

OPEN NETWORKING

Exploring Latino Outreach Strategies

DO YOU HAVE A PARENT OR FAMILY MEMBER WHO SPEAKS A LANGUAGE OTHER THAN ENGLISH?

HAVE YOU EVER LIVED IN OR TRAVELED TO A COUNTRY WHERE YOU DIDN'T SPEAK THE LANGUAGE?

HOW DID YOU/THEY GET NEEDED INFORMATION?



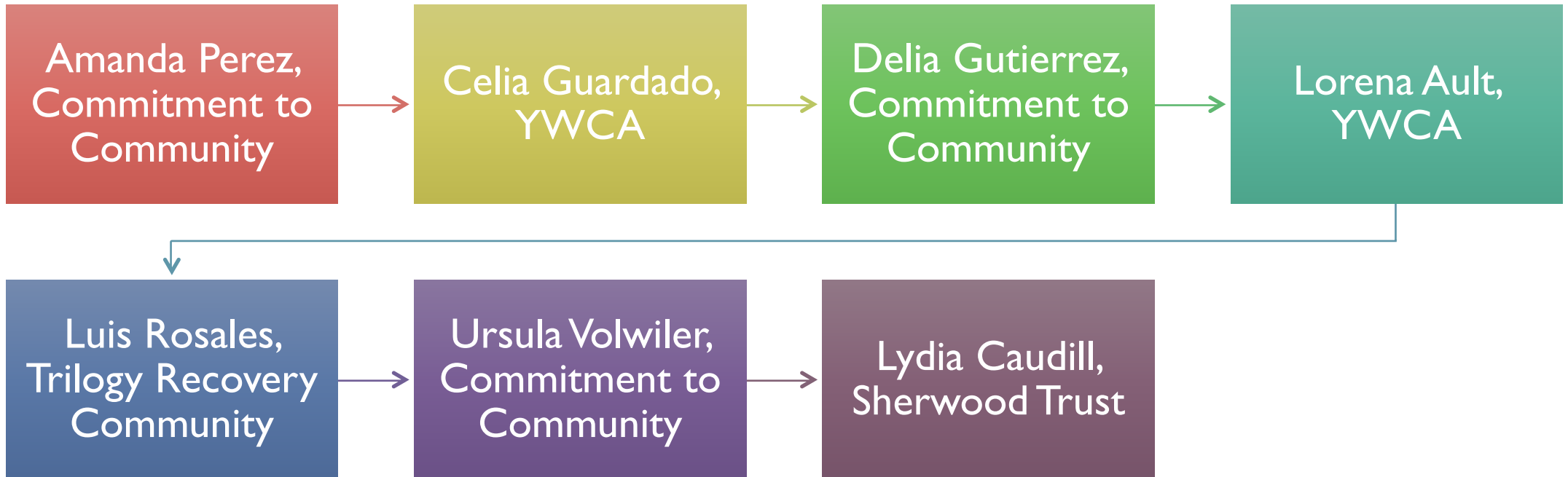
Sherwood Trust

Founded by Donald & Virginia Sherwood

Everyone in the Walla Walla Valley has a sense of belonging and contributes to a thriving region. Sherwood Trust serves as a catalyst for building capacity, creating a cohesive, vibrant community.

Todos en el Walla Walla Valley tiene un sentido de pertenencia y contribuye a una región próspera. Sherwood Trust sirve como un catalizador para crear capacidad, realizando una comunidad cohesionada y vibrante.

