

File No. 130425

Committee Item No. 7

Board Item No. 15

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Budget and Finance Sub-Committee

Date: 06/05/2013

Board of Supervisors Meeting

Date: June 11, 2013

Cmte Board

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| <input type="checkbox"/> | <input type="checkbox"/> | Motion |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Resolution |
| <input type="checkbox"/> | <input type="checkbox"/> | Ordinance |
| <input type="checkbox"/> | <input type="checkbox"/> | Legislative Digest |
| <input type="checkbox"/> | <input type="checkbox"/> | Budget and Legislative Analyst Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Legislative Analyst Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Youth Commission Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Introduction Form |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/> | <input type="checkbox"/> | MOU |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Grant Information Form |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Grant Budget |
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| <input type="checkbox"/> | <input type="checkbox"/> | Contract/Agreement |
| <input type="checkbox"/> | <input type="checkbox"/> | Form 126 – Ethics Commission |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Award Letter |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Application |
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OTHER

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Completed by: Victor Young Date May 31, 2013

Completed by: Victor Young Date _____

1 [Accept and Expend Grant - Friends of San Francisco Public Library - Up to \$750,000]

2 **Resolution authorizing the Department of Public Library to retroactively accept and**
3 **expend a grant in the amount of up to \$750,000 of in-kind gifts, services, and cash**
4 **monies from the Friends of the San Francisco Public Library for direct support for a**
5 **variety of public programs and services for the period of July 1, 2012, through June 30,**
6 **2013.**

7 WHEREAS, The Friends of the San Francisco Public Library (Friends) is a non-profit
8 organization that advocates, fundraises, and provides critical support for the San Francisco
9 Public Library and related literary and educational programs; and

10 WHEREAS, the Public Library submits proposals annually to the Friends for public
11 programs and services; and

12 WHEREAS, The types of programs and services supported by these grants include
13 Youth Programs, Adult Programs, Collections, Staff Development, Marketing and Public
14 Relations, and Innovation Programs; and

15 WHEREAS, The Friends' grant funds support programs and services that reached
16 more than 232,500 patrons in FY2011-2012; and

17 WHEREAS, Highlights of the FY2011-2012 program year included Summer Read SF,
18 School-Aged Programming Kits, Webcams for the Deaf Services Center, and Teen Center
19 Planning Project Support for the Main Library; and

20 WHEREAS, The Department proposes to maximize use of available grant funds on
21 program expenditures by not including indirect costs in the grant budget; now, therefore, be it

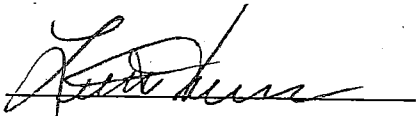
22 RESOLVED, That the Board of Supervisors hereby waives inclusion of indirect costs in
23 the grant budget; and, be it

24 FURTHER RESOLVED, That the Public Library is authorized to retroactively accept
25 and expend up to \$750,000 of in-kind gifts, services, and cash monies awarded by the

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Friends of San Francisco Public Library to support Library programs and services and related literary and educational programs.

Recommended:



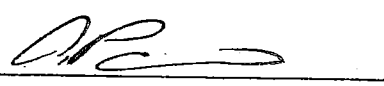
Department Head

Approved:



Mayor

Approved:



Controller

TO: Angela Calvillo, Clerk of the Board of Supervisors

FROM: Mary Hudson, City Librarian's Office

DATE: April 19, 2013

SUBJECT: Accept and Expend Resolution for SFPL Grant

GRANT TITLE: Friends of the San Francisco Public Library – Annual Grant Award

Attached please find the original and 4 copies of each of the following:

Proposed grant resolution; original signed by Department, Mayor, Controller

Grant information form, including disability checklist

Grant budget

Grant application

Grant award letter from funding agency

Ethics Form 126 (if applicable)

Contracts, Leases/Agreements (if applicable)

Other (Explain):

Special Timeline Requirements:

Retroactive – Please expedite

Departmental representative to receive a copy of the adopted resolution:

Name: Mary Hudson

Phone: 557-4235

Interoffice Mail Address: Public Library #41

Certified copy required Yes

No

File Number: _____
(Provided by Clerk of Board of Supervisors)

Grant Resolution Information Form
(Effective July 2011)

Purpose: Accompanies proposed Board of Supervisors resolutions authorizing a Department to accept and expend of in-kind gifts, services and cash grant funds.

The following describes the grant referred to in the accompanying resolution:

1. Grant Title: Friends of the San Francisco Public Library Annual Grant Award

2. Department: Public Library

3. Contact Person: Mary Hudson Telephone: 557-4235

4. Grant Approval Status (check one):

Approved by funding agency

Not yet approved

5. Amount of Grant Funding Approved or Applied for: up to \$750,000 of in-kind gifts & services (up to \$715,000), and cash monies (up to \$35,000).

6a. Matching Funds Required: \$0

b. Source(s) of matching funds (if applicable):

7a. Grant Source Agency: Friends of the San Francisco Public Library

b. Grant Pass-Through Agency (if applicable):

8. Proposed Grant Project Summary: The Friends of the San Francisco Public Library (Friends) is a non-profit organization that advocates, fundraises, and provides critical support for the San Francisco Public Library and related literary and educational programs. This grant allows the Library to provide direct support for a variety of public programs and services. The types of programs and services supported by these grants include: Youth Programs, Adult Programs, Collections, Staff Development, Marketing and Public Relations, and Innovation Programs.

9. Grant Project Schedule, as allowed in approval documents, or as proposed:

Start-Date: July 1, 2012

End-Date: June 30, 2013

10a. Amount budgeted for contractual services: \$0

b. Will contractual services be put out to bid?

c. If so, will contract services help to further the goals of the Department's Local Business Enterprise (LBE) requirements?

d. Is this likely to be a one-time or ongoing request for contracting out?

11a. Does the budget include indirect costs?

Yes

No

b1. If yes, how much? \$

b2. How was the amount calculated?

c1. If no, why are indirect costs not included?

Not allowed by granting agency
 Other (please explain):

To maximize use of grant funds on direct services

c2. If no indirect costs are included, what would have been the indirect costs? There is not an indirect cost plan and we do not have an estimate of what these costs would be.

12. Any other significant grant requirements or comments:

****Disability Access Checklist** (Department must forward a copy of all completed Grant Information Forms to the Mayor's Office of Disability)**

13. This Grant is intended for activities at (check all that apply):

- | | | |
|--|---|---|
| <input type="checkbox"/> Existing Site(s) | <input type="checkbox"/> Existing Structure(s) | <input checked="" type="checkbox"/> Existing Program(s) or Service(s) |
| <input type="checkbox"/> Rehabilitated Site(s) | <input type="checkbox"/> Rehabilitated Structure(s) | <input type="checkbox"/> New Program(s) or Service(s) |
| <input type="checkbox"/> New Site(s) | <input type="checkbox"/> New Structure(s) | |

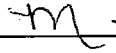
14. The Departmental ADA Coordinator or the Mayor's Office on Disability have reviewed the proposal and concluded that the project as proposed will be in compliance with the Americans with Disabilities Act and all other Federal, State and local disability rights laws and regulations and will allow the full inclusion of persons with disabilities. These requirements include, but are not limited to:

1. Having staff trained in how to provide reasonable modifications in policies, practices and procedures;
2. Having auxiliary aids and services available in a timely manner in order to ensure communication access;
3. Ensuring that any service areas and related facilities open to the public are architecturally accessible and have been inspected and approved by the DPW Access Compliance Officer or the Mayor's Office on Disability Compliance Officers.

