**Building Community Connections by Hiring for Cultural Knowledge**

**Learner Guide**

<https://www.webjunction.org/events/webjunction/hiring-for-cultural-knowledge.html>

Staffing demographics rarely match those of the communities they serve. Learn how valuing specific knowledge, skills, and abilities during the hiring process can develop a staff ready to serve a diverse community. Hear from Cultural Liaison Library Assistant staff representing Hispanic and Tribal communities, including the results of their efforts to build connections with and share stories of these communities. Attendees will be challenged to reconsider some common hiring practices and how to make them more inclusive. Hear a success story from a library that identified cultural knowledge gaps and worked with community stakeholders during the job posting and selection process.

Presented by staff from **Whatcom County Library System**

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| **What are your goals for viewing this webinar?** |
| **Personal Goals** |  |
| **Team Goals** |  |
| **Knowledge/Skills/Abilities (KSAs)** |
| Reflecting on your current team or organization, explore both those existing knowledge, skills or abilities already present, as well as those gaps, or missing KSAs. For example, perhaps no one can speak ASL, or no one knows who to talk to at the Hispanic Chamber of Commerce.Strengths:Gaps:How do you think filling these gaps could improve your ability to serve your community better? |

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| **Serving all in the community** |
| Why is it important to identify underserved communities in your service area? How might understanding the unique needs of these groups impact your library’s mission and future plans? How can you make the case for creating a cultural liaison position for the library, to connect with and serve those in your community not being supported by the library through services, programming or collections? What impact do you think a lack of cultural representation might have on your library’s ability to connect with diverse communities?  |
| **Potential roles** |
| Consider potential cultural liaison roles that could benefit your library. For each role, describe the community it would serve and the specific cultural expertise or language skills that would be important. |

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| **Potential partners** |

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| Who are the key stakeholders or potential partners you could reach out to in the community in support of your library’s commitment to the needs of underserved populations? List at least five groups or individuals who might have the knowledge and connections to serve as potential cultural liaisons. |

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| **Action Plan: (include next steps, who, when, etc.)** |
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