalizada.

Born and raised in a vibrant and diverse country of Mexico, my life has been defined and marked by my cultural background. To keep in touch with my origins I travel to Cuernavaca in Mexico every year to recharge my Mexican energy. I visit familiar places, eat authentic food, and sit down in the zócalo (main square) to observe the colorful atmosphere of my place and my people. I bring those special moments back here to Oregon by offering culturally-specific programs in the library, and letting them influence my reading and cooking.

My reading interests are a mosaic of Mexican Literature, history, enchanting art and folklore, traditions and customs, food and cooking, music and cinema.

Ask Laura B. what to read

### Blog Posts A poem you can cook!



Read poetry, make music, eat salsa!

#### ¡Un poema para cocinar!



Video of ¡Un poema para cocinar!

#### ¿No tiene mucho tiempo para leer?: Realismo mágico en menos de una hora.



Video of Aura, para Carlos Fuentes ¡Usted lo puede leer en inglés también!

### No time to read? Magic realism in under an hour



In the time it takes to ride the bus to work, you can read a classic.

### Cantar con Laura; Sing with Laura: Pimpón



Video of Cantar con Laura Pimpón -



# Connecting with patrons Online E-content

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E-books and audiobooks. Get the app@.



#### Hoopla#

Streaming movies, music, audiobooks, comics, TV and more. Get the app from iTunes@ or Google Play@.



#### Zinio @

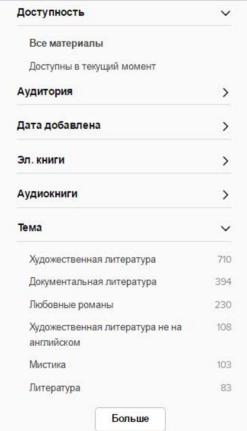
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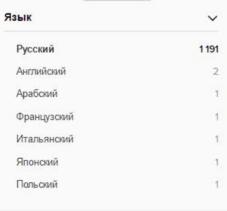


#### InstantFlix

Streaming independent shorts and feature-length films.









доступно

Cobpenentie packazbi o motoba

RAMINISTEM MINGO Menus TPAYE

рвойни БОРИСОВА

Современные рассказ...

по Елена Арсеньева

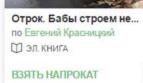
ВЗЯТЬ НАПРОКАТ

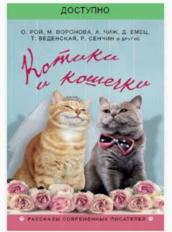
**∭** ЭЛ. КНИГА



доступно







Котики и кошечки (сбор... : по Елена Арсеньева **М** эл. КНИГА 1

доступно

Светлана Вячеславовна

Алексеева

Майский сказ о Купалке Сказа Короровуны Свети о русказав.

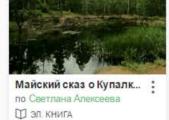
ВЗЯТЬ НАПРОКАТ



С праздником! 8 Марта.... по Дарья Донцова □ эл. книга ВЗЯТЬ НАПРОКАТ







ВЗЯТЬ НАПРОКАТ

 $\Box$ 



https://multcolib.overdrive.com/library/ru/media/2985100

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Más

Ficcion Juvenil

Español; Castellano

Idioma

Inglés

italiano



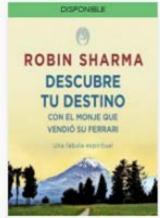
105

1,590

42









Descubre tu destino con E...:

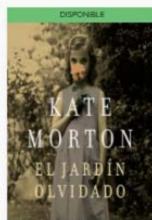




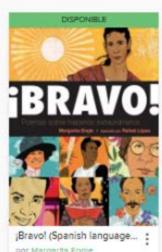
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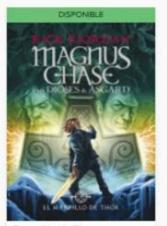










