

Spanish Language Collection Development

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Things to Consider:

- Every Spanish speaking community is very unique, their needs and preferences vary from library to library, and even within the same community.
- There is not a perfect provider where you can find all the different formats and types of materials for your community.
- Remember: people in your community are going to question your decision to buy Spanish materials.
- The more you buy the more the collection will circulate and the more patrons you will attract.
- Public Libraries are very unique to the United States. To attract Spanish speakers, we have to go to where they are and bring them in. Lots of outreach.

How do I Know What to Buy?

- Talk to community members – outreach again
- Keep circulation statistics of Spanish materials electronically, using the catalog, or when **reshelving**
- Have a suggestion box near the Spanish collection
- Look for information and reviews on sites like America Reads Spanish (<http://www.americareadspanish.org/>)
- Search “los más leídos” or “los más vendidos” online
- Literary awards (<http://www.lecturalia.com/portada/premios-literarios>)

What Fiction books to buy?

1

- **Classic Literature**
 - Don Quijote de la Mancha by Miguel de Cervantes
 - El Cantar de Mio Cid
 - Works of Gustavo Adolfo Becquer
 - Books by Sor Juana Inés de la Cruz

What Fiction books to buy?

2

- **Fiction- Contemporary Classics**
 - Gabriel García Márquez
 - Isabel Allende
 - Mario Vargas Llosa
 - Jorge Luis Borges
 - Octavio Paz
 - Pablo Neruda
 - Julio Cortázar
 - Carlos Fuentes
 - Benito Pérez Galdós
 - Federico García Lorca
 - Mario Benedetti
 - Ernesto Sábato
 - Reinaldo Arenas
 - Gabriela Mistral
 - Horacio Quiroga
 - César Vallejo
 - Rubén Darío
 - José Martí
 - Juan Rulfo
 - Manuel Puig

What Fiction books to buy?

3

- **Other Relevant Fiction Authors**
 - Leonardo Padura
 - Enrique Vila-Matas
 - Carlos Ruiz Zafón
 - Francisco Martín
 - Javier Moro
 - Gioconda Belli
 - Ildefonso Falcones
 - William Ospina
 - Roberto Bolaño
 - Andrés Neuman
 - J.J. Benítez
 - Javier Cercas
 - Arturo Pérez-Reverte
 - Laura Esquivel
 - Rosa Montero
 - Almudena Grandes
 - Elena Poniatowska
 - Alejandro Zambra
 - César Aira
 - Juan Gabriel Vásquez
 - Jordi Sierra I Fabra
 - Fernando del Paso
 - Marcela Serrano
 - Paco Ignacio Taibo II
 - Julia Navarro
 - Ángeles Mastretta
 - Gustavo Bolívar
 - Claudia Piñeiro
 - Zoé Valdés
 - Laura Restrepo
 - Sergio Ramírez
 - Jaime Bayly
 - Alicia Giménez Bartlett
 - María Dueñas
 - Sofía Segovia
 - Javier Marías
 - Santiago Gamboa
 - Juan Villoro
 - Juan José Saer
 - Edmundo Paz Soldán
 - Santiago Roncagliolo

What Fiction books to buy?

4

- **Translated Fiction**
 - John Grisham
 - Stephenie Meyer
 - Camilla Läckberg
 - Agatha Christie
 - Danielle Steel
 - Stephen King
 - James Patterson
 - Junot Díaz
 - John Katzenbach
 - Ken Follet
 - Fiodor Dostoievski
 - José Saramago
 - Humberto Eco
 - Paulo Coelho
 - Michael Crichton
 - David Baldacci
 - E.L.James

What Non-Fiction Topics to Buy?

- Self-help
- Parenting
- Sex
- Finance
- Health
- Philosophy
- Religion
- Psychology
- History
- Natural medicine (herbs, homeopathic remedies)
- Baby names, heraldry
- Astrology
- Cooking
- Floral arrangements and crafts
- Beauty
- Dictionaries: everything by Real Academia Española, Everest, Océano

Relevant Non-Fiction Authors

- Jorge Ramos
- Alejandro Jodorowsky
- Eduardo Galeano
- Don Miguel Ruíz
- Walter Riso
- César Lozano
- Rhonda Byrne
- Robert Kiyosaki
- Deepak Chopra
- Brian Weiss
- Og Mandino

Where to Buy?

- Amazon (Mexico, Spain)
- Casa del Libro - Spain (<http://www.casadellibro.com/>)
- El Sótano – Mexico (<https://www.elsotano.com/>)
- FNAC –Spain (<http://www.fnac.es/>)
- Norma Comics (<http://www.normacomics.com/>)
- Guadalajara International Book Fair
- Spanish Publishers (www.spanishpublishers.net)
- Lectorum (www.lectorum.com)
- Latin American Book Source (<http://www.latambooks.com/>)
- Multicultural Books and Videos (<http://www.multiculturalbooksandvideos.com>)
- Independent Publishers Group (www.ipg.com)
- Somohano USA (www.somohanousa.com)
- LéaLA Book Fair

Which Are the Best Publishers?

