



Building &
Maintaining

World Language Collections



Archana Chiplunkar, Livingston Public Library

Hongmei Liu, Livingston Public Library

Linda Tripp, Somerset County Library System



*The limits of
my language
mean
the limits of
my world.*

WL Collection Development/Management

Demographics &
Patron Needs

Selection

Shelving/Promotion

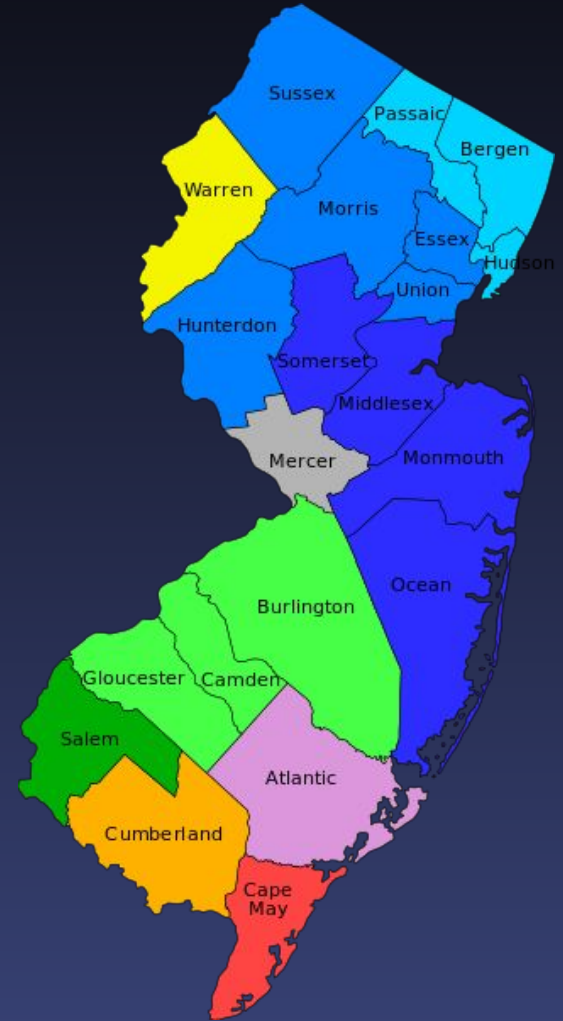
Budget/Vendors

Cataloging

Deselection

Statistical Atlas.com

Census data
made visual



Language Spoken at Home

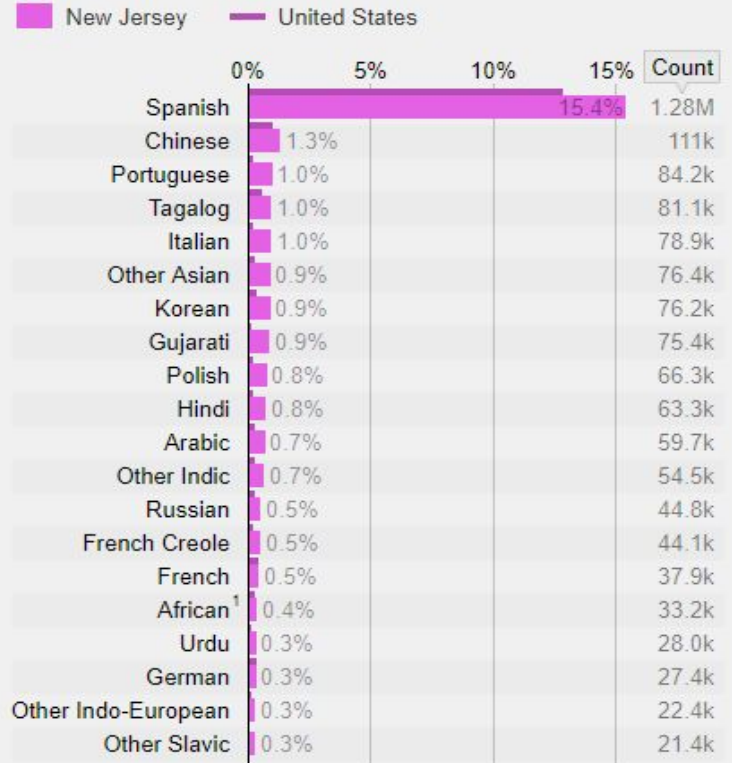
% of the total population in NJ living in households in which a given language is spoken at home.

Language Spoken At Home

#1

Percentage of the total population living in households in which a given language is spoken at home.