THESE FACES



WHAT'S COMING UP

Getting to know you activity

Intro debrief and reflection

High and low context

Flyers

Planning an event

Panel

Question and Answers

Raffle

TURN STRANGERS INTO COMMUNITY

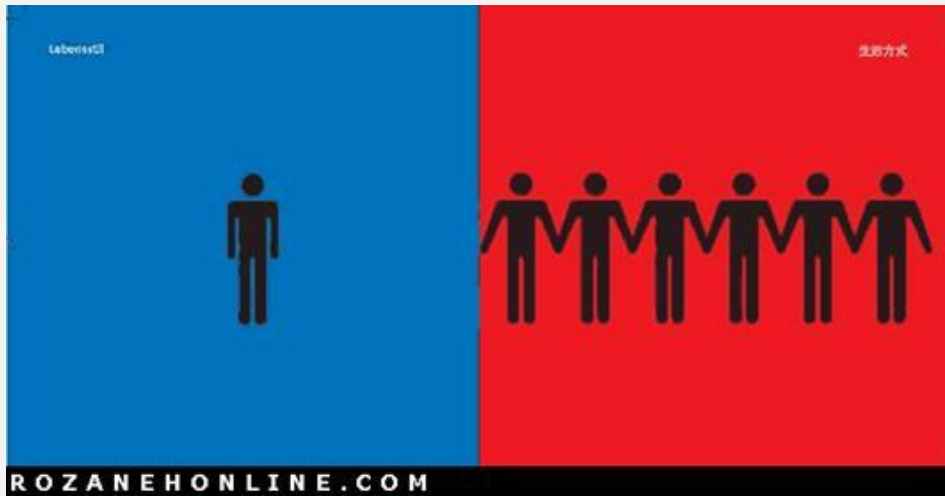


CREATING A WELCOMING SPACE

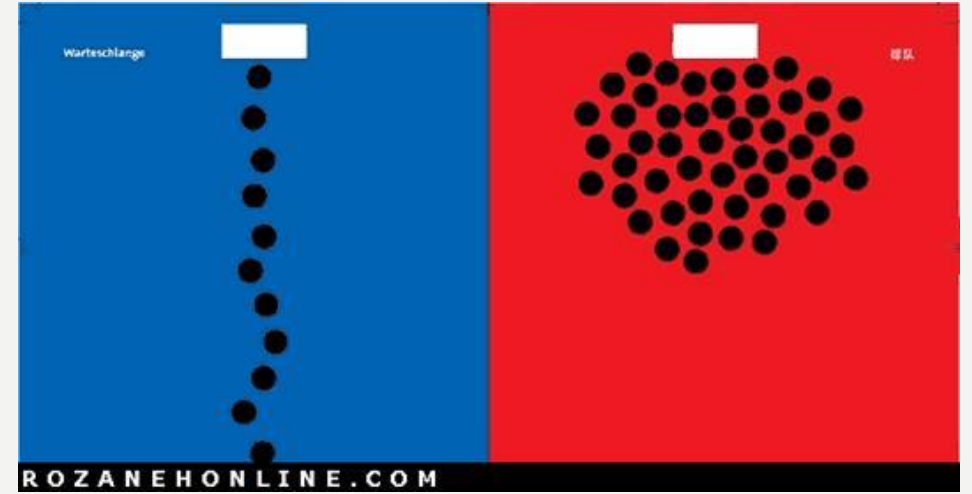
- Flexible beginning time, 10-15 minutes
- Familiar foods
- Focus on Relationships
 - Name tags, individual greetings
 - Time for getting to know you
- Importance of attempting intros in English and Spanish
 - Do your best! That's all we can do
- Speak with interpreter in mind