If such access would be technically infeasible, this is described in the comments section below:

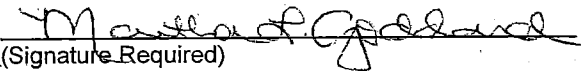
Comments:

Departmental ADA Coordinator or Mayor's Office of Disability Reviewer:

Marti Goddard 
(Name)

Access Services Manager
(Title)

Date Reviewed: 4/19/2013

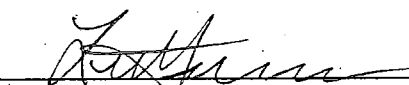

(Signature Required)

Department Head or Designee Approval of Grant Information Form:

Luis Herrera
(Name)

City Librarian
(Title)

Date Reviewed: 4-19-13


(Signature Required)



San Francisco Public Library

April 18, 2012

Marcia Schneider
Deborah Doyle
Interim Executive Directors
Friends of the San Francisco Public Library
710 Van Ness Avenue
San Francisco, CA 94102

Dear Marcia and Deborah,

Attached are the San Francisco Public Library's proposals for funding for Fiscal Year 2012/13. These proposals have been prioritized based on the Library's Strategic Priorities:

- Literacy and Learning
- Digital Strategy
- Youth Engagement
- Diversity in Programming
- Strategic Partnerships

As in previous years, the grant proposals this year are organized in the matrix format to facilitate better integration and review of the proposed items. A set of "Innovations" grants strategically advances creative ideas and priorities for services that may later be implemented on a wider scale. Systemwide grant funds for programs and outreach to all ages, as well as Grants to Branches, will be aligned with the Library's diversity and programming priorities to provide consistent and targeted support for key initiatives, including multiple literacies, cultural traditions, and unique service needs of each neighborhood across the City. Additional categories include the City Librarian's fund and Professional Development funds which provide for training, staff recognition, and organizational development.

This year, in addition to the annual grant allotment, we are also requesting funds for the *Tricycle Music Festival*, a very successful music-based children's literacy program that was first developed in partnership between the Library and the Friends in 2009. Since its inception, the program has grown in popularity, public awareness, and impact, but it has always been funded through operational costs from both partners. Although not represented within the annual grant requests, the full program (8 public concerts, 8 school concerts, outreach to care providers, training for educators, and music-literacy curriculum) may be funded through an additional grant of \$20,000. Recognizing that this represents an increase to the current annual grant level, we are requesting that the Friends consider funding the *Tricycle Music Festival* program in full. As an alternate, we ask a commitment of 50% funding for fiscal year 2012/13 (\$10,000).

The Library is grateful that the Friends Board has once again approved a gift of \$750,000 for the year. With your support, we will continue to offer programs and services that have a constructive impact on the communities we serve.

Sincerely,

A handwritten signature in black ink, appearing to read 'Luis Herrera', written over a horizontal line.

Luis Herrera
City Librarian

Attachments



July 1, 2012

Luis Herrera
City Librarian
San Francisco Public Library
100 Larkin Street
San Francisco, CA 94102

Dear Luis,

On behalf of our Board of Directors, I am pleased to inform you that Friends of the San Francisco Public Library has approved funding for all of the requests you submitted for Fiscal Year 2012/2013.

Included in this total is \$ 328,300 in direct funding for programs that we have traditionally supported in the past, along with new initiatives, discretionary funding for staff development and consulting, grants for branch libraries and grants for innovative programs throughout the system.

We are pleased to let you know that we have approved the Innovation Grants as you requested, at a total of \$20,000. We trust that this will help you reach your goal of "meeting the Library's need to strategically advance creative ideas and priorities for services that may later be implemented on a wider scale". We are particularly happy that your staff has worked so strategically to focus on programs that will benefit the system as a whole.

We further agree to your suggestion that the Grants to Branches funding, totaling \$13,500, will be used to encourage cross-branch programming and will be applied where it is most needed within the system to create more efficient planning with greater impact city-wide. We look forward to seeing the effects of this and anticipate evidence that all branches will benefit from this change.

In addition to the Traditionally Supported Programs, the Grants to Branches and the Innovation Grants mentioned above, we have included \$78,400 for Friends Initiatives, which will support One City One Book and the publication of At the Library.

In addition to the direct grants mentioned above, \$309,800 is available through donor designated funds which Friends holds in trust for your use. We will appreciate getting your estimate of the amount you plan to use and the estimated timeline for expenditures

*Friends of the San Francisco Public Library
Grant Approval Letter, Fiscal Year 2012/2013*

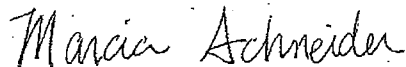
when you are able to develop it. Please recall that we are asking for quarterly estimates for use of these funds to enable us to calculate our cash flow needs.

Funds granted in this cycle have become available at the beginning of the new fiscal year, beginning July 1, 2012. We appreciate the assessment and reporting that you and your staff did during the course of the past year to help measure and reflect their impact, both on the library and on the community which it serves. Information such as this helps Friends seek future funding of these programs, and also gives our Board and donors a clear and compelling picture of the effects of their generosity.

We look forward to working with you to strategize on how to build sustainability into vital programs that would otherwise not be offered and to focus attention on your excellent staff and the wonderful work they do. Additionally, to enable us to raise the funds needed to support this work, we ask that Friends be acknowledged on all materials developed through our funding, and that we continue to receive any evaluations or other measures of the programs that are produced. As I have mentioned previously, this will help us tremendously to make the case to funders that libraries are a sound investment of their philanthropic dollars.

Thank you for this opportunity to support our city's greatest public assets – our libraries. We look forward to an exciting year!

Best regards,



Marcia Schneider
Co-Executive Director

Cc: Sophie Ziegler, Chair, Library Support Committee

Friends Grant Funding Requests			
2012/13			
Traditionally Supported Programs			
Children & Youth Services			
	General Systemwide Programming		\$38,000
	Summer Reading Programming		\$58,500
	Teen Services		\$28,000
	Book Buddies		\$1,300
	Effie Lee Morris Program		\$2,500
			\$128,300
Public Affairs/Friends Initiatives			
	Community Relations/Promotions & Marketing		\$25,000
	Exhibitions & Programming		\$70,000
	Volunteer Services Recognition Event		\$4,000
	Collection Development Discretionary Fund		\$2,000
	At the Library		\$53,400
	One City, One Book		\$20,000
			\$174,400
City Librarian Fund			
	City Librarian's Discretionary Fund		\$40,000
	External Relations Consultant		\$25,000
			\$65,000
Professional Development			
	Educational Opportunities		\$30,000
	Staff Recognition Event		\$2,000
	Staff Holiday Party		\$5,500
	Training Refreshment Fund		\$1,500
			\$39,000
Grants to Branches			
			\$13,500
Innovation Grants			
			\$20,000
Proposal Requests - Subtotal			
			\$440,200
Donor Designated Funds			
	Proposals not required.		\$309,800
TOTAL FUNDING REQUEST			
			\$750,000

Friends of the San Francisco Public Library 12/13
Public Affairs/Friends Initiatives