Scope: population of the United States and New Jersey



Count number of people speaking given language at home

¹ Amharic, Ibo, Twi, Yoruba, Bantu, Swahili, Somali

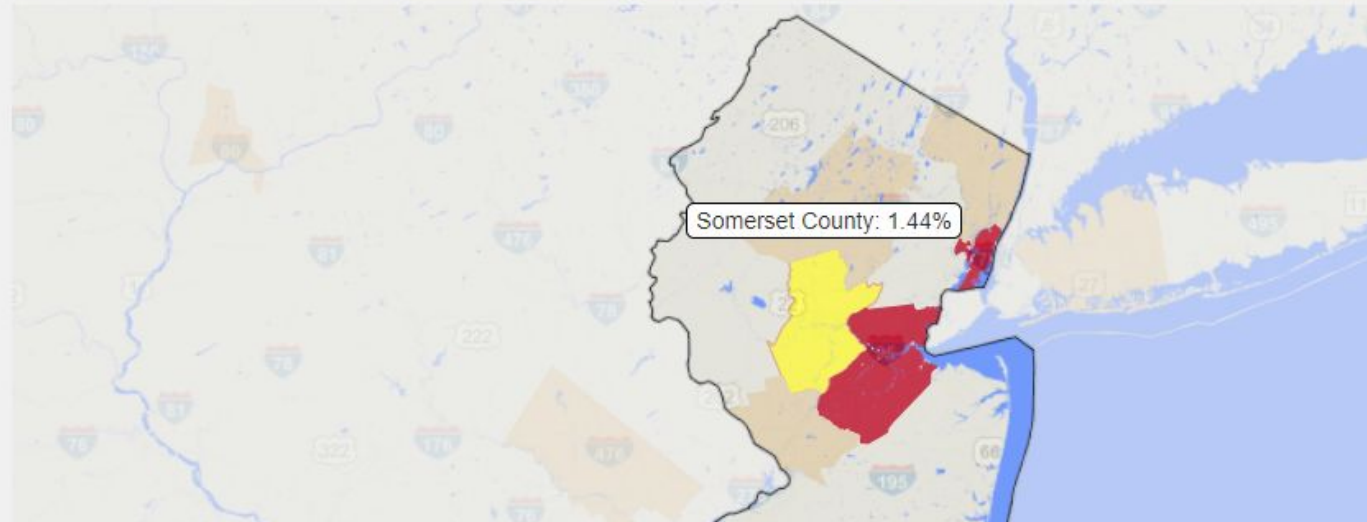
Map of Language Spoken at Home by County in New Jersey

Hindi ▾

Hindi Language Spoken At Home by County

Percentage of the total population living in households in which Hindi is spoken at home (%):

0.0% 0.5% 1.0% 1.5% 2.0%

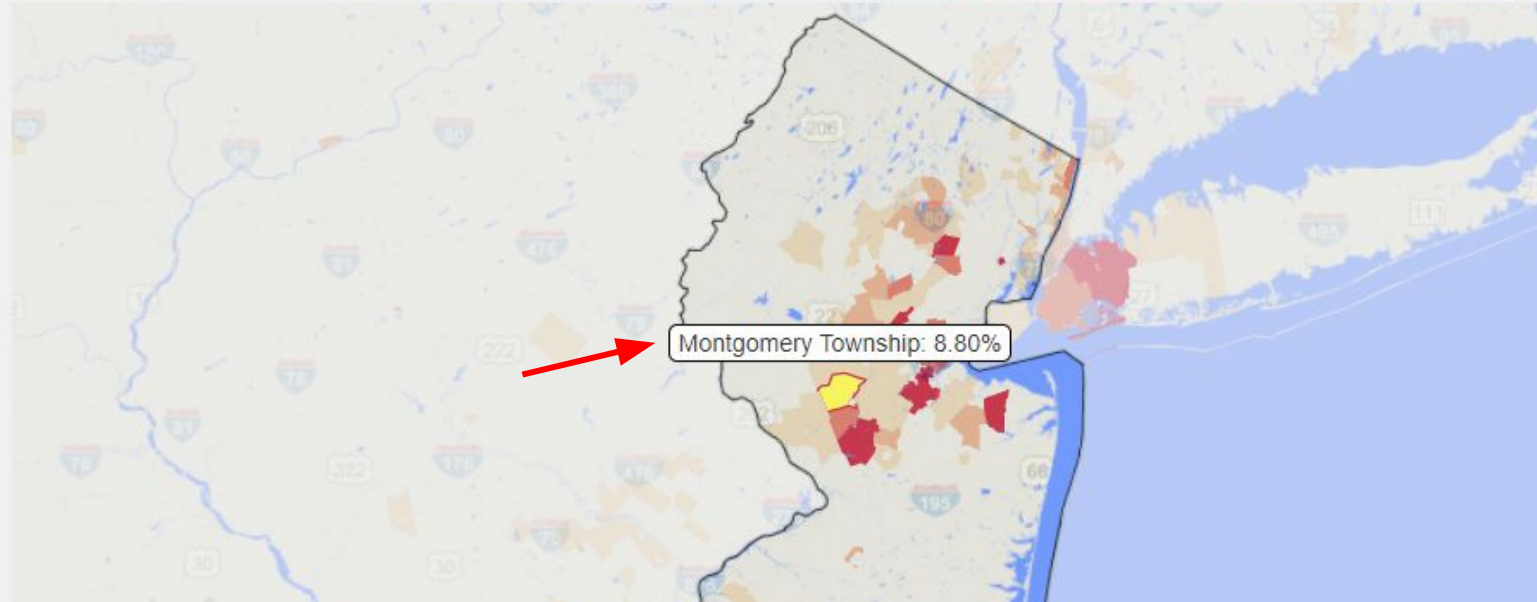


Chinese ▾

By County Subdivision

Chinese Language Spoken At Home by County Subdivision

Percentage of the total population living in households in which Chinese is spoken at home (%):





Demographics
matter...



