

Diverse Populations in Saskatchewan: The Challenges of Reaching Them

Maha Kumaran
Virtual Reference Librarian
Saskatoon Public Library
m.kumaran@saskatoonlibrary.ca

Lorraine Salt
Technical Services Coordinator
Saskatoon Public Library
l.salt@saskatoonlibrary.ca

Abstract

Saskatchewan is more diverse than it was even 5 years ago. Although historically Saskatchewan has always had a diverse immigrant population, with immigrants from many European and Eastern European countries, recently there have been other large immigrant communities arriving from several parts of the globe through various significant government initiatives and policies; some as refugees, some as guest workers, some as international students with their families. Not only is this diverse immigrant population growing, but the social make up of the new immigrants is also changing. There are many reasons why Saskatchewan is receiving more immigrants. This paper states those reasons, discusses the history of immigration in Saskatchewan, the current immigrant situation, and the role libraries can play in educating, informing and entertaining these immigrant populations. This paper focuses on new immigrants coming into Saskatchewan and does not discuss other groups that are part of a diverse society such as aboriginal populations, seniors, the GBLT, or French Canadians. The authors sent out questionnaires to see what other libraries in Canada have done in this area and have used programs and services offered by both the Vancouver Public Library and the Toronto Public Library as examples of what can be offered to diverse immigrant populations.

Keywords

multiculturalism, Saskatchewan, Diversity, Public Libraries, Academic Libraries

Introduction

There are various reasons why new immigrants are coming to Saskatchewan: the Province of Saskatchewan is promoting the Saskatchewan Immigrant Nominee Program; the Federal government created the Temporary Foreign Worker Program; there are newcomers arriving as Temporary Residents; and there are the Permanent Residents who fall within a number of categories, such as the Family Class, the Federal Skilled Worker group, Foreign Graduates, etc. As well, there are Refugees coming into Canada and Saskatchewan. Apart from these reasons, [Saskatchewan's Labour Market Strategy](#) mentions that "after experiencing a net loss of 46,000 people due to inter-provincial migration over the last decade, the rapid provincial economic growth in 2007 and 2008 has driven the unemployment rate.....(to) one of the lowest in Canada" in 2008 (6). This indicates that those who left for better jobs and lifestyles are now coming back to Saskatchewan and thereby increasing our population as well.

Canadian immigration law firm Campbell Cohen states, in an article entitled [About Saskatchewan: Take this opportunity to learn about the Canadian province of Saskatchewan](#): "Immigration is expected to account for a large portion of the province's future growth. Saskatchewan is making efforts to increase the level of immigration to the province, to attract at least 5000 newcomers each year to contribute to its growing economy. One way the province does so is through the [Saskatchewan Immigrant Nominee Program](#), which allows the province's government to select individuals who wish to settle in and contribute to the province and speed-up their immigration visa application process." As well, Rupen Pandya, Assistant Deputy Minister of Saskatchewan Immigration Services, said in November 2009, "Saskatchewan expects immigration levels to continue to be strong, irrespective of improvements in the economy across Canada... and competition for people to fill much needed job vacancies will intensify in the future -- and not only within Canada, but globally. Saskatchewan is positioning itself to meet this challenge by enhancing its relations with other countries across the world and collaborating in areas of mutual benefit. For example, in 2006, Saskatchewan signed a workforce development agreement with the Philippine government, the first of its kind in North America, which facilitates the movement of skilled workers from the Philippines to Saskatchewan."

It is challenging not only to provide homes and jobs, but also to keep this diverse population knowledgeable, culturally wise and informed about various things in the province and the immediate society, while at the same time making them feel welcome. While there are school libraries, academic libraries and various networks for kids, students and adults, public libraries also have diverse collections (something for everyone) and can play a significant role in developing a knowledgeable society.

A library can inform newcomers through its collections and services, but to make them feel welcome, more needs to be done. Libraries need to focus on many issues including hiring diverse staff from various cultures, training existing staff in cultural sensitivity, creating committees that focus particularly on the issue of welcoming and informing

these new patrons, and creating and providing informational pamphlets in various languages. Most importantly, libraries need to find a way to market themselves specifically to these new communities of potential library users. In an audio conference through the Education Institute, presenter Shannon Vossepoel said that the "if you build it, they will come" approach does not work for this diverse population for various reasons. So, before starting the marketing process, it would help to know the nature of immigration in Saskatchewan, who is coming and from where, and what some of the barriers to library use might be, so libraries and library staff can be better prepared to help these newcomers.

Many papers have been written about collections, programs and services for newcomers. Many papers focus on serials, ESL/EAL collections, etc. Some papers talk about literacy issues and relevant programs. Shannon Vossepoel presented a webinar called *New Canadians in the Library: Expanding Services and Developing Programs for Culturally Diverse Populations* in September 2008, which was about collections, online sources and services for immigrants. This paper tries to go beyond collections and services and presents a philosophical approach to what more Saskatchewan librarians could do for their diverse patrons and why now. As well, this paper explores what other libraries and librarians in Canada are doing in this field -- in their own communities. Two questionnaires were sent out: one for Saskatchewan librarians and another for librarians outside the province. The questions were essentially the same, but the goal was to determine how other provinces were doing compared to Saskatchewan. Some of the results will be discussed in this paper.

Terminology

For the purposes of this discussion, when the word "diverse" is used in reference to newcomers, it is meant solely to include immigrants coming into Saskatchewan. This paper does not focus on aboriginal populations, the GLBT, seniors, the disabled, or French Canadians -- other groups often included in discussions about diversity and library collections. The phrase visible minority also sometimes includes women, and this discussion does not focus on women. While all of these groups are fully deserving of services dedicated to their specific needs, the focus of this paper is on new immigrant populations in Saskatchewan.