Program/Project Title	Project Description and Purpose	Please indicate how your proposed project supports one or more of the following Library Strategic Priorities: 1) Literacy & Learning 2) Digital Strategy 3) Youth Engagement 4) Strategic Partnerships 5) Diversity in Programming	What are your anticipated outcomes? How will you evaluate whether the program has been successful?	Timeline	Total Cost of Project	Amount Requested from Friends
Public Relations	<p>The Public Relations grant supports the library's marketing and promotional efforts to reach out to the community. Funding is used to support library participation in heritage street fairs and festivals such as the Russian Festival and the Chinatown Families Economic Resource Fair. Monies are also used for signage, marketing collateral, photography, promotional efforts and advertising around the Branch Library Improvement Program, Summer Reading, the Tricycle Music Fest, National Bookmobile Day, Banned Books Week, and other exhibitions, collections and key program and outreach initiatives. Funds also support periodicals and museum memberships for library staff.</p>	<p>The Public Relations grant supports outreach and increases Library visibility around all five strategic priorities. Our marketing efforts engage the community in both traditional and innovative ways to inform them about library programs and services, such as traditional forms of press releases and advertising along with additional efforts online with new calendars and social media tools. These funds also enable staff to participate in diversity festivals, attend museums and support outreach on behalf of patron satisfaction. In addition to the priorities mentioned, we use our PR efforts to draw attention to issues such as increased library usage and the importance of libraries to the community.</p>	<p>We anticipate our public relations efforts will result in increased public awareness of library programs and initiatives. We evaluate all efforts based on media and community response, increased attendance at events and increased circulation of materials, and general public awareness of library activities.</p>	FY 12-13	\$25,000	\$25,000
701 Exhibitions & Public Programming	<p>The goals for FY 2012-2013 are to reach out to San Francisco's diverse and vibrant communities through exhibitions and programs. The following highlights some of the exhibits that are scheduled in the Jewett and Skylight Galleries for next year, which fit into the library's priorities for diversity and strategic partnerships within the community. Several are historical, which provides a perspective on how the same issues persist today. Danding in the Dragon's Jaws: Gay San Francisco 1985-1988: The exhibit is a remembrance of the first wave of the AIDS epidemic in San Francisco's Castro neighborhood. We will partner with LGBT groups throughout the City for programs and outreach. Born Among Mirrors: Lebanon 50 Years After features photos by Najib Joe Hakim, a SF based Palestinian American. The exhibit shows the daily life and resilience of the Lebanese people. We will be collaborating with the Arab Heritage Month Committee. San Francisco in the 60s showcases photos by Phil Mezey of key political events and protests. This exhibit will have special appeal to adults 50+. We will also supplement the exhibit with artifacts from the SFPL Collection. Highlights of the George M. Fox Collection of Early Children's books will showcase one of the library's outstanding collections of over 2,000 volumes of mostly 19th Century children's books - most never exhibited before. The public programming funds will continue to be used to support key initiatives including robust summer reading programming for adults, 50+ events, and programs that highlight heritage months and community interests for each branch. In addition, through the efforts of the recently formed Diversity in Programming Committee, new thematic and coordinated programs will be developed that support the library's strategic priorities while reflecting neighborhood demographics and community partnerships.</p>	<p>All five of the library's strategic priorities will be used by the Diversity and Programming Committee as a guideline for decisions on exhibitions and programming in the fiscal year.</p>	<p>We anticipate hosting more thematic public programming and exhibitions that reflect the cultural diversity of San Francisco and expanding neighborhood programming at branches. We expect attendance at public programs to meet or exceed the 50,000-plus who participated in adult public programming in 2011-2012.</p>	FY 12-13	\$70,000	\$70,000

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Program/Project Title	Project Description and Purpose	Please indicate how your proposed project supports one or more of the following Library Strategic Priorities: 1) Literacy & Learning 2) Digital Strategy 3) Youth Engagement 4) Strategic Partnerships 5) Diversity in Programming	What are your anticipated outcomes? How will you evaluate whether the program has been successful?	Timeline	Total Cost of Project	Amount Requested from Friends
<p>olunteer Services Recognition Event Annual Conference</p>	<p>The Volunteer Program works to increase visibility and outreach by creating a sustainable volunteer program that is able to engage patrons of the library throughout the city. The program provides support to library staff by offering volunteer assistance for a variety of tasks and public programs. By identifying tasks that support library staff, volunteer programming enables library personnel to continue addressing capacity-building ideas and initiatives. The volunteer program allows each branch library to broaden its reach into the neighborhood community by engaging with community members directly. The program addresses community needs by providing valuable job and education skills for adults and teens. It also links community members back to the services of SPL. The Volunteer Program has placed and currently manages 97 volunteers. The Volunteer Program has created several sustainable programs (Conversational Language Learning, Books-To-Action Grant program), helped with numerous events and activities, and created several partnerships including an ongoing partnership with the California State Library's 'Get Involved' initiative, which seeks to mobilize volunteers in all California libraries.</p>	<p>Literacy and Learning: Created opportunities for language learning, financial literacy classes and a writer's workshop. Provided and created opportunities for volunteers to share various expertise with the library's general public. Digital Strategy: The Volunteer Program has added capacity to the Digital Strategy by supplying numerous volunteers to computer classes throughout the library system. The Volunteer Program has also worked to create systems for the Teen Computer Corps program (formerly Teen Teaching Seniors) and recruited/placed Teen volunteers throughout the system. The Volunteer Program also provided a volunteer to transcribe archived library footage to increase access to those with disabilities. Youth Engagement: The Volunteer Program has worked to integrate systems for the Teen Computer Corps program (formerly Teens Teaching Seniors), which offers teens the opportunity to share their technological expertise with seniors. The Volunteer Program has also worked to place numerous volunteers in the Homework Help program throughout several branch locations. Strategic Partnerships: The Volunteer Program Coordinator created and forged over 20 partnerships within the first year. The most aligned partnership has been with the California State Library's 'Get Involved' initiative, which seeks to engage skilled leadership volunteers in all California libraries. This partnership has resulted in grant opportunities, local library partnerships and the creation of workshops and seminars. Diversity in Programming: The Volunteer Program has brought to the library several individuals that did not know their work could be highlighted using the library's resources. In addition to sponsoring a film screening/panel discussion at 3 libraries, the Volunteer Program has partnered with the African American Center, the Art, Music and Recreation Center and the International Center to bring programming to their departments.</p>	<p>The anticipated outcome is to bring in new users, engender ownership and increase support of library programs and services. The goal of the Volunteer Services program was to recruit, train and place at least 50 volunteers within the first year of its restart, and the program has surpassed this goal by adding 65 volunteers and creating sustainable programming enriched by volunteer engagement.</p>	<p>FY 12-13</p>	<p>\$4,000</p>	<p>\$4,000</p>
<p>Collection Development Discretionary Fund</p>	<p>This project allows SPL to the flexibility to purchase titles that are urgently needed or difficult to source with CCSF purchase orders. Particularly as we move more heavily into digital formats, it can be hard or impossible to obtain certain materials sold from websites that do not accept purchase orders.</p>	<p>In its FY12 expenditures, this project supported all five of the FY13 strategic priorities. For instance, we were able to purchase copies of a history of the Chinatown YMCA (community partnerships), fostering good will and obtaining needed San Francisco history books; we were able to purchase books needed quickly for staff for a teen digital center planning event, assisting both our digital strategy and youth engagement needs; purchase a small amount of eContent for eReaders to be used by staff for training purposes; furthering our digital strategy; purchase some music cds from local bands at area event and purchase titles needed quickly to support library programs, furthering diversity in programming.</p>	<p>Each year that we have had this fund, the diversity of the individual purchases demonstrates a pattern of working with community organizations to obtain needed materials difficult to source with City purchasing rules and purchasing for use in important library programs and initiatives.</p>	<p>FY13</p>	<p>\$2,000</p>	<p>\$2,000</p>
					<p>Sub-Total</p>	<p>\$101,000</p>