...but know your
patrons

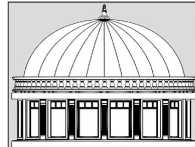
Livingston Public Library

18 World Languages

Korean
Hindi
Chinese
Hebrew
Japanese
Marathi
Russian
Vietnamese
Gujarati



Spanish
Hungarian
Yiddish
French
Latin
Italian
German
Swedish
Danish



LIVINGSTON PUBLIC LIBRARY
10 Robert Harp Drive
Livingston, New Jersey 07039
973-992-4600
livingston.bccls.org

Livingston PL

Chinese Languages

- > 4,500 books
- > 1,000 DVDs, CDs & Books on CDs
- 29 magazines

29 Chinese Magazines



■ Planning the Budget

Going beyond demographics

- Foreign visitors
- Look at Circulation



Planning the Budget

- Languages with Non-Latin characters = larger circulation
- Prevalence of English in native country

chinese 你好
greek γειάσου
japanese こんにちは
korean 여보세요
russian здравствуйте!
english hello

Where to Purchase

- Foreign vendors may have too many items
- US vendors sort and eliminate books

Where to Purchase



- Vendors give you a limited book list
- More options going to bookstores

Vendors for Chinese - New York

World Journal Bookstore	Xinhua Bookstore	Eastern Culture Bookstore
世界书局	新华书店	东方文化事业公司
Flushing, NY	Flushing, NY	New York, NY

Vendors for Chinese - New Jersey

Timesbook, Inc.	Science Press USA, Inc.
时代图书	中国科技出版集团, 美国
Linden, NJ	Princeton Junction, NJ

Vendors - Other Languages

Russian: Russian Publishing House Ltd.	French: Renaud-Bray/collectivites
Forest Hills, NY	Montréal (Québec)

Vendors - Other Languages

Spanish: The Bilingual Publications Company	Korean: Bandibooks
New York, NY	Flushing, NY

Selection

Best sellers in
foreign countries
may not align with
American interests

Editors' Picks
**Best Books
of the Month**
[Learn more >](#)



Selection Focus

- Foreign born seniors & middle aged
- Balanced collection
- Ask vendors for a selection



Cataloging

→ OCLC

→ SkyRiver



■ UnCataloging

- Use WorldCat.org as reference for Call#
- Book title/author in notes

Displaying WL Materials

- Shelf-end displays for popular titles
- Booklists for new titles



Promoting WL Materials

Community events

- Newcomers' Picnic Day
- Diversity Day
- Chinese New Year Celebration
- National Night Out

Promoting WL Materials



Promoting WL Materials

- WeChat
- Facebook
- Library newsletter & flyers
- New book list on library web



Livingston Indian Language Collection: Gujarati & Hindi

- Magazines
- Bollywood DVDs
- Books
- Special Media



Magazines

- Vendors: Butala; EBSCO
- Add/Drop: 1 x per year
- Budget: \$1000-1500
- Shelved together in Magazine area

Gujarati Magazines

Stree, Chitralkha,
Mumbai Samachar
(newspaper)



Hindi magazines

Sarita
Grihashobha
Manohar Kahaniyaan



Bollywood DVDs

- Local Supplier: Movie Time Video
- Bimonthly selection/ordering
- No set budget



Bollywood DVDs

- Cataloged in BCCLS
- Shelved separately
- Labeled “Bollywood”



Books

- Vendor:
Multicultural
Books and Videos
- 2-3 lists for
selection



Books

- Budget: \$200-300
- Uncataloged (not in BCCLS)
- Listed on library website
- Shelved in WL area



Special Media

- Music CDs
- TV series
- Gujarati/Marathi DVDs



Special Media

- Select/order from Movie Time lists
- Budget: \$200

Special Media

- Cataloged in BCCLS & listed on library website
- Shelved in WL area




Publicity and promotion

- Displays
- Book lists on website



Publicity and promotion

- Indian Social & Cultural Association
- Flyers distributed at multicultural events




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Livingston, New Jersey 07033
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livingstonlibrary.org

WORLD Languages

Livingston Public Library's World Language collection represents 14 languages, including one of the largest Chinese language collections in New Jersey.

There is a large selection of Hindi and Gujarati titles. Spanish, Korean, Russian and other languages are represented as well.

There is also a growing collection. The Chinese collection has over 4,000 fiction and non-fiction books for adults and children, recorded books, magazines, a daily newspaper, and hundreds of popular Chinese television series and feature films on DVD. Music CDs are also available.



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Challenges

- Shelving and space issues
- Low usage: patrons are proficient in English

Somerset County Library System



Books

DVDs

Music

Magazines

Newspapers

SCLSNJ: 21 World Languages

Chinese, Spanish, Hindi,
Russian, Gujarati, French, Tamil,
German, Korean, Bengali, Italian,
Urdu, Japanese, Polish,
Arabic, Telugu, etc.