Canada is known as a multicultural country. According to Citizenship and Immigration Canada, "Canadian multiculturalism is fundamental to our belief that all citizens are equal" ([CIC](#)). By multicultural it is meant that people from all over the globe are here: working, studying, living and settling. They call Canada home and their children are first generation Canadians. Sometimes this diverse population is referred to as "multicultural," "visible minorities," "immigrants," and in Canada, "new Canadians." According to a current [IFLA Strategic Plan](#), "Multicultural populations can include new immigrants, migrant workers, indigenous groups, refugees, ethnic minorities and other cultural groups who are seeking materials in languages reflective of their needs." According to the [Employment Equity Act](#), "*members of visible minorities*' means persons other than aboriginal peoples, who are non-Caucasian in race or non-white in colour"

(s.3). In 2002, Canada's 3 million visible minorities represented 13% of the non-Aboriginal population aged 15 years and older. The majority (84%) of visible minorities were first generation, while 14% were second generation and 2% were third-plus-generation Canadians (StatsCan. [Ethnic](#). 16). Whether a visible minority or not, a first generation immigrant will have very different information needs from a third or fourth generation immigrant. As well, it is important to be sensitive to assumptions such as all Caucasian immigrants speak English. [Canadian Council for Refugees](#) defines an immigrant as "a person who has settled permanently in another country." They are not citizens yet, but have the right to live in Canada. It is a permanent status and they have the right to jobs, to buy and sell property and must pay taxes. In a post-secondary educational setting, they won't have to pay twice or triple the tuition fees that an international student would have to pay. The term *immigrants* usually refers to landed immigrants. These are first generation newcomers who can live and work in Canada, but who don't have the right to vote until they become citizens.

New Canadians is currently a popular phrase in Canada, in part because it sounds very inclusive. But "Canadians" implies that this group has citizenship or are on their way to becoming citizens, and many from these diverse groups are not yet Canadians in that sense. However, for library service purposes, it should not matter whether the individual is a citizen or not.

There have been suggestions that the term *diversity* is a more encompassing one, one that includes everyone in the society regardless of where they are from, i.e., diversity referring to each individual as diverse from each other (Steele). The [Yale University Library Strategic Plan for Diversity 2006-2008](#) defines diversity as: "Diversity includes, but is not limited to, attributes such as age, gender, gender identity, sexual orientation, religion, race, national origin, cultural heritage, and ethnic background" (Yale 3). This is a standard definition, and it gives a pretty good idea of the broad range of diversities. Another definition, more relevant for our purposes in terms of multicultural diversity, says: "Diversity is not defined by nationality or native language. Immigrants within any given nationality might have different levels of literacy, different legal status . . . [they] may come from rural or urban settings, and vary in their economic situations" (Burke 32).

It is important to realize that there are diversities within a multicultural community. In the informal questionnaire sent out, library respondents were asked which term they would prefer to use to refer to this diverse group of patrons: *immigrants*, *diverse population*, *new Canadians*, or *other*. The results for Saskatchewan show that 42% of respondents chose *new Canadians* as their preferred term for this diverse group, while 34% chose *immigrants*, 4% chose *diverse population*, and 19% said *other*. Among respondents from the rest of Canada, 44% chose *new Canadians*, 12% *immigrants*, 6% *diverse population* and 36% chose *other*. The terms offered for *other* in both cases varied: aboriginal population, ESL/EAL students, international students, multicultural communities, newcomers, First Nations people, international populations, English language learners, etc. Some did not want to *label* this group as anything.

The variety of responses, including the desire to include aboriginal populations, (though it was specifically mentioned that these populations were not being referenced in the questionnaire), would seem to indicate that this question has not been deeply considered before now. As one can see from these results, no one seems to know what the right term is. Other terms used colloquially are: culturally deprived, underserved, refugees, aliens, etc. People choose a term because they think it is appropriate, sounds politically correct, or it suits their community, such as "International Students" at a college or university library.

Each of the terms discussed above includes or excludes someone. No one institutional approach will address all the needs of these diverse multicultural populations in our communities, and therefore, no one label will suffice either. It is obvious that these groups are indeed very diverse: not only in their appearances, but also in their cultures, languages, beliefs, traditions, habits, etc, and their *expectations* of their new home are also as diverse as they are. So, to recapitulate, *Diversity* for the purposes of this paper includes populations new to this country, who speak different language(s) (which may or may not include English), and who would need to become familiar with Canadian society.

History of Immigration into Canada and Saskatchewan

In Canada, "multiculturalism is fundamental to our belief that all citizens are equal." Diversity achieved through multiculturalism "ensures that all citizens can keep their cultural identities, can take pride in their ancestry as well as have a sense of belonging in Canada. Acceptance gives Canadians a feeling of security and self-confidence, making them more open to, and accepting of, diverse cultures" ([CIC](#)). While Canada has always been receiving immigrants, the social make up (age groups, level of education, and country of origin, etc.) of immigrants has changed over the years. According to [HRSDC Canada](#), "the sources of immigrants to Canada have changed in recent decades, with increasing numbers coming from non-European countries." These immigrants and their children are adding to the ethno-cultural make-up of Canada's population, making it one of the most ethnically diverse nations in the world.