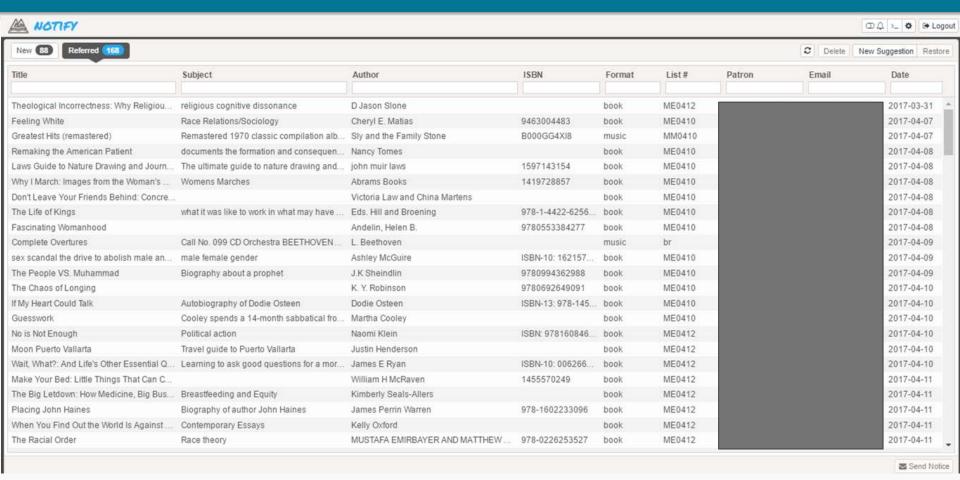




Предложите покупку	
обязательное поле	
- Consarenbrue noire	
Введите полный номер вашей библиотечной карточки, выданной Библиотекой округа Малтнома	
Введите свой текущий пароль (PIN) *	
according to proceed a partial and country for each	
Автор *	
Название	
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ISSN/ISBN	
Характер данного ресурса	
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о Электронная книга	
о Книга с крупным шрифтом	
о Музыка	
o DVD	
o Blu-ray	
о Журнал	
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Downloadable Audio	
» Другое	
Тематика ресурса (о чем он)?	
Provide email address if you'd like to receive updates on your suggestion	
Отправить	

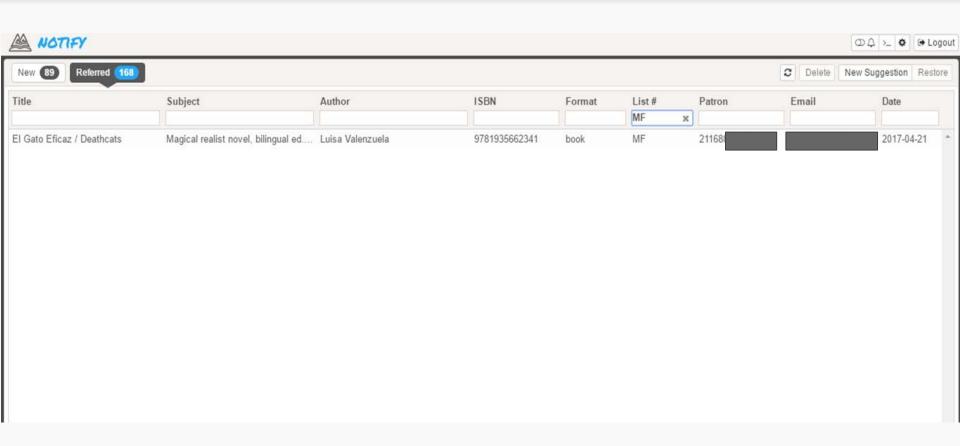


# Connecting with patrons Online Patron suggestions for purchase





# Connecting with patrons Online Patron suggestions for purchase

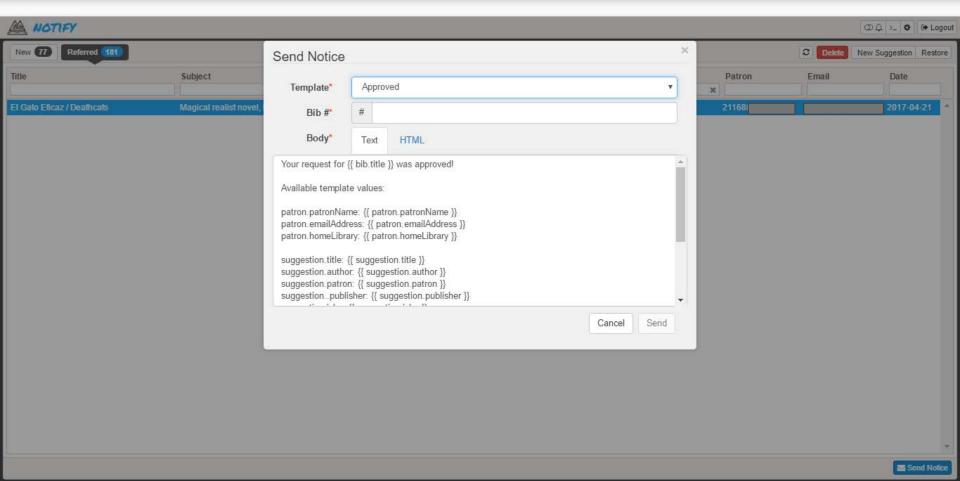




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		Location			*
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		ISBN	#	9781935662341	
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			De	lete Cancel	Save



# Connecting with patrons Online Patron suggestions for purchase





# Connecting with diverse users Our toolbox

- We Speak Your Language
  - Bilingual staff in Technical Services and public service
- Selecting for Diverse Patrons
  - Booklists and reviews
  - collectionHQ
- Acquisitions: Streamlining process
  - Working with vendors
  - Batch loading order records
- Cataloging: Making records accessible for patrons and staff
  - Local floor bibliographic standard and local subject headings for searchability
  - Catalog materials at time of ordering
- Connecting with patrons
  - In person though outreach
  - Through public service staff and their suggestions for purchase
  - Online through the multilingual website and app



## Multnomah County Library Mission: Empowering our community to learn and create

Technical services We Speak Your Language staff connect with the diverse communities directly and indirectly to create and share a collection that meets their needs.







## **Questions?**

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