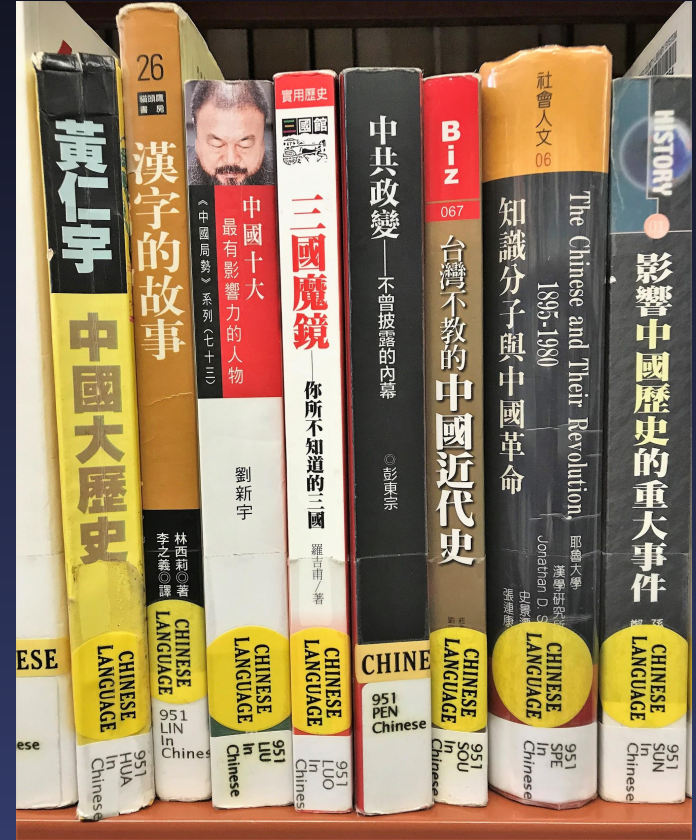
■ Biggest Challenges

- Vendors
- Cataloging
- Collection Maintenance

Books - Adult

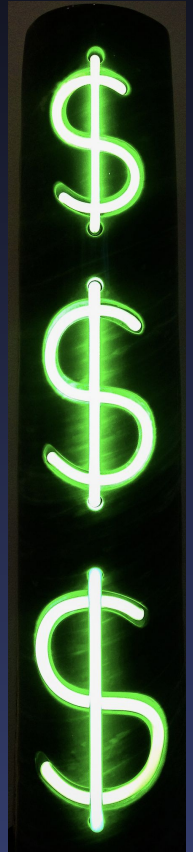
Vendors

- Multicultural Books & Video
- Baker & Taylor
- Local stores



■ Selection

- 1-2% of materials budget
- Choose from vendor-provided selection lists
- Set budget amount and have vendor select titles



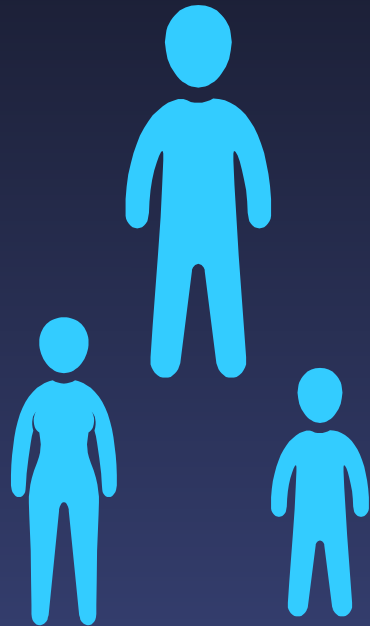
Selection

Order parameters:

- MARC records required
- Duplicate Check
- Backorder if Not in Stock

Selection Considerations

- Patron requests
- Donations
- Quality
- eBooks?



Vendor Issues

- Quality of websites varies widely
- Out of stock items
- Desired format N/A
- Online vs. local

Cataloging

- MARC records
- Uncataloged
- Staff doesn't speak the language, now what?

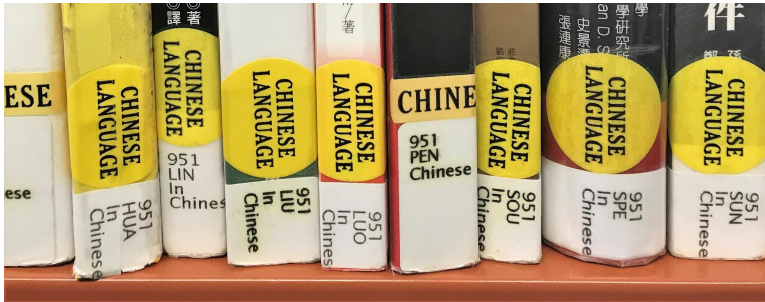
Shelving

- Dedicated World Language area
- Shelved by language



Shelving

- Labels
- Media with print or separate



Books - Children

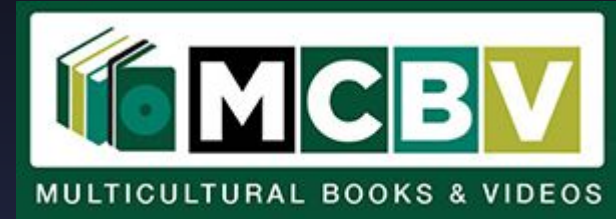
- Spanish, Chinese, Gujarati, Hindi, Urdu
- 6-7 % of Juvenile materials budget



