

# Library Services for the Filipino Community in the Bay Area



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# Discussion Points

- ◆ Brief History
- ◆ Demographic Data
- ◆ Filipino Culture
- ◆ Suggestions for library materials and services

# Brief History

- ◆ Started coming to U.S. in 1880's as students from missionary schools.
- ◆ At the turn of the century, mostly Filipino males came primarily to California and Hawaii in search work in the farming industry.
- ◆ Population continued to grow until 1950's (anti-immigration laws)
- ◆ 1965 Immigration and Nationality Act allowed more immigrants to come into the country.
- ◆ Since then, the demographics of Filipinos coming to the U.S. has changed dramatically. There are more families coming to the U.S., many have obtained higher education in the Philippines and are coming here for job opportunities.

# Demographic Data

- ◆ Bay Area has 17 percent of Filipino population in U.S. and it has grown 23 percent from 1990-2000.
- ◆ Large Filipino communities in the SF Bay Area include: Daly City, Milpitas, and Union City, but there are Filipino communities all around the Bay.
- ◆ Median family income is a little over \$75,000/year.
- ◆ 12.6% is living in poverty and 6.2% receive government assistance.
- ◆ 61% of family households include married couples

# Filipino Culture - Social (Family)

- ◆ Family is not only immediate relationships; includes extended family, in-laws, and even very close friends of the family.
- ◆ Birthdays, holidays, and other family gatherings can be grand affairs when it comes to the guest list!
- ◆ Eldest of the family is given the utmost respect.
- ◆ Families are used as networking tools for professional matters as well.

# Filipino Culture - Professional

- ◆ Many come to the U.S. who are in professional, technical, or managerial positions.
- ◆ No notable difference between first-generation vs. American-born generation business owners.
- ◆ Government jobs are very popular. Specifically postal office jobs because the pay and benefits are good, you don't have to be a U.S. Citizen, and you don't need a college education.
- ◆ Nursing is a popular occupation (30% of foreign-born nurses in 1990 were from the Philippines).

# Filipino Culture - Education

- ◆ Despite the high number of Filipinos with bachelor's degrees and above, they do not receive equal compensation compared to Caucasians and other Asian groups.
- ◆ Many Filipinos with advanced degrees come from the post-1965 immigrant population.
- ◆ Filipino-American students preferred learning environments with high motivation, very organized structure, and a respected authority figure present.

# Filipino Culture - Language

- ◆ Tagalog is the national language of the Philippines and there are about 90 different dialects.
- ◆ Most of the schools teach English so many come to the U.S. with some amount of fluency.
- ◆ Second and third generation Filipino-Americans do not use Tagalog as much as first generation, but there still is a need for Tagalog language materials.
- ◆ Very few Tagalog language classes offered in the U.S. compared to other Asian languages.

# Filipino Culture - Religion

- ◆ 85% of the population in the Philippines practices Roman Catholicism.
- ◆ One of every four Catholics in the Bay Area are of Filipino descent.
- ◆ Filipino Methodists, Presbyterians, Baptists, Adventists, Episcopalians, Mormons, and Witnesses have flourishing congregations in the Bay Area.
- ◆ Religion plays an important role in community cohesion with church-sponsored gatherings and celebrations.

# Library Services - Reference

- ◆ New to the country information packets – Includes information on citizenship, English classes, Filipino community centers, social services, and other important information
- ◆ International degrees
- ◆ Tagalog language classes – For 2<sup>nd</sup> and 3<sup>rd</sup> generation Filipino-Americans
- ◆ Employment resources
- ◆ Local Filipino directories

# Library Services - Programming

- ◆ Feature Filipino authors – Not only is this a good way to get cultural programming, there are many Filipino authors based in the Bay Area!
- ◆ Workshops – Adults: citizenship, career info, computer classes. Children: tutoring programs, college workshops.
- ◆ Cultural celebrations – Opens the community to Filipino culture. Children programs may include folktale storytimes.

# Library Services – Materials

- ◆ Media – DVDs, CDs, and Videos in Tagalog are always popular.
- ◆ Periodicals – American and Philippines based publications are ideal (in Tagalog and English).
- ◆ Print – Books about Filipinos in the Philippines as well as Filipinos in America are important. Children's books should include folktales, biographies about Filipino leaders, and bilingual materials.

# Library Services - Outreach

- ◆ “Filipino Friendly” organizations – These don’t necessarily have to be owned or run by Filipino community members. But they will be a good way to find out what the local community needs are.
- ◆ Meet with community leaders – Form partnerships with these important people.
- ◆ Promote the library – Just like with any other audience, step out of the library to promote it to the community.

# Let's speak Tagalog!!

- ◆ Good morning = Magandang umaga (po)
- ◆ Thank you = Salamat (po)
- ◆ How are you? = Kumusta (po)
- ◆ I'm fine = Mabuti (po)
- ◆ Hello =..... Hello!
- ◆ See the handout for more!



Questions?

Thank you!