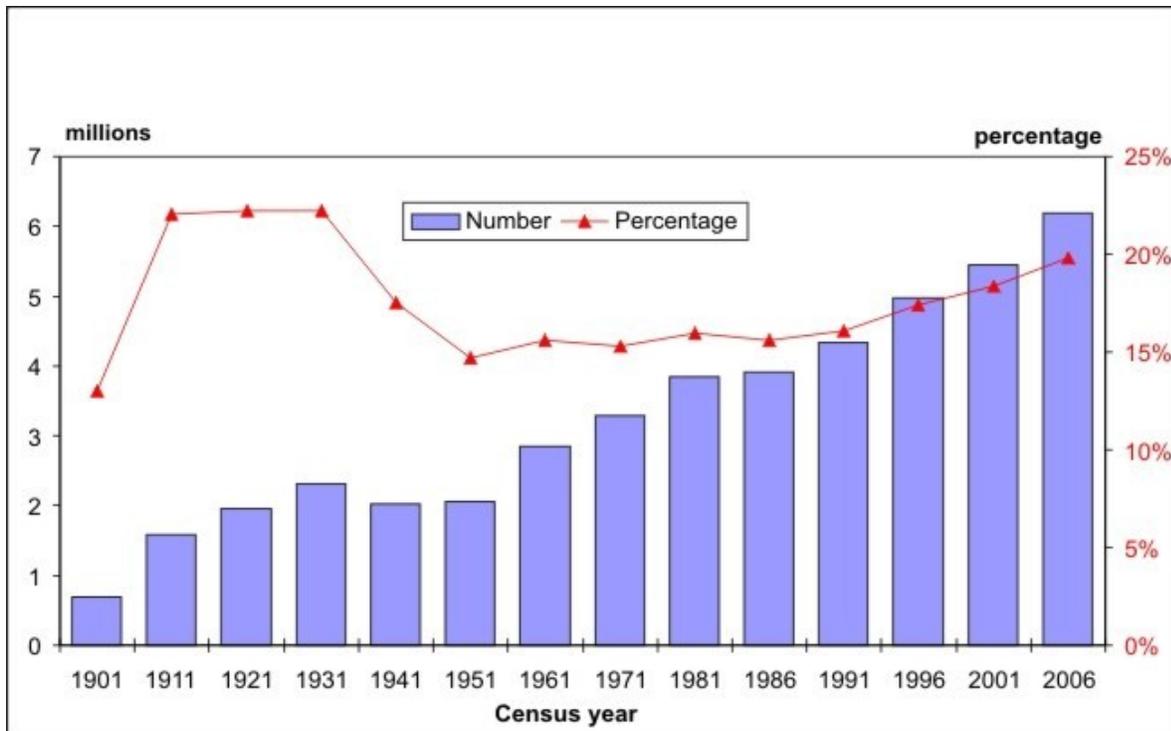


Figure 1. Canada Land of Immigrants

The bars on this graph show the number of foreign born individuals over the last 100 years. The red line shows the data for the percentage of the population comprised of foreign born during that time (StatsCan. [Figure 1](#)). According to Bill Waiser's *Saskatchewan: A New History*, for instance, Saskatchewan's population in 1911 was 492,432. The ethnic composition at that time was 51% British, 14% German, 13% Russian/Ukrainian/other Eastern Europeans, 7% Scandinavian, 5% French, and 2.4% Native Indian. And, of those almost 500,000 people, only 21% were born in Saskatchewan (Waiser 502). Immigration into Canada and Saskatchewan was relatively high until the depression, when it fell dramatically. In recent years, however, it is rising and has almost reached the peak levels of the 1911-1931 period. Saskatchewan's diverse multicultural population has increased steadily over the years regardless of other issues in the country, such as economics.

Table 1. Place of birth by period of immigration, Canada 2001 (StatsCan. [Immigration](#))

	Period of immigration									
	Before 1961		1961 - 1970		1971 - 1980		1981 - 1990		1991 - 2001(1)	
	Number	%	Number	%	Number	%	Number	%	Number	%
Total immigrants	894,465	100.0	745,565	100.0	936,275	100.0	1,041,495	100.0	1,830,680	100.0
United States	34,805	3.9	46,880	6.3	62,835	6.7	41,965	4.0	51,440	2.8
Europe	809,330	90.5	515,675	69.2	338,520	36.2	266,185	25.6	357,845	19.5
Asia	28,850	3.2	90,420	12.1	311,960	33.3	491,720	47.2	1,066,230	58.2
Africa	4,635	0.5	23,830	3.2	54,655	5.8	59,715	5.7	139,770	7.6
Caribbean, Central and South America	12,895	1.4	59,895	8.0	154,395	16.5	171,495	16.5	200,010	10.9
Oceania and other countries	3,950	0.4	8,865	1.2	13,910	1.5	10,415	1.0	15,385	0.8
(1) Includes data up to May 15, 2001.										

As of 2001, 5.4 million people, or 18.4% of the total population, were born outside the country. This was the highest proportion nationally since 1931, when foreign-born people made up 22.2% of the population. In Saskatchewan, however, the number of foreign-born individuals in 1931 was 52%! (StatsCan. [Immigration](#); Waiser 503).

Immigration in Saskatchewan today

According to Statistics Canada's Immigration Overview for 2008, Saskatoon received 2.5 times more immigrants between 2004 and 2008 : (802 in 2004 vs. 2,056 in 2008); and Regina received 656 in 2004 vs. 1,405 in 2008; so, that's a total of 4,836 newcomers into Saskatchewan just in 2008 (CIC. [Facts and Figures](#)). Ontario's immigration levels, while still very high compared to Saskatchewan's, actually decreased over that period. At an information session presented by the City of Saskatoon last December (2008), it was predicted that as many as 10,000 new immigrants will be coming to Saskatchewan within the next 18 months. As many as 43% of these immigrants are expected to go to Saskatoon, and about 33% are

expected to go to Regina. This represents a significant increase in newcomers to Saskatchewan (Garg).

The City of Saskatoon published the "[Immigration Action Plan Gap Analysis Report](#)" in 2008 (Insightrix), after conducting numerous literature reviews and interviews with other cities offering an interesting approach in this area, as well as interviews with local settlement agencies, funding organizations, and ethno-cultural groups in Saskatoon. One of the goals of the Gap Analysis was to determine an Action Plan for the attraction, integration, and retention of immigrants to Saskatoon. Therefore, to follow through on some of these Action Plan recommendations, the Immigration 101 information session was held in December 2008; the position of Immigration Community Resource Coordinator was created (which was filled by Smita Garg); and an advertising campaign in Saskatoon called *Diverse.City* was launched in April 2008. Smita Garg was hired to work exclusively on local immigration issues. At the Immigration 101 session, Smita Garg made the point that, "immigration issues are local". That is, the pressures and benefits of new immigrants in individual communities are unique to each community. Garg also stated that by 2011 the Province expects a labour shortage of 13,000-15,500. It was also pointed out that the federal and provincial governments are promoting Canada and Saskatchewan as destinations for new immigrants.

As mentioned earlier, the social makeup of these new immigrants has changed. As evident from Table 2 below, there were 1270 American immigrants to Canada from 1991-2001 (this remained fairly steady except in the 1980s), over 3000 European immigrants, and almost 5,000 Asian immigrants ([Elliott 52](#)). Compare this to the 60's and 70's (StatsCan. [Immigration](#))!

Table 2 shows the immigrant population of Saskatchewan from prior to 1961 to 2001 ([Elliott 61](#)). Notice the huge jump in African and Asian populations from 1961 to 2001. While American immigration has been steady, European immigration was 3.5 times less in 2001 than in pre-1961. Figure 2 shows an increase in the number of immigrants to Canada over the last 10 years and their migration to bigger cities.