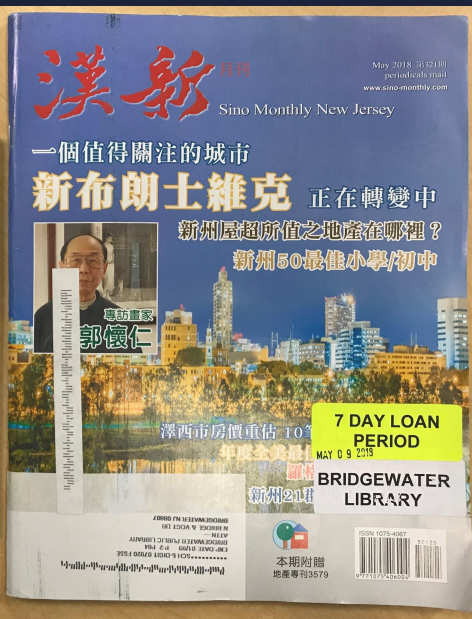
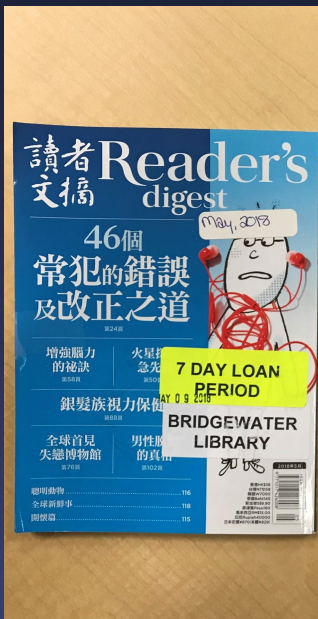


Vendors for Children's WL

- Multicultural Books & Videos
- Baker & Taylor
- Lectorum
- Capstone Publishing
Rosen/PowerKidsPress



WORLD LANGUAGE MAGAZINES



■ Magazines/Newspapers

- Vendor: WT Cox
- Add/Drop: 1 x per year
- Budget: Varies (\$10,000)
- Shelved together in Periodicals

SCLSNJ WL Magazines

Chinese	9	Chinese National Geography; Crown; Family; Fiction Monthly, Heath; October; Reader; Reader's Digest; Sino Monthly New Jersey
Spanish	7	Cocina Facil; Cosmopolitan de Mexico, Futbol Total; GQ Espana; Men's Health Mexico; National Geographic en Espanol; People en Espanol
Russian	1	Novyi Mir

SCLSNJ WL Magazines

Gujarati	4	Chitralkha; Grih Shobha; Navneet Samerpan; Saras Salil
Hindi	3	Grih Shobha; Kadambini; Sarita
Marathi	1	Saras Salil

WL Newspapers

Chinese	1	Shih chieh jih pao = World Journal East
Spanish	1	El Diario/La Prensa

Promotion/Marketing

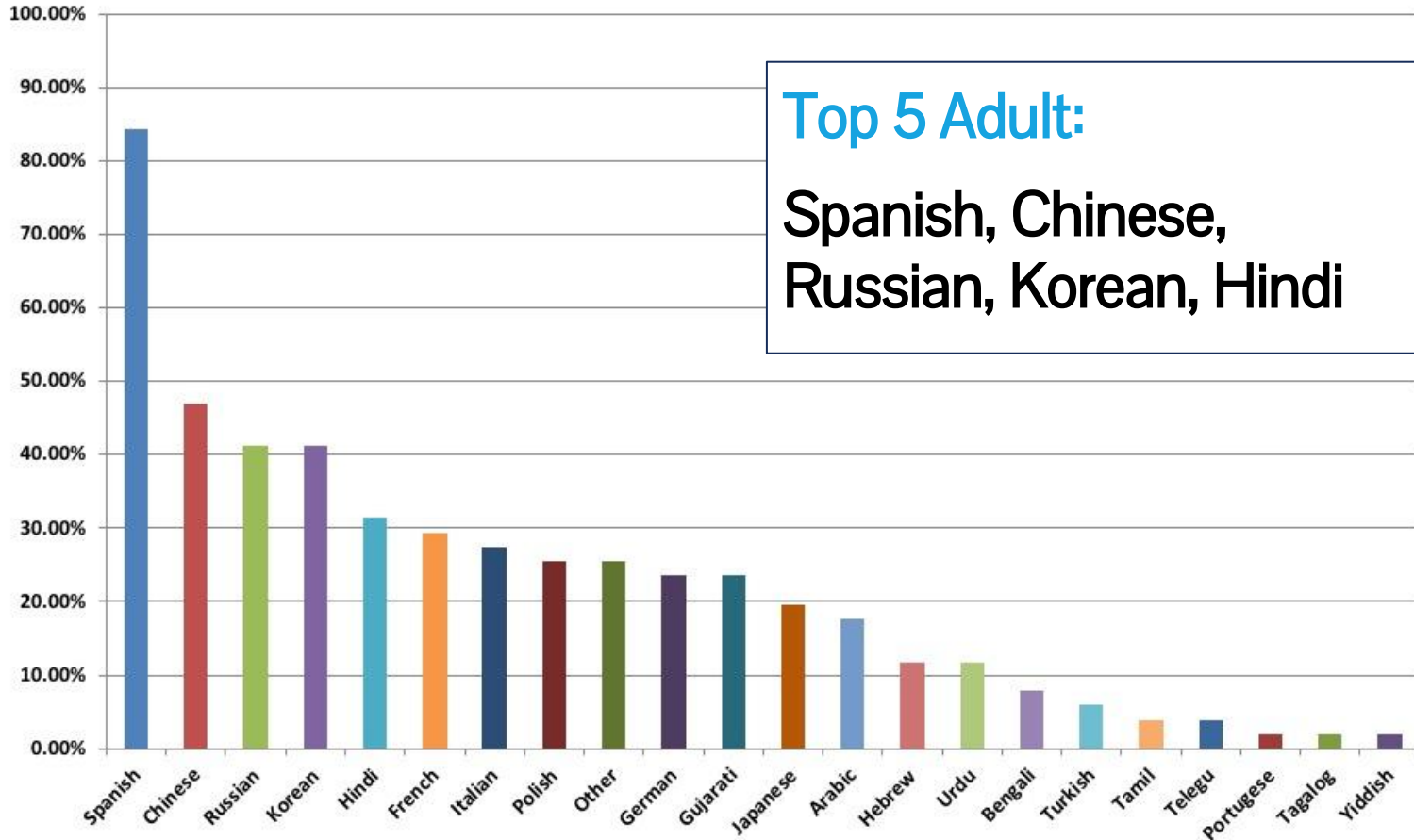
- School ESOL events
- Multicultural events