Some of them are:

- Fondo de Cultura Económica
- Alfaguara
- Anaya
- Planeta
- Blume
- Editorial Diana
- EDAF
- Ediciones B
- Espasa Calpe
- Seix Barral
- Santillana
- Tusquets
- Ediciones Tutor
- Harper Collins Español
- Harper Collins Ibérica
- Alianza Editorial
- Trilce Ediciones
- Porrúa
- Gedisa
- Everest
- Norma
- Lectorum
- Océano
- Paidós
- Plaza y Janés
- RBA
- Siglo XXI
- Colofón
- Pax México
- Penguin Random House Grupo Editorial
- Porrúa
- Debolsillo
- Edelvives
- Grijalbo
- Lumen
- Roca

Graphic Novels/Comics in Spanish

Important artists/authors and titles:

- Germán Oesterheld -- “El Eternauta”
- Paco Roca
- Carlos Giménez
- Maitena
- Quino – “Mafalda”
- Alejandro Jodorowsky
- Robin Wood
- Gabriel Vargas- “Familia Burrón”
- Translated works also do well.

Spanish Materials in Electronic Format

Some numbers to remember: 13% of Latinos are smartphone-dependent, compared with 4% of whites. (Pew Research Center)

- Downloadable Books
 - Overdrive
 - OneClick Digital
- Audio Books
 - Recorded Books exclusives
 - Hoopla
- Electronic Magazines
 - Zinio
- Databases
 - Inglés en 100 días
 - Health - most popular

Booktubers in Spanish

Most of the Book Tubers review YA books but some include adult titles as well.

- Javier Raicas - Spain
https://www.youtube.com/channel/UC1d4AERE_BeYh9j-U41E5WKAmdKXoNcEIA
- Juliana Zapata - Colombia
<https://www.youtube.com/channel/UC9FTB4Dq-hadQIQaHq44Bq>
- Las palabras de Fa - México
<http://www.youtube.com/user/laspalabrasdefa>
- AbriendoLibros-Alberto Villarreal- México
<https://www.youtube.com/user/AbriendoLibros>
- Atrapada entre Letras- Julieta- Argentina
<https://www.youtube.com/channel/UC9VYX2WmUoKRnoDSR-K5Ug>
- Lewis Rima- México
https://www.youtube.com/channel/UCv_VYX2WmUoKRnoDSR-K5Ug
- Never be Hopeless- Spain
<https://www.youtube.com/user/neverbehopeless>
- Ensayos de Abril- Abril- Karera- no tan YA
<http://www.youtube.com/user/KarERA>

Promotion of your Spanish Collection

- You are the main selling point!!
- Displays of Spanish materials
- Get in touch with local organizations working with the immigrant community
- Bilingual staff or bilingual volunteers
- Children and adult collections side-by-side
- Spread the word in churches, stores, restaurants nearby.
- Marketing funds for ads in newspapers, radio and buses.
- Spanish page/mini website with what's hot titles, book lists, etc.
- Programs at your library along with book displays.

Promotion of your Spanish Collection in Social Media 1

- **Blog in Spanish**
- **Austin Public Library Spanish Facebook/Twitter**
 - Fiction book of the week
 - Non fiction book of the week
 - Music
 - Movie Night
 - Trivia (Emojis)
 - Sayings
 - Non common words in Spanish.
 - Blog
 - Grammar
 - Quotes by writers
- **Austin Public Library Pinterest**
 - Blog, infographics, images or pictures related to books and reading, our own book lists, our own images with quotes.

Promotion of your Spanish Collection in Social Media 2

- Good tool for small talk with patrons.
- Social media keeps the library in the back of their minds
- Paid advertising: "Biblioteca Virtual" example.
- Great tool to hear what patrons have to say about titles or topics in their comments.

Challenges of Spanish Collection Development

- Immigration status of your customers (fear, insecurity, distrust)
- Community that doesn't know how the library works.
- Statistics vs. in house use. Patrons put books back on shelves, they don't want to bother the librarian or create more work for them.
- We rely on observation: books worn out, areas of the collection that need constant reshelving or that need to be organized over and over again but no check outs.
- Not having staff who speak the language
- Paper vs. Electronic materials: not enough money for both

Where to go for help?

- Contact your local Reforma chapter <http://www.reforma.org/>
- Ask for help on the Reforma Think Tank on Facebook <https://www.facebook.com/groups/Reformathinktank/>
- World Languages Librarians Facebook Group <https://www.facebook.com/groups/WorldLanguagesLibrarians/>
- Contact other colleagues in libraries with similar or bigger collections than yours.

Any Questions????

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