Table 2. Country of Origin for Immigrants Living in Saskatchewan 2001

Country of origin		Period of Immigration to Saskatchewan				
		Before 1961	1961- 1970	1971- 1980	1981- 1990	1991- 2001
USA		1,190	1,110	1,370	930	1,270
Central America		45	25	30	515	315
Caribbean		30	155	280	135	90
South America		30	65	680	220	215
Europe	Western incl. Germany	3,225	685	570	490	380
	Eastern	4,410	390	195	730	780
	Northern incl. UK	4,060	2,240	1,725	795	860
	Southern	765	790	340	135	1,145
	Europe total	12,460	4,105	2,830	2,150	3,165
Africa		30	170	365	325	1,415
Asia	West Central incl. Middle East	25	55	65	310	765
	Eastern incl. China	415	495	525	875	1,835
	Southeast	45	180	1,235	1,610	1,530
	Southern incl. India	10	265	380	400	635
	Asia total	495	995	2,205	3,195	4,765
Australia and Oceania		15	75	70	80	135
All countries		14,325	6,725	7,835	7,570	11,365

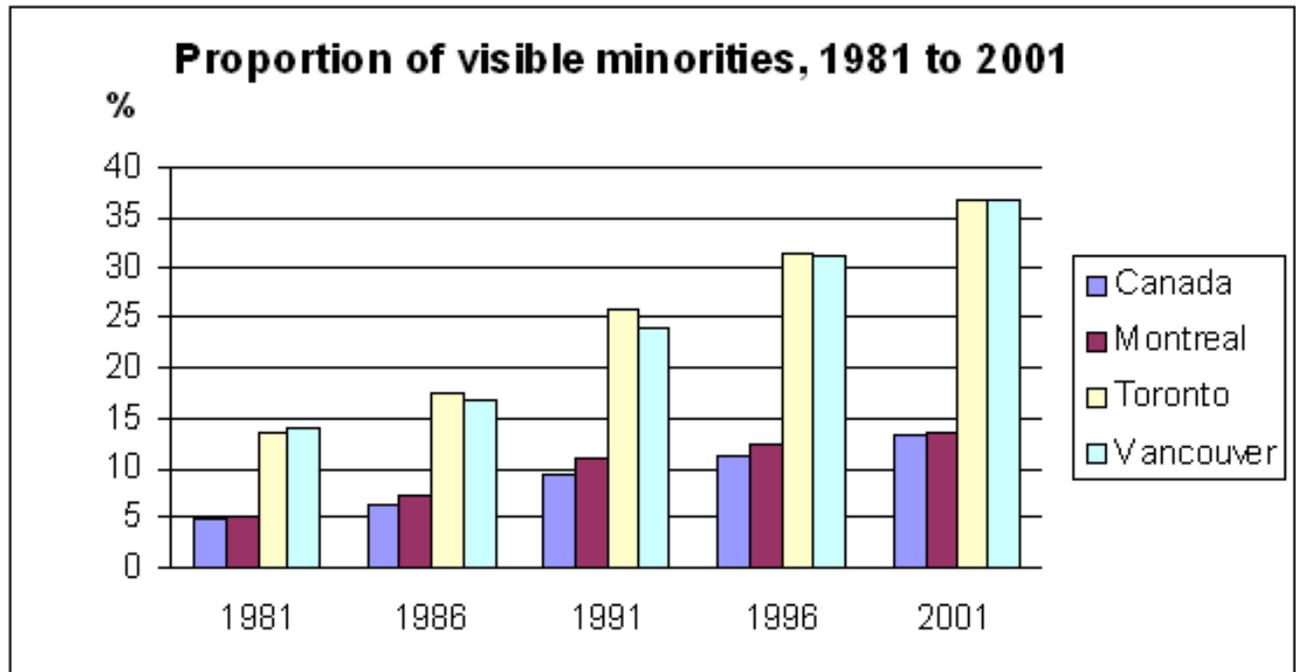


Figure 2. Proportion of visible minorities, 1981 to 2001

Although Toronto and Vancouver seem to have the most diverse populations with about 37%, according to the 2001 Census, 6 % of Saskatoon's population consisted of visual minorities.. In 2005 the [Toronto City Summit Alliance](#), a coalition of civic leaders which focuses on many initiatives in the city including DiverseCity in Toronto, reported that "Immigrants already provide 60 per cent of our population growth. By 2020, they will supply 100 per cent" (Siddiqui). It is clear that immigration statistics have increased all across Canada including Saskatchewan.

The table below shows that immigration to Saskatchewan has increased almost three fold since 1998 (Garg).

Table 3. Saskatchewan -- Permanent residents by source area

Source area	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Africa and the Middle East	371	327	507	508	509	488	582	547	618	646
Asia and Pacific	557	671	719	701	693	639	734	848	1,053	1,711
South and Central America	52	72	53	51	53	99	87	139	206	186
United States	68	94	82	88	106	104	116	124	142	133
Europe and the United Kingdom	516	564	521	355	306	338	423	449	705	841
Source area not stated	0	0	0	0	0	0	0	1	0	0
Saskatchewan	1,564	1,728	1,882	1,703	1,667	1,668	1,942	2,108	2,724	3,517

As you can see from Table 3, it is obvious that in Saskatchewan too, the social make up of immigrants is changing. Population from Africa and the Middle East has almost doubled in the last 10 years while population from Asia and the Pacific has more than tripled. The same goes for populations from South and Central America.

In 1981 the majority of immigrants to Canada came from the United Kingdom, but by 1991, the majority of immigrants were from Hong Kong. This was still true by the 1996 census. By 2001, newcomers were coming to Canada from China, India, the Philippines, and Pakistan. As of 2006, this was still the case (StatsCan. [Table 1](#)).

Where are these immigrants going in Canada and how many are coming to Saskatchewan? Nationally, Saskatchewan has had the lowest immigrant population figures after the Maritimes. According to the 2006 Census, 38.5% went to Ontario, 23.8% to Quebec, 13% to British Columbia, 10% to Alberta, 3.6% to Manitoba, and 3.1% to Saskatchewan (2,724). In 2008, 4,832 came to Saskatchewan, that is, 2,056 went to Saskatoon; 1,405 went to Regina; and 1,371 settled elsewhere in Saskatchewan. (StatsCan. [Table 2](#)).

"The population of Saskatoon proper has increased by its highest rate in more than two decades, jumping by 5,000 people this year to 218,000 according to [the] city's latest estimate" (Hutton A1-A2). One of the respondents to the questionnaire indicated that the University of Saskatchewan has increased its admissions for international students in part due to the increased revenues from these students.