Friends of the San Francisco Public Library 12/13
Public Affairs/Friends Initiatives

Program/Project Title	Project Description and Purpose	Please indicate how your proposed project supports one or more of the following Library Strategic Priorities: 1) Literacy & Learning 2) Digital Strategy 3) Youth Engagement 4) Strategic Partnerships 5) Diversity in Programming	What are your anticipated outcomes? How will you evaluate whether the program has been successful?	Timeline	Total Cost of Project	Amount Requested from Friends
703 <i>At the Library</i> Newsletter	<p>The <i>At the Library</i> newsletter is produced each month, providing an important publicity vehicle to highlight the many programs, events, collections and services at our libraries. The publication also provides an important service for all patrons and library staff by printing a complete monthly calendar of adult, teen and children's events at all branches and the Main Library. This past year, monthly newsletters have begun highlighting our many social media initiatives, along with diverse neighborhood programs, exciting literary events, bookmobile services, and our innovative Green Stacks programs. <i>At the Library</i> also transitioned midway through the year from its Page 2 focus on the Branch Library Improvement Program. As that program nears its conclusion, Page 2 was re-dedicated to focus on collections and services, providing a way to highlight the important work of our collections staff and service resources for patrons. A full page each month is dedicated to Friends events and initiatives. The newsletter is produced in an eight-page tabloid format with four additional pages produced for the June and October issues to support the enhanced calendars and articles for summer reading programs and the additional events around fall literacy programs like Tricycle Music Fest and One City One Book. The publication is widely read and has a print circulation of 12,000. It is mailed to all Friends members and distributed to all branches and the Main, plus taken to various street fairs and festivals at which library staff participate. <i>At the Library</i> is also offered as an online publication on the Library's Web site and linked from the Friends' Web site.</p>	<p>1) Literacy & Learning: The cornerstone of OCOB is encouraging teens and adults to read and learn together, to bring the solitary act of reading into a place for sharing and public engagement.</p> <p>2) Digital Strategy: OCOB has always been forward-thinking in terms of engaging the digital audience through social media—we have a Facebook page and Twitter account; have run unique online contests; have partnered with blogs and other popular websites to promote the program and encourage online dialogue.</p> <p>3) Youth Engagement: Public high school engagement is central to OCOB and we will again have author visits to high schools this year. We provide supporting print materials and free books to select schools and encourage the inclusion of the book/theme in summer reading lists and curriculum.</p> <p>4) Strategic Partnerships: Ongoing partnerships for OCOB include Bay Area bookstores, high schools, local companies, media and more.</p> <p>5) Diversity in Programming: Every year we develop unique and diverse programming that ties in with the books themes. This year, our programming will center around the idea of democracy and the many forms it takes.</p>	<p>The newsletter serves to drive awareness and, ultimately, attendance for Library sponsored programs and events. Our success is evaluated by general public awareness of Library programs and increased attendance at programs and circulation of library materials, as well as through the continued readership and interest in the newsletter. Currently the ATL has a print circulation of 12,000. However, there could be more additional readers who view it online from our home page. Our goal for next year is explore opportunities to provide the newsletter in a more user-friendly online format.</p>	<p>FY 12-13</p>	\$53,400	\$53,400
<i>One City One Book</i>	<p>The <i>One City One Book</i> program engages with all of SFPL's current strategic priorities</p> <p>1) Literacy & Learning: The cornerstone of OCOB is encouraging teens and adults to read and learn together, to bring the solitary act of reading into a place for sharing and public engagement.</p> <p>2) Digital Strategy: OCOB has always been forward-thinking in terms of engaging the digital audience through social media—we have a Facebook page and Twitter account; have run unique online contests; have partnered with blogs and other popular websites to promote the program and encourage online dialogue.</p> <p>3) Youth Engagement: Public high school engagement is central to OCOB and we will again have author visits to high schools this year. We provide supporting print materials and free books to select schools and encourage the inclusion of the book/theme in summer reading lists and curriculum.</p> <p>4) Strategic Partnerships: Ongoing partnerships for OCOB include Bay Area bookstores, high schools, local companies, media and more.</p> <p>5) Diversity in Programming: Every year we develop unique and diverse programming that ties in with the books themes. This year, our programming will center around the idea of democracy and the many forms it takes.</p>	<p>1) Literacy & Learning: The cornerstone of OCOB is encouraging teens and adults to read and learn together, to bring the solitary act of reading into a place for sharing and public engagement.</p> <p>2) Digital Strategy: OCOB has always been forward-thinking in terms of engaging the digital audience through social media—we have a Facebook page and Twitter account; have run unique online contests; have partnered with blogs and other popular websites to promote the program and encourage online dialogue.</p> <p>3) Youth Engagement: Public high school engagement is central to OCOB and we will again have author visits to high schools this year. We provide supporting print materials and free books to select schools and encourage the inclusion of the book/theme in summer reading lists and curriculum.</p> <p>4) Strategic Partnerships: Ongoing partnerships for OCOB include Bay Area bookstores, high schools, local companies, media and more.</p> <p>5) Diversity in Programming: Every year we develop unique and diverse programming that ties in with the books themes. This year, our programming will center around the idea of democracy and the many forms it takes.</p>	<p>One City One Book builds community spirit through shared reading and discussion experience; provides engaging programs to diverse neighborhoods, communities and schools; provides a creative resource for new and established book groups and readers; builds stronger partnerships between the library and literary organizations and bookstores; creates greater visibility for the library through marketing materials, ads, billboards, street banners and vehicle decals; and provides increasing recognition of the OCOB program and its sponsors and supporters. In 2011 more than 10,000 teens and adults participated in the program along with over 20 sponsors and partners. We anticipate continued participation and engaging of new audiences in 2012, with the California Reads marketing and outreach. We evaluate success by looking at book circulations, book sales, program attendance, online participation and word-of-mouth feedback.</p>	<p>Spring 12 - Book selected, initiation of media, school & bookstore sponsorship and partner relationships. April 18, 2012 - Public announcement as part of Earthquake anniversary celebration. Sept/Oct 12 - Marketing materials & ads, website goes live. Programming commences & continues throughout fall.</p>	\$40,000 (\$15K grant from Cal Humanities)	\$20,000
					Sub-Total	\$73,400
				Total		\$174,400

SPPL Grant Funded Program Proposals FY 12/13
 Friends of the San Francisco Public Library
 Professional Development