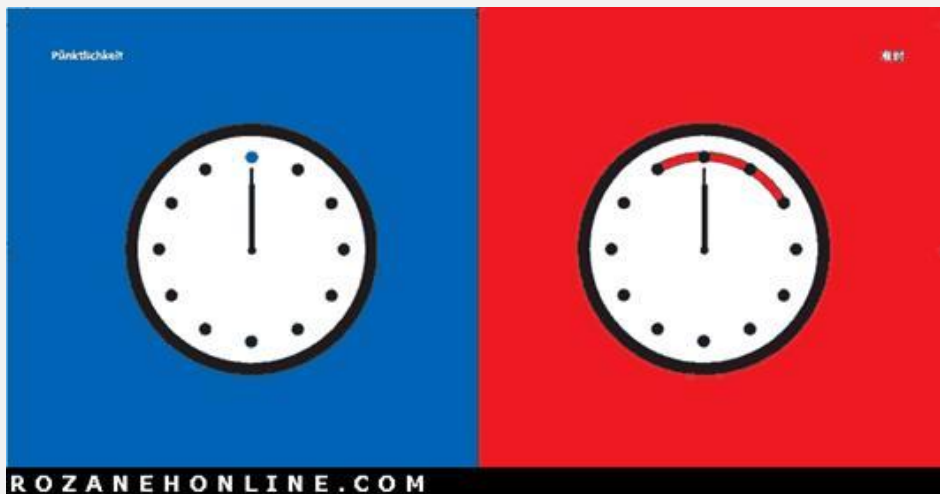
LOW (L) AND HIGH (R) CONTEXT



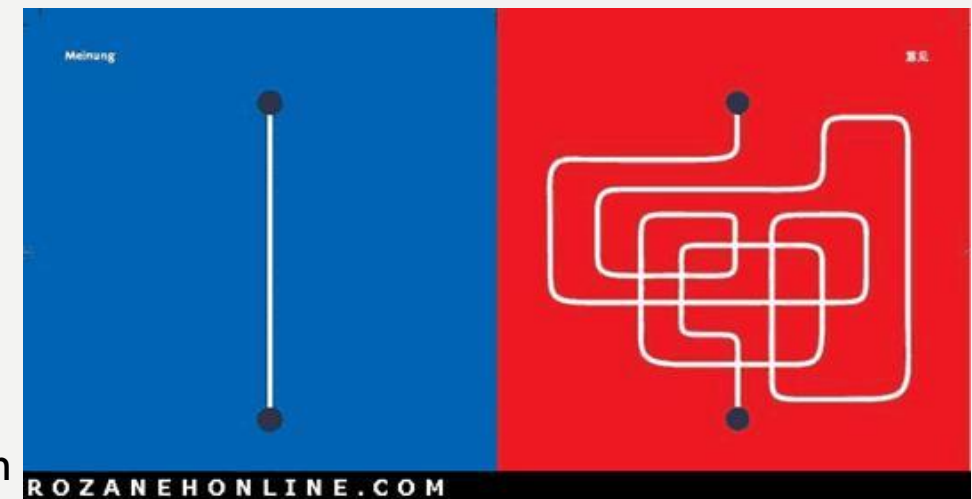
Way of Life



Queue

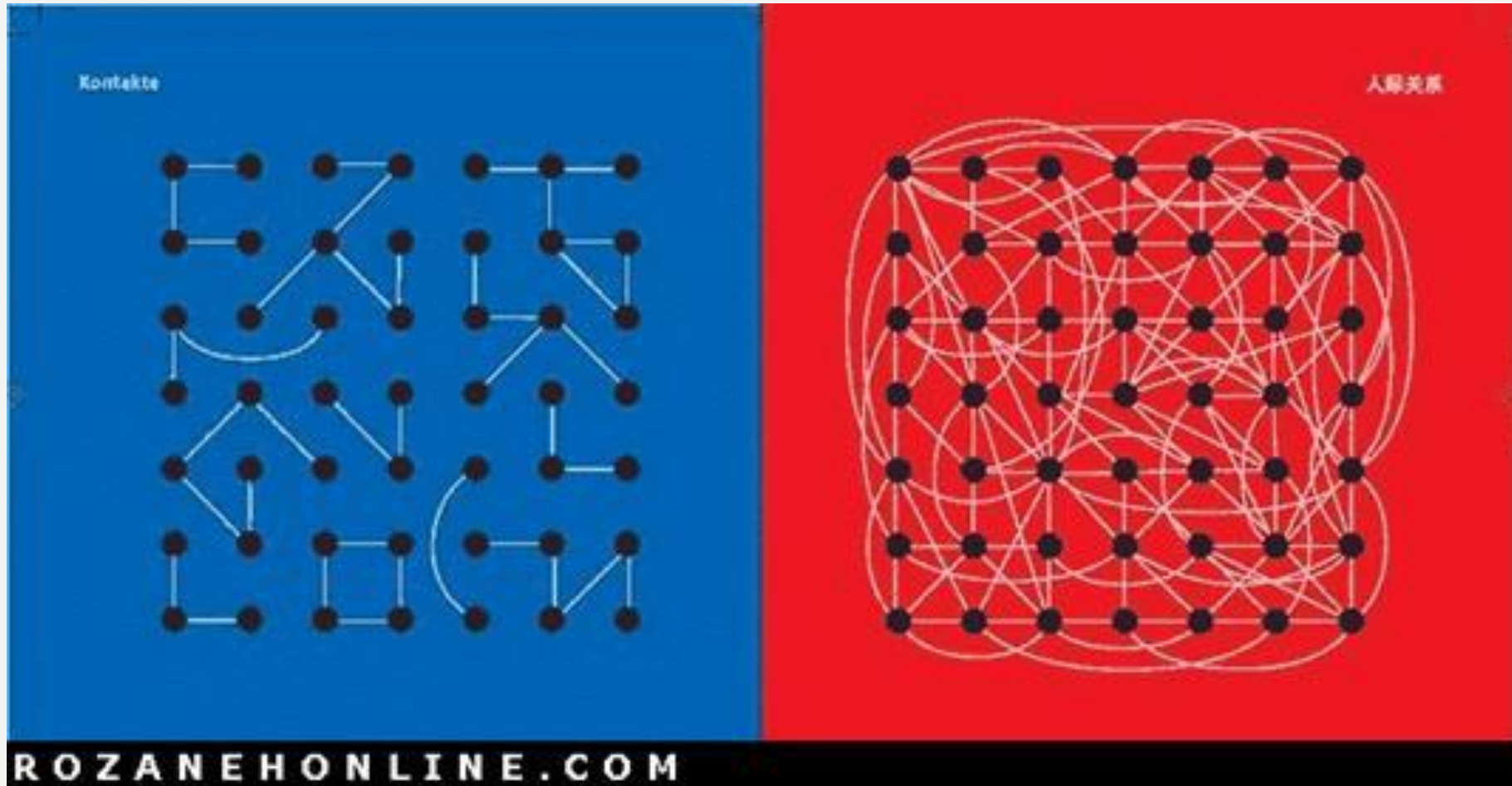


Punctuality



Opinion

Contacts



COMPARE AND CONTRAST

Exploring Latino Outreach Strategies

WHEN: Tuesday, March 26th, 9am- 11am

WHERE: WWCC Water Center, Rm 2023

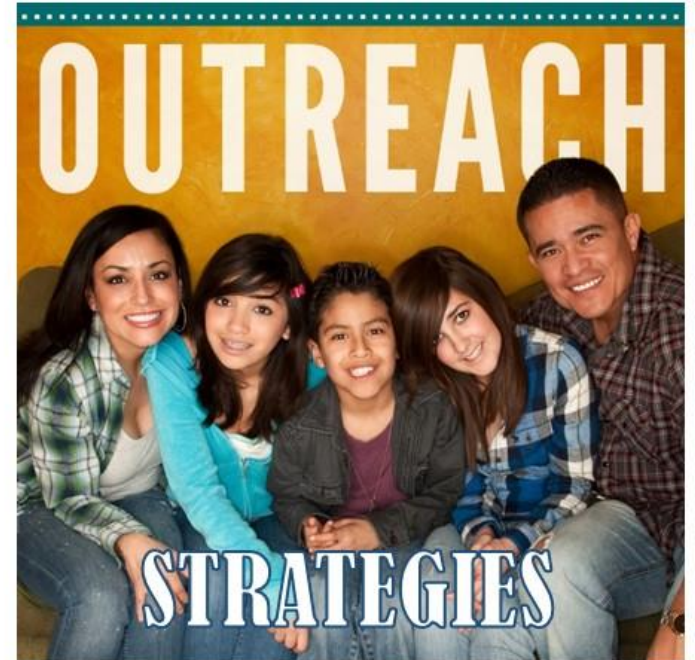
WHAT: Join us as we will be discussing how to best build relationships and improve your outreach to the Walla Walla Valley Latino Community.



To register for this event, please go to:

<https://sherwoodtrust.z2systems.com/np/clients/sherwoodtrust/event.jsp?event=55&>

EXPLORE LATINO



**With a panel of
community outreach experts**

**March 26,
9am- 11am**

**WWCC
Water Center**

To register, go to <http://bit.ly/STLatinoOutreach>
or call 509-529-2791, se habla español

CULTURAL CONTEXT ON FLYERS

Low Context

- More text
- Visually ordered, with tables or boxes
- More sedate tone
- Less ambiguity

High Context

- Less text
- Visually varied and active presentation
- Bright and colorful feel
- Heavy use of graphics
- Emphasis on the situation; social and cultural values

WHY FLYERS?