Libraries and Their Role

The informal questionnaire asked respondents both in Saskatchewan and the rest of Canada what their libraries are doing or planning to do in the future to address the incoming immigrant population. The results indicated that not much is being done in Saskatchewan libraries (yet) to address the issues of newly arriving diverse cultures and their needs. There have been no formal partnerships between many of the libraries and various immigrant organizations such as the [Open Door Society](#) (in Saskatoon), or [Citizenship and Immigration Canada](#). Many of the information resources are distributed by the city or municipality (housing, job searching, etc.), and branches of libraries independently fulfill the needs of their immediate immigrant communities by providing certain books through various other means, such as InterLibrary Loans. Although 45% of survey respondents in Saskatchewan said that they are aware of an increase in their immigrant population in recent years, 38% of those respondents acknowledged that they have not done anything new to address the needs of their new patrons.

The survey also indicated that in other Canadian libraries, 61% of respondents are aware that the number of newcomers is increasing in their area and 81% of those respondents are doing something to meet the needs of these patrons. Some libraries mentioned having booklets on various subjects such as housing, immigration, etc. Many mentioned having a dedicated website which has information on various library or community programs, job sources, immigration information, homework help, etc. For instance, Toronto Public Library's [Multicultural Resources](#) (TPL) page was the best webpage from a public library. The [Vancouver Public Library](#) (VPL) links to information in various languages directly from their homepage.

It is possible that many librarians in Saskatchewan are not aware of steps they can take to bring the immigrant population into the library. They do not have the staff, budget or time to spend on these new issues. But it is possible that libraries and librarians can do much for this population even without a big budget and with limited time. Libraries already provide outreach services and the immigrant population can be added to their agendas. It is time to focus on this now, as libraries and librarians have a social responsibility to seek out those members of our communities who could benefit from our services.

How do we bring this population into the library?

Libraries must market themselves to these new immigrant communities. Libraries in academic settings are being used by students of all nationalities out of necessity, but public libraries may not be on the radar of these diverse multicultural immigrants because of various barriers. As a result, libraries must take information into new immigrant communities and into the various cultural associations. Libraries must expand their services and create a global library by providing information in various languages. With help from staff or volunteers, libraries can create webpages or subject guides dedicated to the needs of these new immigrant populations.

Barriers outside the Library

Many newcomers face barriers when it comes to using libraries. Language may be an issue, and for some, public libraries are considered academic and therefore ruled out as a fun place to be. If newcomers have language issues, no amount of pamphlets and promotional materials in English and French are going to help them. We should not assume that by handing out all the pamphlets we have done our job.

Some cultures have a fear of providing any personal information (such as an address, drivers' license, etc.) to a public entity such as the library and others may not realize the resources that a public library may have for them; new users may not know that public libraries have a lending policy and that usage is free or that computers are available for research or email purposes for free. In addition, they may not be familiar with the concept of overdue fines ([Cuesta & McGovern](#)). Marketing to individual groups of immigrants is one way to overcome these barriers.

Barriers within the Library

There are also barriers that are faced by staff. Staff may not feel trained or equipped to handle certain requests from patrons. In some cases, staff might be afraid that they are stepping into culturally sensitive issues; for instance asking for photo identification from a lady from the Middle-East who has her face partially or fully covered. Staff need to be reassured about what they are doing right, and notified of any changes in policies immediately.

Staff also may not be aware of all that they can do for their diverse patrons. In terms of collections, a library may or may not have all the materials required to serve this diverse group of patrons, but it would be good for staff to know if there are alternative services that can help, such as an ILL for Spanish materials, etc. Can they request a book in Sinhalese through interlibrary loan, for instance? If staff feel unprepared, they are not likely to be proactive in approaching patrons to offer help. Staff at all levels need to be trained about the resources available at their library. And libraries should have a go-to person when there are questions about serving this diverse group of patrons -- a multicultural librarian or committee. If staff are not trained or don't know where to go for help, this will certainly be a barrier.

Staff may have assumptions about what a certain diverse group might need. New immigrants might need information for survival: finding homes, creating resumes, finding jobs, getting a driver's license, etc. Once these newcomers are settled, then they might look into movies and books for entertainment in their own languages (Burke 33). These immigrants are often well educated, but may or may not speak English. Staff should not assume that this group is illiterate due to language barriers. Training all staff members in many multicultural issues is a necessity.

Strategic Planning is a Must

"The process of inclusion must be *deliberate*, and therefore must be a commitment from library management" ([Mansfield](#)). [Cuesta and McGovern](#) tell us that a Strategic Plan is a must: make services to culturally diverse communities integral parts of all library planning efforts; the library's mission, goals, and objectives should specifically address services to culturally diverse communities; management and staff must understand why it is important; staff should be trained about cultural awareness, cultural sensitivity and customer service; and all staff should be involved in the planning.

Specific policies are important as well. Libraries cannot collect everything in every language or collect specifically for a very small group of immigrants from a certain ethnic background. Who is part of the community and what are their needs? According to [Cuesta and McGovern](#), a needs assessment is necessary to "find out the specific characteristics and attitudes of the people you want to serve". Arrange meetings with community leaders or focus groups to gain a "picture of the community that comes from the community itself". And libraries should not be afraid that they may have limited resources. "Most underserved communities . . . understand the concept of limited resources . . . they understand that you will need to set priorities". Libraries should conduct language surveys, check into the possibility of grants to build collections, revisit budget priorities, allocate funds for magazines, create Web sites or hire new staff (Cain). Creating partnerships with other organizations that are helping immigrants and working with other libraries that have similar visions will save staff time and money.

Marketing the Library

Marketing to immigrant communities is as important as marketing to any other group. While the local community may already be aware of their libraries and their resources, an immigrant community has many reasons (as mentioned throughout the paper) for not knowing or not using public libraries to their fullest potential. In marketing, the first mistake is assuming that the target group is not a diverse community, but rather a single group. We should consider what services the library should develop or market to respond to the needs of this diverse multicultural community; choose what messages to communicate and ensure that everyone is communicating the right message; and decide which languages or media are most appropriate ([Cuesta & McGovern](#)). A needs assessment will help target marketing focus: some may want housing and job information while others may want research materials. Also, we should consider alternative locations for promotional materials and be aware of gathering places for some multicultural groups such as universities, grocery stores, buses, malls, temples, churches, community centers, theatres, etc. In Saskatoon, for example, the Indian population shows Bollywood movies once every month and this would be a good place for library promotional materials, or to meet important leaders in the community.

