Latino Americans: 500 Years of History  
Session 2: Grassroots Outreach and Local History Programming  
Sunday, June 28, 2015  
10:30 a.m. – 12:00 p.m.  
San Francisco Hilton Union Square - Imperial A

Latino Americans was developed by NEH and ALA to support the public's exploration of the history and experiences of Latinos in the United States over the last 500 years. The initiative will engage people in examining and documenting the histories of Latino Americans in their communities and foster understanding of local histories in regional, national, and international contexts. The project's national outreach advisor, an oral history scholar, and a veteran programming librarian will offer guidance on forging local partnerships, conducting grassroots outreach, reaching diverse audiences with bilingual programming, and developing oral and local history programs in support of the project's goals.

Agenda

I. ALA/NEH welcome and session introduction (5 minutes)  
   Lainie Castle, Project Director, ALA Public Programs Office

II. Best practices, models, and resources for oral history/public history programming (20-25 minutes)  
   Kristine Navarro McElhaney, Public History program coordinator, School of Historical, Philosophical and Religious Studies, Arizona State University

III. Oral history public programming, events, exhibits and promotion (20-25 minutes)  
    Andrea Blackman, Division Manager for the Special Collections Division, Nashville Public Library

IV. Working with cultural institutions on program implementation (20-25 minutes)  
    Holly Alonso, Executive Director, Peralta Hacienda Historical Park

V. Implementing bilingual programs and conducting outreach to Spanish speaking populations (20-25 minutes)  
   Monica Chapa Domercq, Principal Librarian for Adult Services, Oceanside Public Library  
   Neyda Martinez, LATINO AMERICANS outreach advisor

VI. Q&A