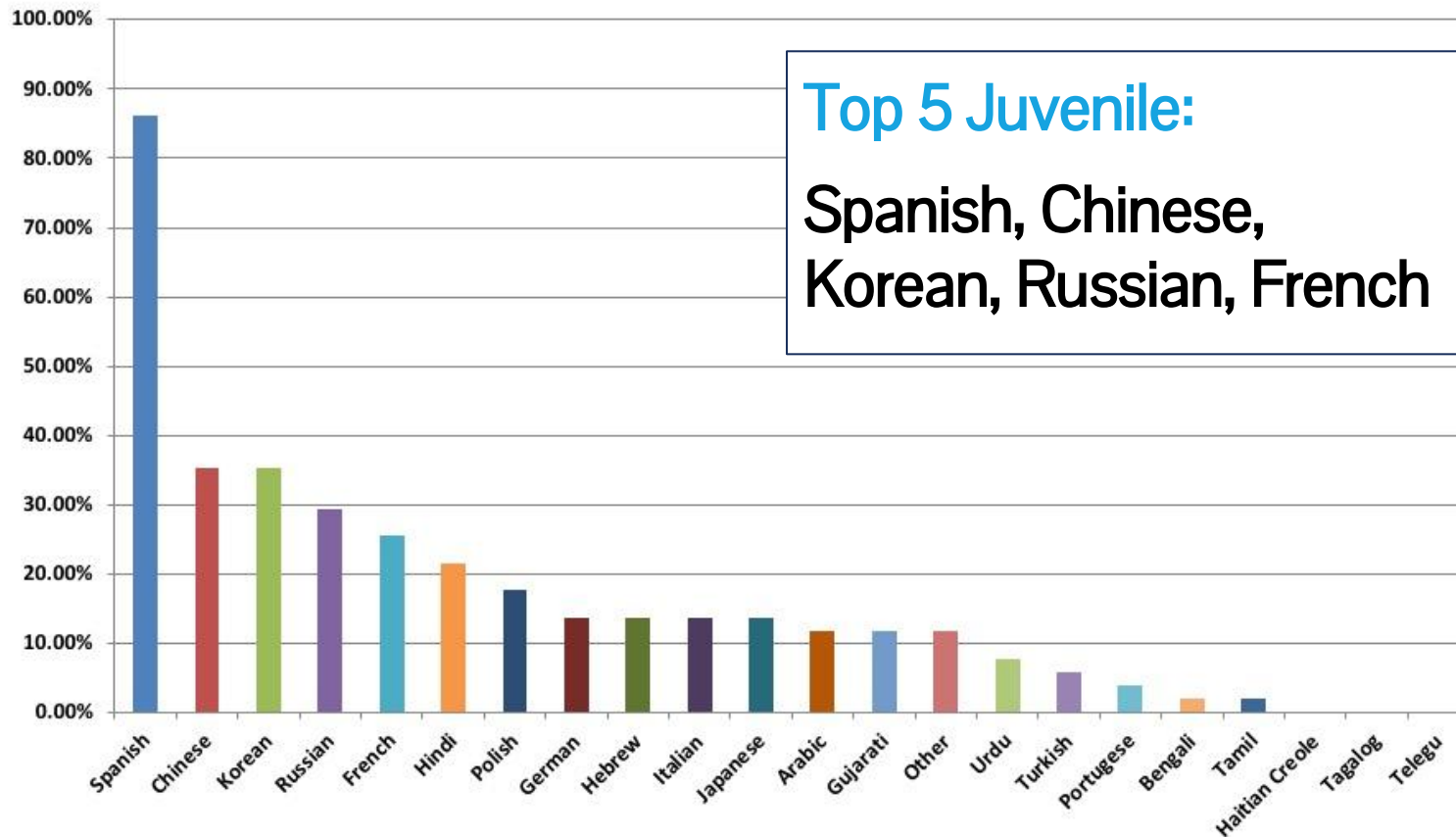
Collection Maintenance

- Size vs. Scope
- Staff doesn't speak the language

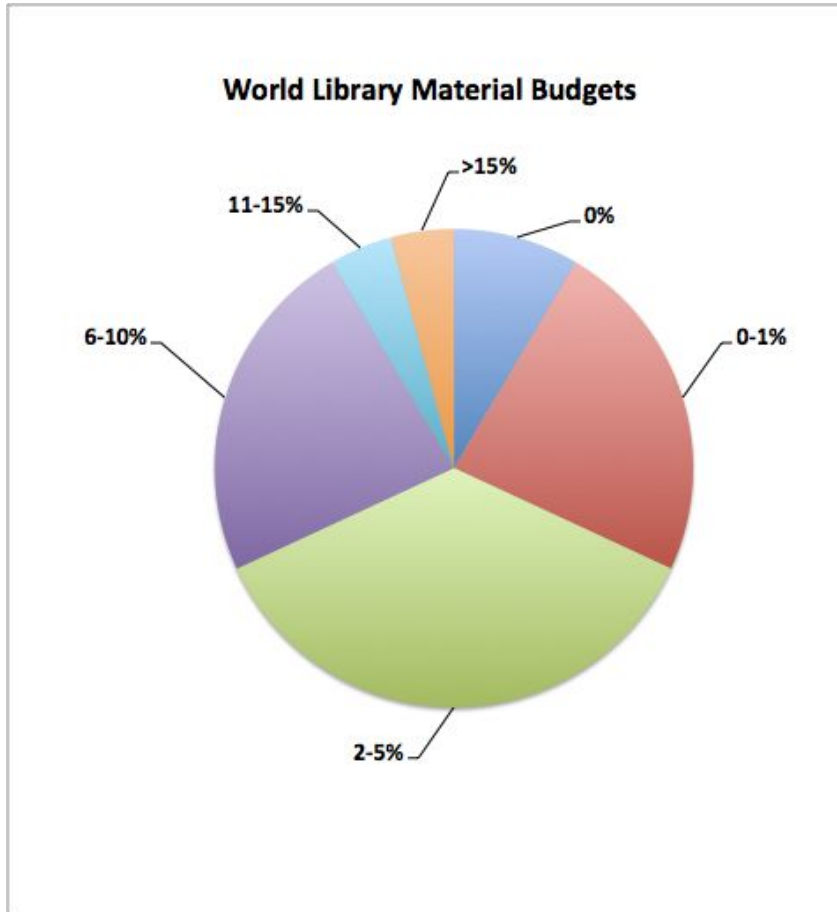
Adult WL Collections NJ Libraries, from Survey Respondents