Burke says immigrant communities' wants and needs are "predominantly oriented toward practical help for becoming settled in the [community]" (33), which includes resources about immigration law, access to online forms, the location of immigration offices, citizenship information - including classes and study guides for this test;

ESL/EAL classes and tutors, self-help ESL/EAL materials, language instruction software, English conversation groups and literacy education. Those with children may need to know what to expect from K-12 schools, how to help children adjust to the school system, and how to help with homework. New immigrants may have adult education needs, needing help doing library research, reading and writing reports. They may need information about public transportation, how to get a driver's license, help understanding banking, the locations of religious centers and local family recreation, or help finding information about housing, tenant rights, other legal issues, health and healthcare, career planning, job-skills, jobs, etc. They may also need social services information such as benefits, welfare rights, etc. There will be a desire for a welcoming environment, bilingual and bicultural staff, signage in multiple languages, current and relevant materials in language collections, library programs in other languages, computer language software, and internet access (Burke 33). Sun says that money should be spent on having pamphlets and web materials translated into relevant languages.

"Writers recommend that librarians must work within the social structure of the group to be served, learning its customs, diversities, and most importantly language. The motivating factor behind this intense commitment is that as individuals use library facilities, they are first drawn into a world of information resources, then a system fostering self-education, and finally a universe providing intellectual stimulation" (Cain).

Marketing is a one-sided conversation if there is no sales record to prove it. Sales here mean getting the right book to the right person. When sales align with marketing, then it is a two-way conversation. A sale cannot be made without the sellers knowing what the buyers need. For instance, many organizations would appreciate learning that libraries can provide much needed meeting space ([Cuesta & McGovern](#)). Most libraries already have something for their diverse patrons: books in different languages, ESL information, movies, databases and magazines in different languages, etc. (Cain). It would be good to focus on what is already available at the library and build on it.

Broaden Communication

It is important to build communication throughout the library system and beyond: e.g., the literacy librarian should know what the multicultural librarian is doing and vice versa. Community organizations should know what the libraries are doing and vice versa; finding cultural gateways in the community, such as India Canada Cultural Association and Saskatoon Chinese Cultural Association (in Saskatoon), will help broaden communication.

Librarians should be aware of what is happening in the library world and their immediate community, city and province. Government leaders are not going to tell libraries how to handle these newcomers and new situations. It will be up to librarians to monitor all levels of government websites, and look for new sources of information. Having meetings with the local Open Door Society and other organizations to see what they are planning and how the library can get on board will help. Talking to companies that are

hiring Temporary Foreign Workers will also enable librarians to create programs/workshops/services tailored specifically for them.

In terms of outreach, encouraging staff to participate in multicultural community activities, meeting regularly with key community leaders/groups to review and revise your plan, identifying PR activities that these community leaders/groups can assist with, developing a list of current and potential community partners and collaborators, developing a process for tracking community connections and scheduling a follow up will all help ([Cuesta & McGovern](#)).

Programming

Programs should be held not only in the library, but also in the community. Librarians should seek out opportunities to offer programs outside the library, for instance by participating in community fairs, etc., making sure appropriate tracking measures are in place to track the success of these endeavours. Libraries should offer programs catering to special needs such as an Excel class for new immigrants who are in the job market. Perhaps organizing a program just for women from different countries on such topics as women's rights in Canada, divorce procedures, where to get legal help, or how to start a child care facility would be welcomed by this community. Sharing information about landlords' and tenants' rights will be useful. Organizing story times in various languages for kids will also be well received in this diverse community. A good example is one available at the Toronto Public Library. TPLs' [Dial-a-Story](#) phone line includes "Cantonese, Gujarati, Italian, Mandarin, Polish, Portuguese, Spanish, Somali and Tamil. . . . stories for young children (up to age 7) or stories for older children. It's available 24 hours a day" (TPL).

Cross Benefits

Programs targeted to just one community might also be of interest to other communities: for instance, offering Chinese calligraphy taught by a member of the Chinese community, co-hosting a Bollywood dance night with a member of the Indian community, or providing sushi-making classes in the library, etc. Celebrating Multicultural Day (June 27th) with enthusiasm will increase awareness of the library and what it is doing for its diverse populations. At the Saskatoon Public Library, staff are encouraged to dress up in various cultural costumes. Sometimes staff also bring food from different cultures to share among themselves. These programs should be advertised to all communities -- to non-immigrants who will enjoy and appreciate the diversity in their society, and to new immigrants who can share their culture with their new friends and neighbours.

Why should libraries take the time?

Libraries have always been champions of knowledge sharing, and public libraries in particular also add an entertainment factor with their collections of DVDs, Music CDs, fiction, graphic novels, etc. Many new immigrants are not yet financially well established enough to enjoy their new country -- not everyone can watch every movie in a theatre or buy every book they would like to read -- and might appreciate the fun resources their local library has to offer. Without access to public libraries and their resources, these patrons may have a harder time trying to inform themselves. International students use academic and school libraries out of necessity, but non-student immigrant groups may not use a public library due to various barriers, as mentioned earlier.

The Canadian Library Association has recognized the role of libraries in rendering services to people of all diverse backgrounds and beliefs through this statement below and public libraries should use this as a mantra to serve their new populations.

The CLA [Position Statement on Diversity and Inclusion](#) states:

Libraries strive to deliver inclusive service. Canada's libraries recognize and energetically affirm the dignity of those they serve, regardless of heritage, education, beliefs, race, religion, gender, age, sexual orientation, gender identity, physical or mental capabilities, or income.

[Citizenship and Immigration Canada](#) has this statement on their website:

Canadian multiculturalism is fundamental to our belief that all citizens are equal. Multiculturalism ensures that all citizens can keep their identities, can take pride in their ancestry and have a sense of belonging. Acceptance gives Canadians a feeling of security and self-confidence . . .

And the [Yale University Library Strategic Plan](#) states that a diverse workforce and cultural competence of our staff [means] that our workplace continues to evolve into an even more inclusive and congenial environment. This type of atmosphere is conducive to job satisfaction and will in turn lead to even more effective service to our diverse patrons ([Yale 4](#)).

Understanding, respect, and cultural awareness will help us all. A diverse workplace equals better services to diverse populations.

What is happening in Saskatchewan?