Program/Project Title	Branch or Agency	Project Description and Purpose	Please indicate how your proposed project supports one or more of the following Library Strategic Priorities: 1) Literacy & Learning 2) Digital Strategy 3) Youth Engagement 4) Strategic Partnerships 5) Diversity in Programming	What are your anticipated outcomes? How will you evaluate whether the program has been successful?	Timeline	Total Cost of Project	Amount Requested from Friends
Educational Opportunities Committee (EOC)	Human Resources	The EOC grant is the primary source of funding enabling SPPL staff of all classifications to attend professional workshops, seminars, conferences, courses for continuing education, etc. All library employees (except administration) are eligible for assistance to attend events that are relevant to their work and which benefits the library. The grant pays for registration costs and partial travel and lodging costs.	The EOC Grant supports all of the above, especially enhancing the abilities of the library staff to serve the public by providing training/knowledge/perspectives in every area of library service. These outside learning opportunities are critical for keeping the library current on trends and innovations that affect the public. Broad areas such as literacy efforts, appropriate uses of technology, reaching children and youth, creating collaborations within the community, and honoring all types of diversity. In addition, training in structural areas such as management, improvements, conservation and preservation, and library accessibility for visually/physically impaired are also supported.	In A) The outcome is that library staff will successfully enhance their knowledge, abilities and skills in performing the duties. B) EOC funding is tracked by keeping records of what training library staff is attending and requesting feedback on the experience. In FY 11, EOC funds helped 85 staff from all classifications and locations attend various workshops, seminars, conferences, etc.	July 1, 2012-June 30, 2013	\$30,000	\$30,000
Annual Staff Recognition Awards	Human Resources	The annual Staff Recognition Awards is an event that honors excellence in service to individual or groups of staff members. Given every spring, this recognition invites all staff to join in a celebration of employee achievements for the year. It serves as inspiration to maintain high levels of public service and behind-the-scenes commitment.	Staff Recognition Awards address all of the Library priorities, recognizing staff excellence in all of these areas of service. By acknowledging the outstanding performance of individual staff members and teams of co-workers, the library motivates staff to do their best while reaffirming their appreciation for all staff. This results in more concern for all aspects of library work, but especially when it concerns public service.	The outcomes of the Staff Recognition Program are a highly motivated staff, concerned with excellence in service and the understanding that staff's work is acknowledged and rewarded by Administration and co-workers. The quality of the event, itself, is also evaluated for effectiveness, appropriateness and positive staff feedback.	July 1, 2012-June 30, 2013	\$2,000	\$2,000
Staff Holiday Party	Human Resources	The Staff Holiday Party is the major annual staff-centered social event where library staff renew relationships, celebrate the holiday season and the end of another year of dedication and hard work.	This event helps to motivate staff and reinvigorate their efforts to provide excellent service to the community, contributing to the accomplishment of all Library priorities. The annual Staff Holiday Party brings together 250+ current and retired staff, along with Friends of the Library, to socialize and enjoy a pleasant evening of food and refreshments as an acknowledgement of the contributions they make to the library all year long.	We expect that the immediate outcome of this event is an enjoyable evening for staff in a congenial and relaxed atmosphere and, long-term, a recognition that they are valued for their commitment to serving the public. The evaluation of effectiveness is the staff's verbal and written expressions of appreciation, and the continual high levels of participation in this event.	July 1, 2012-June 30, 2013	\$5,500	\$5,500
Training and Refreshment Funds	Human Resources	The Training and Refreshment fund provides refreshments during library training sessions. Refreshments help to create an environment that is conducive to learning.	In order to maintain high quality service to the public in all priority areas, staff must stay abreast of new trends, procedures and services in the library field. By providing a small amenity at some of the training sessions, as well as Gen Pt. meetings, in the form of simple refreshments, staff remains more attentive to the training and more appreciative of management's efforts to keep them up to date.	Refreshments help to create a more welcoming and comfortable environment, conducive to learning. Training events are evaluated with feedback forms at the end of each session, and the successful Implementation Library priorities, along with the introduction of new methods within the libraries also act as evaluations of the training program.	July 1, 2012-June 30, 2013	\$1,500	\$1,500
Total							\$39,000

SFPL Grant Funded Program Proposals FY 12/13
Friends of the San Francisco Public Library
CVS

Program/Project Title	Project Description and Purpose	Please indicate how your proposed project supports one or more of the following Library Strategic Priorities: 1) Literacy & Learning; 2) Digital Strategy; 3) Youth Engagement; 4) Strategic Partnerships; 5) Diversity in Programming	What are your anticipated outcomes? How will you evaluate whether the program has been successful?	Timeline	Total Cost of Project	Amount Requested from Friends
Children's General Programming	<p>Provides funding for high quality children's literary, arts and sciences programming free of charge on a regular basis in the Main Library Children's Center and all the neighborhood branch libraries, including to a lesser extent, neighborhoods with branches that are closed for renovation. These funds are also used for the system-wide annual Puppet Festival and Lion Dance appearances; author and illustrator visits; displays and supplies for librarian generated arts and crafts programs; and to bring in presenters for annual in-service workshops for children's librarians.</p>	<p>1) Almost all of the programs contain elements of literacy and learning; puppet and storytelling; music and song; even programs such as magic shows and juggling shows often have a story basis that the performer works from. Art programs can include writing, and also address arts literacy, likewise for science programs. All programs can be supported by materials from the library's collection.</p> <p>2) The programs presented by Children's Services are by their nature geared to youth engagement. They are designed to attract children, classes and families into the library where they can become aware of the other resources the library has to offer.</p> <p>3) Children's Services collaborates with many community organizations to present programs both in the library system and out in the community, such as SF Ballet; Kidquake; SF Girls Chorus; SF Shakespeare Festival; Poetry Inside Out (Center for the Arts of Transitions); Mission Learning Center; annual Día de los Niños/Día de los Libros event; Young Audiences of Northern California; SF Trolley Dances supporting strategic partnerships.</p> <p>4) The programming is rich in cultural diversity throughout the year, in the background of the performers, the type of programs they present and the audiences in attendance. We also have special festivals for Latino-Hispanic Heritage Month, Chinese New Year and Black History Month supporting diversity in programming.</p>	<p>1) Children, caregivers and parents know that the Library is a place they can come to experience arts, literary and science based programming at no charge.</p> <p>2) San Francisco arts organizations know that the library is an agency with whom they can collaborate on arts education programming projects.</p> <p>3) Children and families attend free arts related programs in their neighborhood, at the local branch library.</p> <p>4) While attending programs, these groups become more aware of and familiar with the other services their neighborhood library has to offer.</p> <p>Attendance figures are collected and reported for all programs.</p> <p>Librarians get feedback from parents, children and care givers about the programs they provide.</p>	FY 13	\$42,000 including programming provided by organizations for no (or greatly reduced) fees.	\$39,000
Summer Reading Program	<p>The Summer Reading Program (SRP) was initially designed to encourage young readers to maintain or improve reading skills over the summer months, when it has been documented that without such encouragement or exposure to culturally rich activities, a learning gap occurs for children in lower socio-economic levels that cannot be made up during the school year. The program also helps foster a positive ongoing connection with the Library and provide regularly scheduled arts, literary and science based programs free of charge in every neighborhood in San Francisco throughout the summer. However, acknowledging the fact that summer reading is important for other age groups as well, SFPL has expanded the program. A SRP for teens was developed several years ago and one-for adults began three years ago. In 2011 it was determined that we could have the greatest impact on summer reading habits by combining all age groups into one program under the direction of the Children and Youth Services division with support from members of the adult services staff of the Main and Branches, thus raising public awareness of the importance of reading for all ages and encouraging families to read together. The program has been branded as SummerRead SF and we propose to continue the all-ages program in FY13 with continued emphasis on engaging families and individuals of all ages in reading and participating in literary, cultural and scientific activities at their neighborhood libraries over the summer. In addition, we will continue the online registration and participation component for those who wish to join this community of readers, but are less able or willing to come in to the Library.</p>	<p>SRP supports the following SFPL Strategic Priorities: Literacy & Learning - the most basic purpose of the program is to encourage San Franciscans to read. It encourages younger readers to practice and enhance their reading skills by offering an opportunity to read for pleasure and prizes. By including teens and adults, it provides a positive family reading activity where older readers serve as an example to younger readers and create a cross-generational community of readers. Youth Engagement is promoted on two levels. First, young people are actively involved in the reading program by reading, logging their hours and ultimately succeeding in reaching a reading goal. Second, children 11-16 assist SFPL staff in running the program by helping participants register, log their hours and select and receive their prizes. For many, this is their first "job" where they learn about the expectations of work through this volunteer opportunity. 4) Strategic partnerships continue to be a vital part of SRP. SFPL will work with the California Library Association on the two statewide summer reading outcomes; participants belong to a community of readers and library users; and at least four pilot sites will target an underserved group to participate in the SRP. In addition, we are collaborating with CLA through a Packard grant for Portola, Bernal Heights, Excelsior and Western Addition Branches to increase collaboration to reach out to these communities through summer program centers. Other partnerships are also a strong component of the program. Many community attractions and organizations provide programs or prizes free or at reduced rates, including the SF Giants, Aquarium of the Bay, California Academy of Sciences and more. Diversity in Programming is reflected in the variety of programs offered for children, teen and adults. Programs from musical events to science and dance to storytelling provide a wide array of diverse program options. In addition, programming reflects the rich cultural diversity of our City (last year Korean, Celtic and Spanish music; stories from around the world, including Native American, Chinese dance and more).</p>	<p>The goal is to enroll 1,000 adults, 800 teens and 11,000 children. Anticipated outcomes include: 1) San Franciscans will read during the summer; 2) Children, teens, adults and families will visit the library during the summer months and view it as a place for programs and activities for people of all ages; 3) Children, teens, adults and families will be exposed to free arts, literary, science and culturally diverse programming in their neighborhoods; 4) Teens will view the library as a safe, inviting environment; 5) Teens and teen volunteers will be engaged and gain work experience, bolster their confidence and sense of responsibility and form a closer connection with the Library and staff through the KidPower program; 6) Parents and caregivers of young children will become aware of the importance of reading aloud as well as learning about other ways to foster early literacy skills; 7) Other community organizations are made aware of the importance of continued reading during the summer and the role of the Library in helping to achieve that; 8) Each branch and various units at Main will develop one way to create a Community of Readers per the State Library outcomes and 4 sites will participate in a pilot project to target an underserved group in their area; 9) Statistics are gathered on the number of readers enrolled, how many complete the program, how many volunteers participate, how many volunteer hours are worked, how many programs are provided and how many people attend those programs; 10) Evaluations and public feedback are collected and used to plan the FY 13-14 program.</p>	June 2 - August 4, 2012	\$90-98,000 (includes generous in-kind donations of passes, coupons and other materials from many Bay Area 501(c)(3) organizations), all age groups.	\$70,000 (includes \$58,500 through Traditionally Supported funding and additional funds to be requested through Temporarily Restricted funds). The use of restricted funds is necessary to fund the planned increase in teen programming as well as the adult programs as the 501(c)(3) organizations, all age groups.

