



Memorandum

TO: NEIGHBORHOOD SERVICES &
EDUCATION COMMITTEE

FROM: Jane Light

SUBJECT: CALIFORNIA CULTURAL
CROSSROADS GRANT
PROJECT

DATE: March 29, 2007

Approved

Date

COUNCIL DISTRICT: Citywide

RECOMMENDATION

It is recommended that the Committee accept the report on the Library's Cultural Crossroads grant project.

OUTCOME

The Committee will understand the activities that the library has undertaken as a result of a federal Library Services and Technology Act grant administered through the California State Library resulting in community partnerships developed to create and deliver unique services.

BACKGROUND

The library applied for and received a grant of \$24,998 in federal Library Services and Technology Act funding administered by the California State Library for the 2006-2007 funding cycle to partner with a group representing a significant cultural part of the community to increase collaboration and capacity. The library proposed planning and conducting programs with three goals in mind:

- Increasing the visibility and exposure of Vietnamese culture to Non-Vietnamese community in San Jose
- Increasing the interest, reinforcing the understanding, and instilling pride of the Vietnamese culture in Vietnamese Youth
- Providing Vietnamese residents increased knowledge of library programs and services

ANALYSIS

The primary partners chosen for the project were the Viet-American Cultural Foundation. It's a local non-profit dedicated to the preservation of Vietnamese Cultural traditions and enhancing and developing the education of Vietnamese-American citizens, as well as promoting understanding of the culture. Their participation is as advisors, collaborators, and participants in all the activities. They have assisted in planning all of the programming, provided venues for some of the storytelling and craft activities (primarily the Moon Festival), created publicity and contributed information for the development of the Health and Author programs. One of the members of the Foundation was an exhibiting artist and lead developer for the Art Exhibit held at the King Library.

Additional collaborators have been Services, Immigration Rights and Education Network (SIREN) is a non-profit agency that assists with citizenship education for immigrants. They participated directly in developing our education program and provided and continue to provide trainers for the practice interview portion of the Citizenship workshops. Also, the Vietnamese American Women's Volunteers of Northern California, a local volunteer organization, were lead trainers for the Citizenship workshops and will help with providing support and participation in future activities.

Activities and programs planned and conducted as part of the project:

Children's Moon Festival (August - September 2006)

Event held on Sept 30 Downtown, attended by more than 5000. Library presence included storytelling, craft activity, art contest.

Art Exhibit (November - December 2006)

Held at Martin Luther King Jr. Library Nov – Dec 2006 featuring nine Vietnamese and Viet-American artists. Reception held Sunday Nov 19, attended by 200+ community members. Nine Bay Area Vietnamese American artists included Dao Hai Trieu, Ha Cam Tam, Henry Trinh Nghiep, Jenny Do, Le Que Huong, Lam Quang Kim Phuong, Nguyen Thi Thanh Tri, Tring Mai and Truong Thi Thinh.

Educational Workshops (February-June 2007)

Ongoing: these include multiple citizenship workshops at various branch libraries to improve successful citizenship application, and health education topics of interest and concern to the community including nutrition education workshops and diabetes awareness and education.

Viet Reads Author Programs (March-May 2007)

Held at Hillview, Tully, and King Libraries featuring 10 authors of note in the community. The first five programs on 3/10, 3/11, 3/17, 3/18, and 3/24 were well attended. There was excellent media coverage in the Viet Tribune and VTimes, whose staff attended each event. Truyen Hinh Viet Nam and SBTN are also taping most of the programs for Webcast. At the first program, District 7 City Councilmember Madison Nguyen was present to introduce the series of programs.

Vietnamese Storytelling (September 2006 - June 2007)

Several successful storytimes have been developed and conducted at branches and at the Moon Festival. Appropriate bilingual picture books will be purchased from grant funds and available to trained volunteers. The partner organizations are identifying and providing volunteers and participants.

These activities have all been successful, meeting and exceeding our goals. One measure of success is the number of participants and the overwhelmingly positive feedback by exhibitors, partners, attendees and staff. In addition, the grant allowed the library to develop and test the success of different program offerings to the community and to gauge their interest and applicability. Based on the outcomes of these pilot activities, the library can continue to offer programs of interest and help to the community in many locations and times as needed in the future with less time or cost needed for planning and development.

Also as a result of this project, the library is more visible and connected to the community, and the Vietnamese community is more actively involved and connected with the library. All of the programs received publicity and notice throughout the Vietnamese press and the larger community. Individuals offered to participate in future program presentations and to help with other support based on their participation and knowledge of the project. The broad range of program offerings aimed at all age levels and many diverse interests created a response across many groups in the community, including, youth who don't have opportunities to be exposed to Vietnamese cultural traditions in their schools or daily life.

The library can now be seen as a partner and collaborator in supporting the educational and cultural goals of a broader segment of the community than was possible before the project, and this experience will allow visibility and collaboration to continue to develop.