The City of Saskatoon has compiled an impressive summary of immigration initiatives by various City agencies with special connections to the multicultural communities. Some examples are:

- the Saskatoon Police Service has created a [Cultural Resource Unit](#);
- Saskatoon Multilingual School;
- the University of Saskatchewan's Global Commons, a welcoming administrative office that helps orient international students to campus and city life;

- Culture and Language Access to Health is a multicultural collaboration between the Saskatoon Health Region, the Saskatoon Open Door Society, Saskatchewan Deaf and Hard of Hearing, and the West Side Community Clinic that is working to overcome language barriers to health. For instance, the Healthy Baby, Healthy Mother program has partnered with the Open Door Society;
- Saskatchewan Capacity for Internationally Trained Professionals, an organization for professional immigrants, is an initiative uniting the voices of international professionals for fairness and equity in access to professional jobs (CoS. Summary);
- The Provincial Library has recently hired a multicultural librarian;
- Saskatoonpublicschools.ca has advertisements on CTV, just a few seconds of a blurb showing what the students are doing. (Libraries can do this, too);
- From reading the newspapers and from our informal questionnaire, we know that some communities are attracting Temporary Foreign Workers, particularly Filipino nurses coming to various health regions across the province. And we are told that there are Mexican farm workers in Gravelbourg, and Ukrainian farm workers elsewhere in Saskatchewan, and a recent delegation from Saskatchewan traveled to Ireland to recruit workers.
- Saskatchewan Immigrant Nominee Program which provides a quicker means of entry into Canada where family members living in Saskatchewan can nominate their family abroad to immigrate here.

Every library has to question whether they represent the diverse peoples of Saskatchewan and, if not, how they can help. We, as librarians, need to work together to achieve some common goals to be able to fully serve these diverse multicultural populations entering our communities.

Other libraries in Canada

The two big libraries looked at were Vancouver Public Library (VPL) and Toronto Public Library (TPL). Both libraries serve large multicultural populations.

From conversations with Toronto Public librarians the following facts were learned: their Multicultural Resources, a Web site dedicated to immigrant populations and created by TPL, is now designed and updated by the City of Toronto staff. Library staff provided suggestions and input. TPL also has a dedicated IT department and various committees and departments that provide help and input for their online content development. TPL also partnered with local settlement agencies to produce New to Canada brochures in different languages. As mentioned earlier, TPL's Dial-a-Story is available in various languages and they continue to expand it with more languages. Your Library for Newcomers is available in 17 different languages on their Web site and is broadcast via YouTube. This was created in partnership with Citizenship and Immigration Canada. TPL's goal is to provide information in the users' first language.

Vancouver Public Library has made its main page available in different languages such as Hindi, Spanish, French and Vietnamese. Speakers of these languages can choose their own language interface on their library homepage at home.

Beyond TPL and VPL, the Edmonton Public Library has books, movies, music in different languages throughout their catalogue under World Languages, while the Surrey Public Library and the Richmond Public Library each have a page on New Canadians, in English.

There are probably many libraries in Canada that have books and other sources in many different languages, but this fact was not apparent on their homepages. Of all the libraries we looked at, Toronto Public Library seems to be the most dedicated to its multicultural population. They have found ways to keep up these services through partnerships, volunteers or City of Toronto staff, which also indicates that there has been a demand for these programs and services from the public.

Conclusion

There are many centres across Canada known for their multicultural communities. These larger hubs attract many immigrant populations from around the world. And while it may not be well known across the country, the province of Saskatchewan is rapidly becoming one of these hubs of diversity.

Works Cited

Bissoondath, Neil. *Selling Illusions: The Cult of Multiculturalism in Canada*. Toronto : Penguin, 2002. Print.

Burke, Susan K. "Public Library Resources used by Immigrant Households." *Public Libraries* Jul/Aug (2008): 32-41. Print.

Cain, Charlene. "Public Library Services to Minorities." *Adult Services: An Enduring Focus for Public Libraries*. Ed., Kathleen M. Heim and Danny P. Wallace. Chicago: ALA, 1990. Print.

Canada. Department of Justice. *Employment Equity Act*. Web. 9 Aug. 2009.

<http://laws.justice.gc.ca/en/showdoc/cs/E-5.401/bo-ga:s_1::bo-ga:s_2/20090330?command=HOME&caller=SI&search_type=all&shorttitle=Employment%20Equity%20&day=30&month=3&year=2009&search_domain=cs&showall=L&statuteyear=all&lengthannual=50&l>.

Campbell, Cohen. *About Saskatchewan: Take this opportunity to learn about the Canadian province of Saskatchewan*. Web. 25 Feb. 2010.

<<http://www.canadavisa.com/about-saskatchewan.html>>.

Canadian Council for Refugees. *Talking about Refugees and Immigrants: A Glossary of Terms*. Web. 9 Aug. 2009. <<http://www.ccrweb.ca/glossary.PDF>>.

Canadian Library Association. *Position Statement on Diversity and Inclusion*. 2008.

Web. 9 Aug. 2009. <http://www.cla.ca/AM/Template.cfm?Section=Position_Statements&Template=/CM/ContentDisplay.cfm&ContentID=471>.

CIC (Citizenship and Immigration Canada). "About the Multiculturalism Program."

Citizenship and Immigration Canada. 2009. Web. 9 Aug. 2009.

<<http://www.cic.gc.ca/english/multiculturalism/multi.asp>>.

- - -. *Facts and Figures 2008 -- Immigration Overview: Permanent and Temporary Residents*. 2009. Web. 9 Aug. 2009.

<<http://www.cic.gc.ca/english/resources/statistics/facts2008/permanent/12.asp>>.

CoS (City of Saskatoon). *Immigration 101*. Dec. 17, 2008. Information session.

- - -. *Diverse.City*. Dec. 17, 2008. Print.

- - -. *Summary of Immigration Initiatives Underway in Various Sectors, and Programs and Services in Saskatoon Celebrating and Supporting Our Multiculturalism*. Dec. 17, 2008. Print.

Cuesta, Yolanda J., and Gail McGovern. "Getting Ready to Market the Library to Culturally Diverse Communities: A Step-by-Step Recipe for Reaching Out to Immigrant Communities and Others." *Alki: The Washington Library Association Journal*. March (2002). Web. 9 Aug. 2009.

<<http://www.webjunction.org/marketing/articles/content/433925>>.

