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**The National Association to Promote Library and Information Services to Latinos and the Spanish Speaking**

**Connecticut - Massachusetts - New Jersey - New York-Pennsylvania - Rhode Island**

**Mentoring and Coaching [MAC]**

MAC mission is to:

Provide paraprofessionals, library students, and new & current librarians the opportunity to effectively deal with a diverse workplace and Spanish speaking community by helping them:

* Deepen cultural knowledge
* Provide professional guidance and support
* Offer guidance/orientation/advice/referral to address a current issue/concern
* Facilitate networking
* Encourage costumer service
* Enhance career development
* Promote professional outlook
* Demystify myths/clarify misconceptions/assumptions (e.g. staff need to know/speak the language)
* Improve performance