PUBLIC OUTREACH/INTEREST

- Criteria 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- Criteria 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- Criteria 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

This item does not meet any of the above criteria. Contact with the partner community groups was achieved through regular meetings with project staff and board members of the VACF. Community

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members were notified of programs and events through regular publicity channels and community contacts established by both library staff and partners.

COORDINATION

Not applicable.

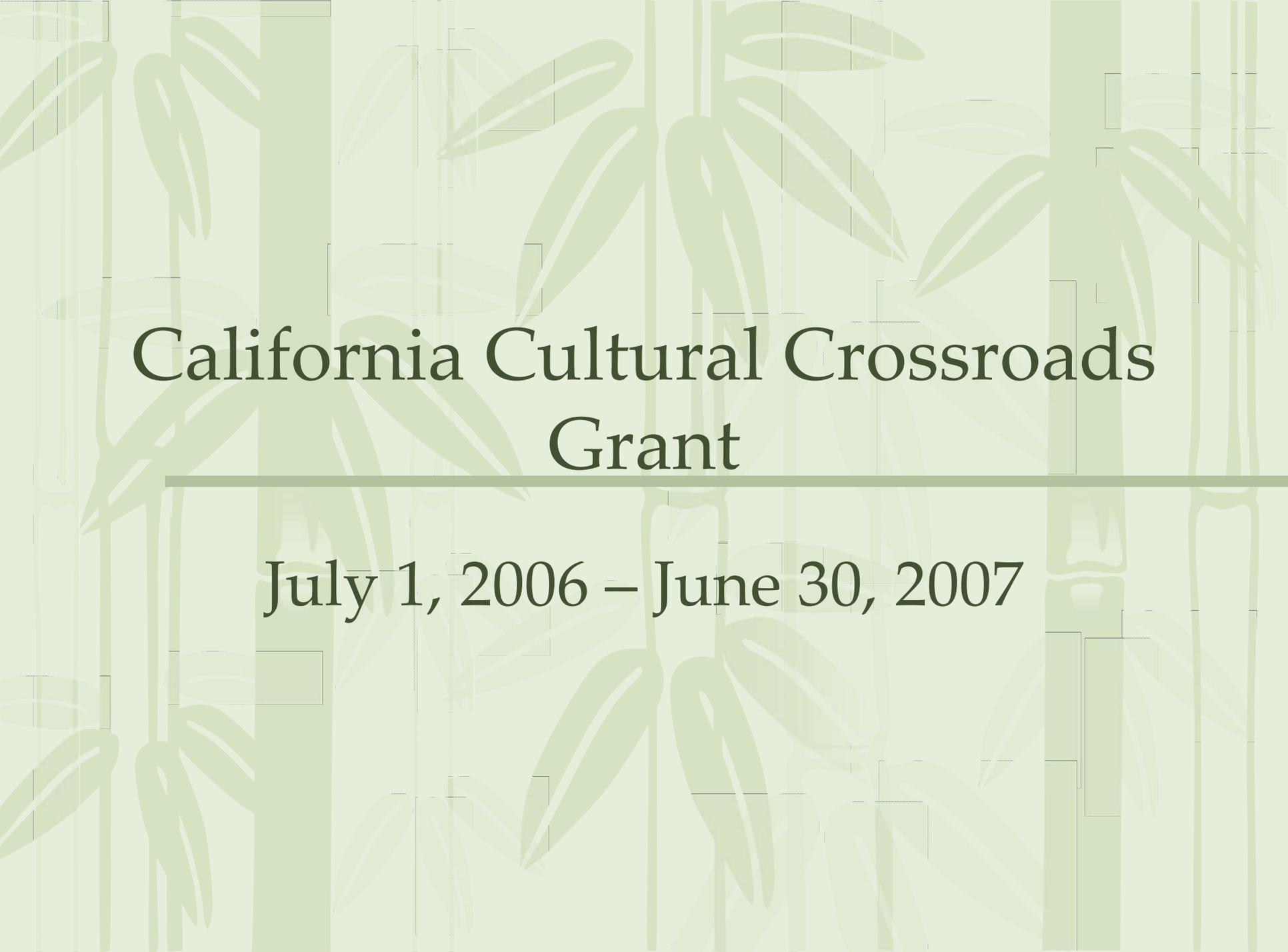
CEQA

Not a project.

Jane Light
Library Director, Library Department

Attachments

For questions please contact Mary Nacu, Supervising Librarian, at 808-2186
or Kim Nguyen, Branch Manager Hillview Branch at 808-3033.