Sheet

Program/Project Title	Project Description and Purpose	Please indicate how your proposed project supports one or more of the following Library Strategic Priorities: 1) Literacy & Learning; 2) Digital Strategy; 3) Youth Engagement; 4) Strategic Partnerships; 5) Diversity in Programming	What are your anticipated outcomes? How will you evaluate whether the program has been successful?	Timeline	Total Cost of Project	Amount Requested from Friends
<p>Teen General Programming</p>	<p>The funding allows for programming aimed specifically at teens, ages 12-18, within FY 2012-2013. These special programs are distributed throughout the library system (including the Juvenile Justice Center), with audience size ranging from ten to three hundred, depending on the performance or presentation. Themes addressed are social issues, cultural enrichment, creative arts, and educational needs. This grant would support and enhance the existing teen program offerings around the City. Bayview \$1,500; Chinatown/North Beach \$3,000; Excelsior/Glen Park \$3,000; JIC \$1,500; Log Cabin \$1,500; Mission \$1,000; Ortega \$1,000; Portola/Visitation Valley \$2,000; Richmond \$1,000; West Portal/Parkside \$1,500; Main Teen Center \$3,000; Potrero/Bernal \$2,000; OCYS Centralized \$ 6,000; 2012 Summer Read Teen prizes \$2,000; special contests and central events \$2,000 (Teen Read Week, Teen Winter Read, Teen Tech Week, Earth Day, Gay Pride).</p>	<p>1) The programs supported by the Friends attract teens to the library, giving staff the opportunity to interact with a traditionally underserved population who may not have home access to literacy and learning tools. Teen programs open doors to new library users, creating lifelong learners in our community. 2) Through public programs, Teen Services librarians interact with community organizations and schools, meeting teenagers where they are, both in person and virtually, rather than waiting for them to come to the library. We have innovative programs because teens are on the cutting edge of digital learning, such as gaming, online challenge games, new music, filmmaking, and audio production. The planning of a new digital learning lab at the Main Library will involve youth at every stage of the process, fully positioning the library as a hub of emerging learning technologies. 3) Teen programs will attract neighborhood teens to participate and engage with other youth in recreational and academic pursuits within the library setting where they will have access to collections and services. Author visits to schools will highlight the library as a community resource. Publicity for all events will call attention to teens and their families to be aware of the library as an enjoyable place to spend time. 4) The City has made concerted efforts to support healthy youth development and to prevent urban violence. The more funding that is available for teen programs, the more the library can collaborate with youth agencies and service providers around the City. Working together, sharing resources with schools and community-based organizations will allow the library to play a pivotal role in the City's campaign to support teens in and out of school time so they have alternatives to being on the streets by participating in exciting and interesting activities. 5) Programs for teenagers, along with intergenerational programs that involve teens, address the need to reach out to diverse age groups and involve an underserved age group in library activities. Additionally, many of the collaborating organizations specifically address the needs of at-risk, lower income youth, or youth in ethnically diverse populations. Teens who participate in library programs reflect the diversity of San Francisco.</p>	<p>It is our goal that thousands of teenagers (12-18) throughout San Francisco will benefit from these programs (a population of over 40,000). The Friends-funded programs have made a vital impact on library services to teens. We hope to provide at-risk youth with meaningful, creative and informative activities. These programs will cultivate positive experiences of the public library for a traditionally under-served segment of the community, resulting in increased library visibility, outreach, usage and service throughout the city. In addition, library staff will be given the opportunity to interact positively with teen patrons, improving library service in general.</p>	<p>FY 13</p>	<p>\$28,000-</p>	<p>\$28,000</p>
<p>Book Buddies (BB)</p>	<p>Book Buddies (BB) program provides services to hospitalized children through visits from trained volunteers who read to and interact with children. These visits provide comfort and connection, while introducing the children and their families to quality children's literature, modeling the importance of reading aloud and increasing awareness of the resources and services of the SFPL.</p>	<p>Literacy and Learning and Youth Engagement: The volunteers are reading library selected books to children who would not otherwise have this service. Children are engaged in an enriching activity with a caring person, giving the opportunity to form a bond around the pleasure of sharing books. The BB volunteers are ambassadors of SFPL to the children and their families. Strategic Partnerships: We partner with the member hospitals in this program, and we use volunteers recruited from the community who are in turn parts of other communities (including businesses). Diversity in Programming: Children from all backgrounds are served.</p>	<p>1) Each participating hospital has the services of library recruited and trained BB volunteers to read to the children in their pediatric sections. 2) Children's hospital experiences will be brightened through the connection made with a caring non-medical adult as well as through the escape and diversion that a good story provides. 3) Families who may not be familiar with the concept of reading aloud with their children become aware of this and see how to do it. 4) Volunteers who wish to contribute to their community in a way that involves reading and children have the satisfaction of being able to do just that. The BB Advisory Board is continually evaluating the effectiveness of the program and how it is being run. The Board consists of the Library's Children's Programming Specialist, the Child Life Specialists from the participating hospitals who work directly with the BB volunteers and the children, and the Library's Volunteer Program Coordinator. The Board meets regularly to assess aspects of the program; plan annual in-service programs; initiate new projects and make changes. Child Life Specialists work with the BBs and the children and family clients. They receive feedback from the volunteers, kids and parents, and can observe how effectiveness of the program.</p>	<p>PAGE 2 OF 3</p>	<p>\$1,500</p>	<p>\$1,300</p>