Pros

- Low cost, easy to produce
- Easy to read, immediate impact
- Target your audience
- Free distribution in high traffic areas
- Can be added as insert to other Media
- Visible, tangible reminder
- Easily digitized for online distribution

Cons

- Must stand out to be effective
- No lasting impact: read and forget
- Short shelf-life
- Lack of tracking results
- Insert depends on what it is put into



PLANNING FOR AN EVENT

- Pre-event section of handout
- A month & a half before the event
- A month out
- One week out
- Additional things to consider



BREAK OUT INTO SMALL GROUPS

- Plan an event for August 1st
- Choose your own event, reason for gathering
- Target audience- Latino families



COMPARE SCHEDULES



- How do your dates compare?
- Did different event types affect scheduling?
- What is one thing you will include in your next event?

PANEL FACES

- **Amanda Perez, Commitment to Community Blue Ridge Neighborhood Outreach Organizer**
- **Delia Gutierrez, Commitment to Community Washington Park Neighborhood Outreach Organizer**
- **Luis Rosales, Trilogy Recover Community Executive Director**
- **Lorena Ault, YWCA Bilingual Bicultural Legal Advocate**
- **Celia Guardado, YWCA Bilingual Community Outreach Coordinator**



QUESTIONS AND COMMENTS

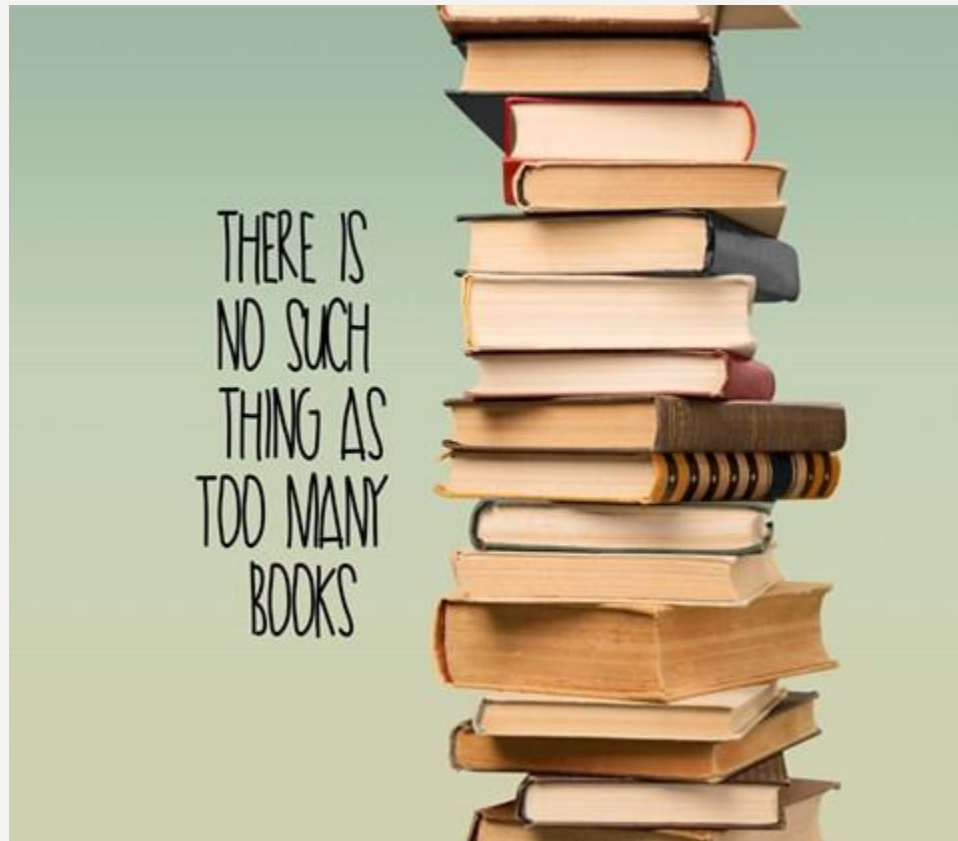




**THE QUESTION IS NOT
WHETHER WE CAN AFFORD
TO INVEST IN
COMMUNICATIONS,**

**BUT WHETHER WE CAN
AFFORD NOT TO.**

BOOK RAFFLE



Thank you, YWCA!

AFTER THE SHOW

**SAY GOOD BYE
CONNECT FACE TO FACE
ASK FOLLOW UP QUESTIONS
(THANK THE AUDIENCE)**