California Cultural Crossroads Grant

July 1, 2006 – June 30, 2007

3C's

Cultural Community Collaboration

Main Collaborators:

- Viet-American Cultural Foundation

Additional Collaborators:

- Services, Immigration Rights and Education Network (SIREN)
- Vietnamese American Women's Volunteers of Northern California

Funding sponsors:

- State Library
(California Cultural Crossroads Grant)
- Friends of the Libraries

Goals and purposes

- Increasing the visibility and exposure of Vietnamese culture to Non-Vietnamese community in San Jose
- Increasing the interest, reinforcing the understanding and instill the pride of the Vietnamese culture to Vietnamese Youth
- Providing Vietnamese residents the increase knowledge of library programs and services

Target Branches with large number of Vietnamese population

- Alum Rock
- Berryessa
- Educational Park
- Hillview
- King Library
- Seventrees
- Tully

Program Activities

- I. Children's Moon Festival (August - September 2006)
- II. Art Exhibit (November - December 2006)
- III. Educational Workshops (February-June 2007)
- IV. Author Programs (March-May 2007)
- V. Vietnamese Storytelling (September- June 2007)

Children's Moon Festival

Activity Day: August 2006

- Art/Essay Activity at the target libraries

Festival Day: September 2006

- Library Infobus provided library cards and information
- Vietnamese Storytelling Team presented the Moon Festival Story

Art exhibit- (November-December 2006)

Contemporary arts by nine Bay-Area Vietnamese American artists



Painting images:
Left: *Thirty Days* by Trinh Mai, Right: by Truong Thi Thinh

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MARCH-MAY 2007

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ANDREA NGUYEN
Mar. 10, 18, Apr. 22
Hillview, Tully, King



WENDY DUONG
March 11
King Library



THIEN CHI NGUYEN
March 17
King Library



KATHY TRAN
March 24
Hillview Library



TRINH DO
March 24
Hillview Library



DAO STROM
April 7
King Library



ANDREW LAM
April 14
Tully Library



LINH DINH
April 15
King Library



VINH HOANG
April 28
Tully Library



NHA CA
May 5
Tully Library

This program is supported by the U.S. Institute of American and Library Services under the provision of the Library Services and Technology Act, administered in California by the State Librarian. To arrange for an accommodation under the Americans with Disabilities Act, please call (408) 808-2397 or (408) 808-2190 TTY at least 48 hours prior to the event.

**ANDREA NGUYEN**

Mar. 10 – Hillview Library • Mar. 18 – Tully Library • Apr. 22 – King Library • 2 – 3:30 pm
Andrea Nguyen introduces the exquisite tastes of Vietnamese cuisine and signs her book *Into the Vietnamese Kitchen*

**WENDY DUONG**

March 11 – King Library • 2 – 4 pm • Room 225/229
Remembrance: Love, Life, Exile & Hope – A special event of voice recital and lecture/book signing featuring Wendy Duong, author of *Daughters of the River Huong*

**NGUYEN CHI THIEN**

March 17 – King Library • 2 – 3:30 pm • Room 225/229
Life, Poetry & Prison - Poet and political activist Nguyen Chi Thien reads selections from his poetry *"The Flowers of Hell"*

**KATHY TRAN & TRINH DO**

March 24 – Hillview Library • 2 – 4 pm • Hillview Community Room
The Women in Vietnamese Folk Poetry – by author Kathy Tran
Saigon to San Diego: The Story of Post-War Vietnam – by author Trinh Do

**DAO STROM**

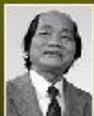
April 7 – King Library • 2 – 3:30 pm • Room 255/257
Author Dao Strom reads from her latest short stories *"The Gentle Order of Girls and Boys,"* and sings songs from her album *"Send Me Home"*

**ANDREW LAM**

April 14 – Tully Library • 2 – 3:30 pm • Tully Community Room
Author Andrew Lam examines the history Vietnamese American Immigration, and reads from his book *"Perfume Dreams: Reflections on the Vietnamese Diaspora"*

**LINH DINH**

April 15 – King Library • 2 – 3:30 pm • Room 225/229
Straddling Cultures: the Writings of Linh Dinh – Noted Vietnamese-American writer Linh Dinh reads from his many books of poems and stories such as *"Blood and Soap"* and *"Fake House"*

**VINH HOANG**

April 28 – Tully Library • 2 – 3:30 pm • Tully Community Room
Author Vinh Hoang introduces his poems and unique art creations

**NHA CA**

May 5 – Tully Library • 2 – 3:30 pm • Tully Community Room
Popular and prolific author Nha Ca introduces her latest book *"Duong Tu Do Saigon"*

Educational Workshops

1. Immigration and citizenship workshops, orientation, questions & answers sessions and Mock Citizenship Interview
2. Health Topics

Immigration and citizenship workshops

1. Naturalization study sessions
(August – June 2007)
2. Application Orientation & One-on-one
Questions & Answers
(September – February 2007)
3. Mock Citizenship Interview
(September – February 2007)

Health Topics

Spring 2007

1. Preventive Medicines

- ❖ Nutrition- February 2007
- ❖ Diabetes – Spring 2007

Vietnamese Storytelling

- Vietnamese Storytelling Team provide programs at the target branches (September-June 2007)
- Volunteers will be recruited and trained to Read to Children in Vietnamese (Spring 2007)

Questions and/or comments?

Contact:

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or

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rita.torres@sjlibrary.org