Elliott, Doug. "Demographic Trends in Saskatchewan: A Statistical Analysis of Population, Migration, and Immigration." *City of Saskatoon*. 2003. Web. 9 Aug. 2009. <http://www.saskatoon.ca/DEPARTMENTS/Community%20Services/Communitydevelopment/Documents/demographic_trends_sk.pdf>.

Garg, Smita. *Saskatchewan -- Permanent residents by source area*. Saskatoon: City of Saskatoon. 2008. Print.

IFLA (International Federation of Library Associations and Institutions). "Library Services to Multicultural Populations Section: Strategic Plan 2009-10." *IFLANET*. 2009. Web. 9 Aug. 2009. <<http://archive.ifla.org/VII/s32/annual/sp32-09.htm>>.

HRSDC (Human Resources and Skills Development Canada).

"Introduction." *Addressing the Challenges and Opportunities of Aging in Canada*. 2007. Web. 7 Sept. 2009.

<http://www.hrsdc.gc.ca/eng/publications_resources/research/categories/population_aging_e/madrid/page02.shtml>.

Hutton, David. "People Flock to City: Population Estimate Rises to 218,000."

StarPhoenix 28 Jul. 2009: A1-A2. Print.

Insightrix Research Inc. *Immigration Action Plan Gap Analysis Report*. Prepared for the City of Saskatoon. 2008. Web 10 Jan. 2010.

<http://www.saskatoon.ca/DEPARTMENTS/Community%20Services/Communitydevelopment/Documents/gap_analysis_report.pdf>.

Legrain, Philippe. *Immigrants: Your Country Needs Them*. Princeton, NJ: Princeton University Press, 2007. Print.

Mansfield, Meribah. "Diversity in the Library Workforce." *Ohio Libraries*, Spring 2004.

Web. 9 Aug. 2009.

<http://findarticles.com/p/articles/mi_qa3978/is_200404/ai_n9404564/?tag=content:col1>.

Paulson, Joanne. "Norris Disputes Forecasts: Immigration Minister Expects Province to Meet Nominee Target This Year." *StarPhoenix* 3 June, 2009: A3. Print.

Pandya, Rupen. *Saskatchewan - the "Miracle" Province*. 2009. Web. 25 Feb. 2010.

<http://www.emigrate2.co.uk/people_and_places_detail-231.htm>.

Saskatchewan's Labour Market Strategy. *Right People, Right Place, Right Time*. 2009.

Web. 27 May, 2009. <<http://www.aeel.gov.sk.ca/sk-labour-market-strategy>>.

Siddiqui, Haroon. "Why Hugging an Immigrant is a Good Idea." *Toronto Star*. 2005.

Found at Toronto City Summit Alliance (TCSA). Web. 7 Sept. 2009.

<http://www.torontoalliance.ca/urban_challenges/economic_integration/articles.asp?articleID=273>.

StatsCan. (Statistics Canada). "Immigration: In 2001, Proportion of Foreign-born

Highest in 70 Years." *2001 Census: analysis series -- Canada's Ethnocultural*

Portrait: The Changing Mosaic. 2003. Web. 9 Aug. 2009.

<<http://www12.statcan.ca/English/census01/products/analytic/companion/etoimm/canada.cfm>>.

- - -. "Immigration in Canada: A Portrait of the Foreign-born Population." *2006 Census:*

analysis series - Findings. Web. 9 Aug. 2009. <<http://www12.statcan.ca/census-recensement/2006/as-sa/97-557/p2-eng.cfm>>.

- - -. "Ethnic Diversity Survey: Portrait of a Multicultural Society." 2003. Web. 9 Aug.

2009. <<http://dsp-psd.tpsgc.gc.ca/Collection/Statcan/89-593-X/89-593-XIE2003001.pdf>>.

- - -. "Figure 1 Number and Share of the Foreign-born Population in Canada, 1901 to

2006." *Censuses of population, 1901 to 2006*. Web. 9 Aug. 2009.

<<http://www12.statcan.ca/census-recensement/2006/as-sa/97-557/p2-eng.cfm>>.

- -. *Place of Birth by Period of Immigration, Canada, 2001*. Web. 9 Aug. 2009.
<<http://www12.statcan.ca/english/census01/Products/Analytic/companion/etoimm/tables/canada/period.cfm>>.
- -. *Study: Canada's Visible Minority Population in 2017*. Web. 2 Mar. 2010.
<<http://www.statcan.gc.ca/daily-quotidien/050322/dq050322b-eng.htm>>.
- -. *Table 1. Top 10 Countries of Birth of Recent Immigrants, 1981 to 2006*. Web. 12 Sept. 2009.
<<http://www12.statcan.ca/english/census06/analysis/immcit/tables/table1.htm>>.
- -. *Table 2. Distribution of Total Population, Total Immigrant Population and Recent Immigrants, Canada, Provinces and Territories, 2006 Census*. Web. 12 Sept. 2009.
<<http://www12.statcan.ca/english/census06/analysis/immcit/tables/table2.htm>>.
- Steele, Anitra T. "Beyond Food Festivals and Folklore." *Wilson Library Bulletin* 69 (1995): 60-1. Web . 12 Sept. 2009.
- Sun, Cossette T. "Delivery of Services to Diverse Patrons: Preparing for the 21st Century at the Bernard E. Witkin Alameda County Law Library." *AALL Spectrum*. Feb. 1999. Print.
- TPL (Toronto Public Library). "Multicultural Services and Programs." *Multicultural Resources* Web. 9 Aug. 2009.
<http://www.torontopubliclibrary.ca/mul_index.jsp>.
- VPL. (Vancouver Public Library). Web. 15 Sept. 2009.
- Vossepoel, Shannon. "New Canadians in the Library: Expanding Services and Planning Programs for Culturally Diverse Populations." *Education Institute*. Sept. 16, 2008. Audio-conference.

Waiser, Bill. "Birthplaces of Saskatchewan Residents." *Saskatchewan: A New History*.

Calgary: Fifth House, 2005. Print.

- - -. "Ethnic Composition of Saskatchewan's Population, 1881-1971." *Saskatchewan: A*

New History. Calgary: Fifth House, 2005. Print.

Yale University Library Diversity Council. *Yale University Library Diversity Strategic*

Plan 2006-2008. Web. 9 Aug. 2009.

<<http://www.library.yale.edu/lhr/diversity/YULDC%20Strategic%20Plan.pdf>>.