SPFL Grant Funded Program Proposals FY 12/13
 Friends of the San Francisco Public Library

CYS

Program/Project Title	Project Description and Purpose	Please indicate how your proposed project supports one or more of the following Library Strategic Priorities: 1) Literacy & Learning; 2) Digital Strategy; 3) Youth Engagement; 4) Strategic Partnerships; 5) Diversity in Programming	What are your anticipated outcomes? How will you evaluate whether the program has been successful?	Timeline	Total Cost of Project	Amount Requested from Friends
Effie Lee Morris Lecture	The Effie Lee Morris Lecture is an annual event initiated in 1997 by the San Francisco Chapter of the Woman's National Book Association (WNBA) in collaboration with SPFL. The lecture explores the idea of viewing children through their literature. It also presents the opportunity for the Bay Area Community to hear noted children's authors and or illustrators discuss their diverse work.	The lecture engages the audience to read the various works of the speaker. Past speakers have been authors/illustrators with an established repertoire of award winning children's literature. The 2012 lecture continues in collaboration with the WNBA as co-sponsor. Other community partnerships have varied depending upon the selected speaker. The lecture promotes diversity by selecting authors/illustrators which represent the Bay Area's melting pot. The lecture and exhibit generate circulation of the speaker's work. It also introduces a new generation of readers to the best in children's literature and allows children, parents and care givers to explore the Historical Children's Collection.	Attendance statistics are collected and reported for every program. Publicity/marketing of the program will be increased by using traditional methods and by utilizing technology to reach a broader audience. Circulation of the speaker's work is increased by creating an exhibit of his/her work which is viewable 60 days prior to the program. The exhibit is housed outside the Children's Center which attracts children and adults to request more titles by the speaker. Displays of the speaker's work are also placed within the Children's Center which again sparks the interest of the reader to seek more titles by the speaker. Feedback from the program attendees. Librarians get feedback from children and adults about the program they attended. Feedback from the Friends Store on the sales generated by the program.	FY 13	\$2,500	\$2,500
Total						\$128,300

Program/ Project Title	Project Description and Purpose	Please indicate how your proposed project supports one or more of the following Library Strategic Priorities: 1) Literacy & Learning; 2) Digital Strategy; 3) Youth Engagement; 4) Strategic Partnerships; 5) Diversity in Programming	What are your anticipated outcomes? How will you evaluate whether the program has been successful?	Timeline	Total Cost of Project	Amount Requested from Friends
<p>708</p> <p>robotics</p>	<p>The newest format for audio recordings from the National Library Service for the Blind & Physically Handicapped (NLS) is a proprietary digital one. The proposed download station would include a server holding a local copy of every digital book in the NLS collection with the ability to continually add the new titles. The download station would require a labeling setup with a laser printer and Braille embosser. Software is free from NLS. The benefits include an increased collection with immediate service for patrons plus the ability for the LBPB patrons to learn the newest technology and help themselves even if they have no internet at home. It would also allow collection development in more Braille and tactile book to serve young children and their families. Funds are requested to purchase the Braille embossing equipment and related supplies</p>	<p>SFPL Grant Funded Program Proposals FY 12/13 Friends of the San Francisco Public Library Innovation Grants</p>	<p>Increased circulation. Increased patron satisfaction with availability of titles and fast turn around time. Increased number of patrons using LBPB services.</p>	<p>July 2012 - ongoing</p>	<p>\$16,800</p>	<p>\$4,400</p>
<p>709</p> <p>robotics</p>	<p>Project is a starting point for a comprehensive system-wide robotics program to inspire youth and develop an early interest in science, technology, engineering, mathematics, language and literacy. The program would develop ongoing series of workshops in which youth would work in teams to:</p> <ul style="list-style-type: none"> • Build LEGO models featuring working motors and sensors • Use computers to program robot models using graphic based software • Explore a series of cross-curricular, theme-based activities while developing their skills in science, technology, engineering, and mathematics, as well as language and literacy. This project will provide robotics training for elementary youth using LEGO WeDo Kit and Tweens/teenagers using Lego Mindstorm Kits. Equipment cost: (WeDo Instructional Kits and Software - 2 sets of 12/ \$3408) (LEGO Mindstorm Robot Science - set of 12 + software/ \$4228) (Simple and Motorized Mechanisms - Set of 12/ \$1,728) 	<p>Program is inclusive of the five library strategic priorities: 1) Literacy & Learning: Participants are engaged in a series of activities and workshops that promote interest and learning in science, technology, engineering mathematics, language and literacy; 2) Digital Strategy: Participants utilize software and computers to program Lego models, which helps in developing digital literacy skills and competencies; 3) Youth Engagement: Program targets elementary through high school aged youth; 4) Strategic Partnerships: Program will engage peer-to-peer mentoring opportunities, as well as professional-to-youth mentor opportunities. Program provides potential partnerships opportunities for mentors, sponsorship, volunteers, and coaches. 5) Diversity in Programming: Cross disciplinary program that involves exploration, investigation and learning opportunities across science, technology, engineering, mathematics, language and literacy. Program is also cross generational in which parents, mentors, coaches, and caregivers have the chance to engage youth in a meaningful learning activities.</p>	<p>Anticipated outcomes include: • Providing hands on learning experience to help for youth explore various interest and career paths related to science, technology, engineering, math, language and literacy through mentoring and coaching, positive experimentation, and motivational challenges. • Developing 21st century literacy skills in a positive learning environment that enhance marketable skills and encourages problem solving, critical thinking and teambuilding skills. Program success will be evaluated on the following quantitative measures: • Number of youth participating in robotic workshop • Number of mentor/ coaching relationships • Number of workshops conducted at all branches Program will also measure the following qualitative measures: • Communication, teambuilding skills - youth will be able to effectively communicate as a team to successfully build and program a LEGO model • 21st century/marketable skills - youth will demonstrate their ability to program Lego models by using a computers and connecting peripherals to create working solutions, display problem solving skills, contribute as a member of a team, exhibit critical thinking skills and demonstrate the ability to complete task. • Connection to Twitter's internal staff Robotics Club and mentors.</p>	<p>July 2012 - Ongoing</p>	<p>\$30,000</p>	<p>\$10,000</p>
<p>710</p> <p>-learning tablet Program</p>	<p>Program will pilot the use of tablets/handheld devices to enhance and support e-learning opportunities. These devices will be available for a target group of EL, international language patrons to check out. Equipment cost will include: tablet/handheld device; insurance; protective covers; and apps.</p>	<p>Program will support the following strategic priorities: Literacy and Learning - Provide instruction in digital literacy as well as support resources for language learning skills, ESL, citizenship, Test and GED preparation. Digital Strategy - Provide a model of lending tablets/handheld devices to the public.</p>	<p>Develop policy and procedures for checking out tablets/handheld devices. Benchmark success by identifying if the technology enhanced learning and instruction. The number of devices successfully checked out and returned. The number of participants that complete e-learning courses of instruction.</p>	<p>July 2012- ongoing</p>	<p>\$5,680</p>	<p>\$5,680</p>
<p>TOTAL</p>						<p>\$20,000</p>