Juvenile WL Collections in NJ Libraries, from Survey Respondents

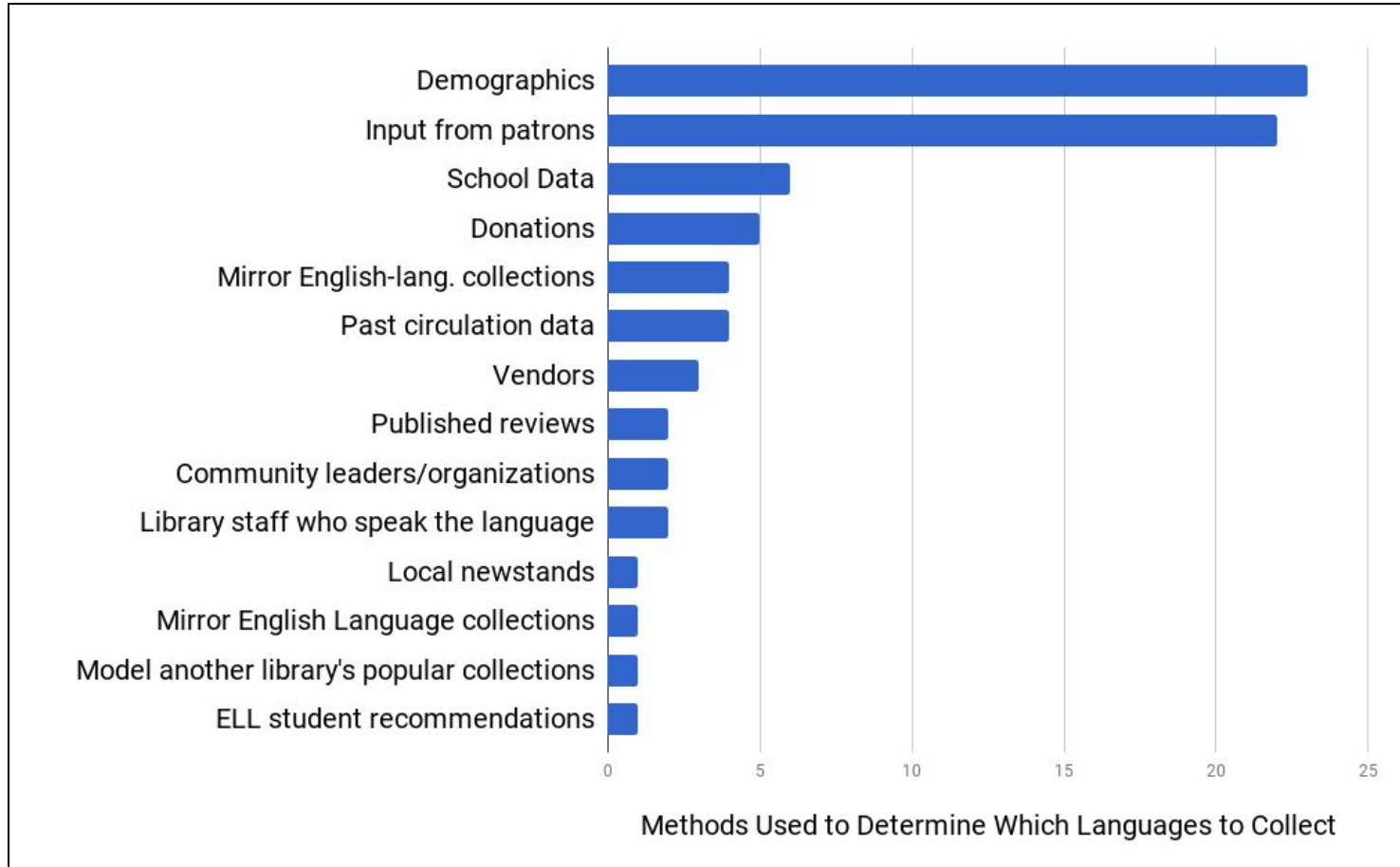


Survey Results

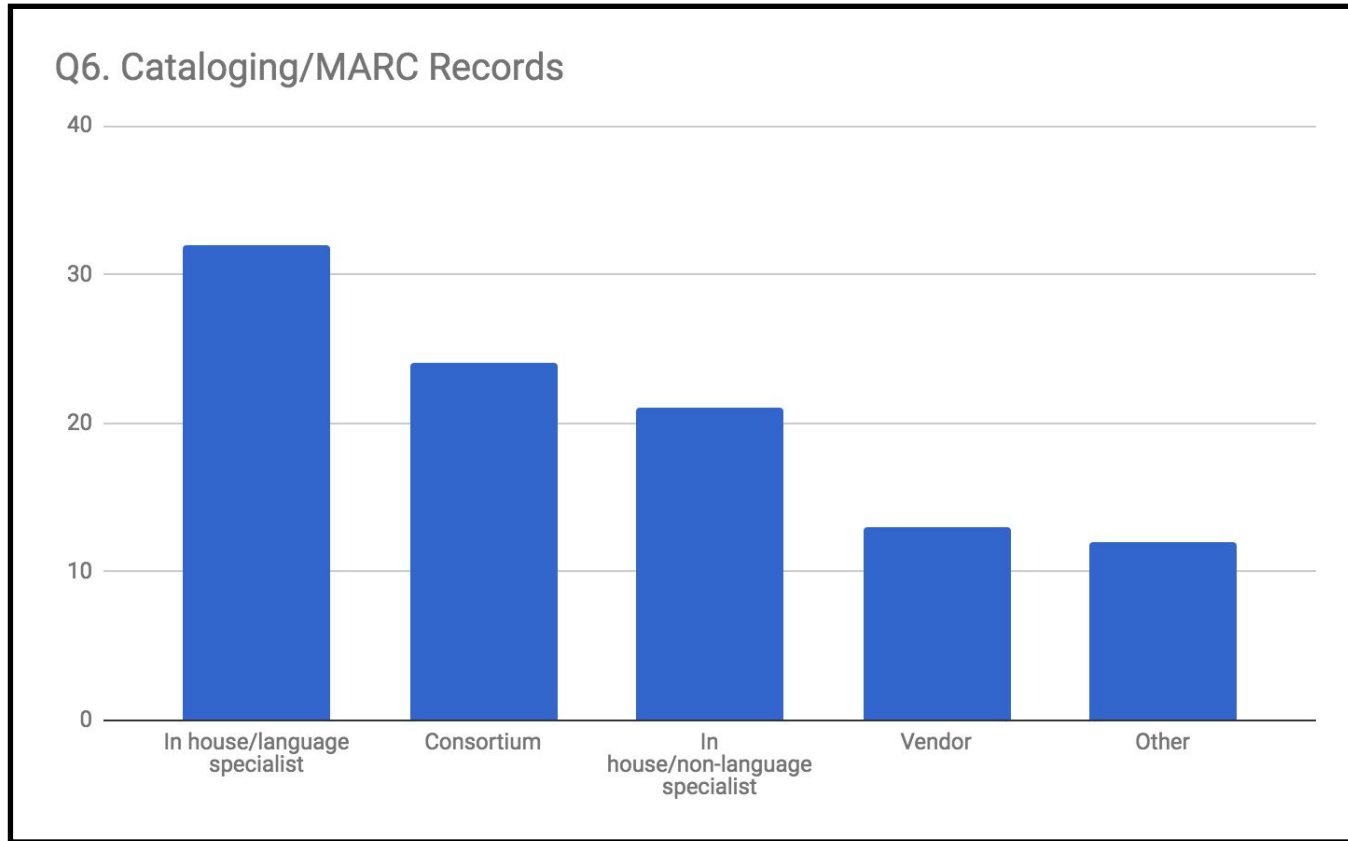


More than half
spend < 5%

Survey Results - Determining Languages



Survey Results





Archana Chiplunkar
 Tel: 973 992 4600 ext. 237
 Email: archana.chiplunkar@livingston.bccls.org

Hongmei Liu
 Tel: 973 992 4600 ext. 243
 Email: hongmei.liu@livingston.bccls.org

Linda Tripp
 Tel: 908 458 8400 ext. 1032
 Email: ltripp@sclibnj.org

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