Approved

SFPL Grant Funded Program Proposals FY 12/13
 Friends of the San Francisco Public Library
 City Librarian

Program/Project Title	Branch or Agency	Project Description and Purpose	Please indicate how your proposed project supports one or more of the following Library Strategic Priorities: 1) Literacy & Learning 2) Digital Strategy 3) Youth Engagement 4) Strategic Partnerships 5) Diversity in Programming	What are your anticipated outcomes? How will you evaluate whether the program has been successful?	Timeline	Amount Requested from Friends
City Librarian Management Fund	City Librarian	<p>The City Librarian's Management Fund enables the city librarian to provide support for initiatives that fall outside of the city's budget process. The Fund provides invaluable support for key initiatives such as the Leadership Academy and the Area Focus Teams, which are the staff driven teams for quality improvement. This coming year, we anticipate a 5th leadership cohort, as well as the continuation of and focus on change management and community outreach. For example, we will be developing neighborhood profiles to enhance community engagement and outreach. Funds will allow for external speakers and/or consultants on technology and digital innovation, change management, and visioning and strategic planning which help to create an organization that will thrive in a constantly changing environment. Some portion of the funds also provide travel support to promote the library in the national (and international) arena on the role of libraries in civic engagement and community transformation.</p>	<p>Through the Gen PL Leadership Program, transformative change continues to evolve at SFPL. Part of the strategy is to engage the leadership cohort and other staff work teams to focus on the Library's five strategic priorities. Key among these will be strategic partnerships and a stronger focus on community engagement in programs and services. Plans also call for developing neighborhood profiles that touch all five strategic priorities, as well as teams that will develop library wide strategies to implement the teen center and a new literacy and learning initiative. The strength of this approach is that it provides focus and harnesses staff energies and resources on the strategic priorities.</p>	<p>Specific outcomes will include neighborhood profiles for all 28 libraries that focus on enhanced outreach and community partnerships. These profiles will provide us with a significant tool to assist in allocating resources and assessing impact and success. Two other key outcomes include the strategies and plans for a literacy and learning initiative and the realization of the digital media lab and teen center. Greater staff collaboration with community partners is an outcome that will create ownership in the library services planning that truly reflect community needs and priorities.</p>	FY 2012/13	\$40,000
External Relations Consultant	City Librarian	<p>To engage the services of BergDavis Public Affairs to provide strategic external relations counsel to the Library. While the Branch Library Improvement Program (BLIP) is winding down, the need for external consulting will be particularly relevant in planning for post BLIP assessment. Further strategic planning in positioning the library as an essential service and partner in the city's civic agenda and in particular to advance the Library's Five Strategic Priorities. This coming year will also include public community hearings on the Library's service hours as mandated by Prop D and careful strategy and planning will require Evette Davis' expertise. As an election year, a communications strategy is also part of the overall consulting services. These services will include support in media relations and public messaging, the development of a communications strategy, and attendance at and assistance with requested meetings involving Library, Friends, Commission and community stakeholders. Evette Davis is a long-term supporter and consultant for both the Friends and the Library, having provided services since 1997. She has provided media and strategic advice for the BLIP program, and has been involved with BLIP since 2000, having also provided communications during the Prop A campaign.</p>	<p>All aspects of external relations consultation relate directly to the five strategic priorities: Literacy and Learning, Digital Strategy, Youth Engagement, Strategic Partnerships and Diversity in Programming. This includes clear and effective messaging to a broad range of community stakeholders including residents and library users, elected officials, community partners, supports groups and the media.</p>	<p>Outcomes: 1) Monthly meetings of the External Relations Team lead by the external consultant; 2) On call consultation for City Librarian on matters related to external relations; 3) A quarterly communications plan; and 4) Recommendations and strategies on community relations issues related to BLIP, library budget, services, neighborhood outreach and media relations affecting the Library</p>	FY 2012/13	\$25,000
			<p>1 4/19/2013</p>		Total	\$65,000

SFPL Grant Funded Program Proposals FY 12/13
Friends of the San Francisco Public Library
Branches

Program/Project Title	Branch or Agency	Project Description and Purpose	Please indicate how your proposed project supports one or more of the following Library Strategic Priorities: 1) Literacy & Learning; 2) Digital Strategy; 3) Youth Engagement; 4) Strategic Partnerships; 5) Diversity in Programming	What are your anticipated outcomes? How will you evaluate whether the program has been successful?	Timeline	Total Cost of Project	Amount Requested from Friends
Open House/Anniversary Party	Anza	Open House to acknowledge Anza's second anniversary of reopening after the BIP renovation (June 2011) and Anza's 71st year of its original grand opening (April 1932). Costs would include entertainment and refreshments.	The Open House would offer opportunities for "Strategic Partnerships" with area groups, schools, and conditions. We would strengthen our strategic partnerships with the Richmond Community Coalition by proposing an opportunity to set up tables and speak about their services with members of the community. It would also be an opportunity to promote "Literacy and Learning."	The goal is to bring the community together and to remind people that the branch is a free resource for all to enjoy. There is an expectation that key neighborhood groups will be in attendance.	April, May, or June 2013	\$300	\$300
Film Screening	Bayview	Films shown in a traditional matinee style, with popcorn and a raffle prize (books, puzzles, and/or crafts in the theme of the film). Films shown will range from feature films to those with themes that resonate with a diverse community.	The goal is to reach current and new library users with a focus on families, in conjunction with the Bayview YMCA. The program will encourage youth engagement at their local library by showing popular feature films. In addition, it's an opportunity to show culturally relevant films to at-risk youth within the community, thus fulfilling the strategic goal of "Diversity in Programming."	A successful program would entail at least 15-20 people in attendance for each showing. These programs would not only enhance SFPL's reputation for supporting the community through quality programming but further support the library's relationship with the Bayview YMCA.	FY 12-13	\$150	\$150
Annual Open House Celebration	Chinatown	Two annual Open House anniversary events scheduled for Tuesday June 11, 2013 and Saturday June 15, 2013. Chinese music program will be scheduled, in addition to showing a PowerPoint presentation of events at the branch from previous years. Patrons will have the opportunity to chat with staff and look at scrapbooks on Chinatown branch history. Small branch souvenirs and light refreshments will be served.	The annual program supports "Diversity in Programming" by allowing patrons the opportunity to watch a Chinese music performance, which patrons of all cultures look forward to each year. The program also supports "Youth Engagement" by attracting patrons of all ages to the program including youth.	Outcomes include the opportunity to get feedback from patrons about library services and needs and also the chance for more staff interaction with patrons. Evaluation will be based on the number of attendees and comments from patrons about programs and services.	Tuesday afternoon June 11, 2013 and Saturday afternoon, June 15, 2013.	\$350	\$350
Kwanzaa Family Program	Bayview	Annual Family Kwanzaa Program will feature performers and Kwanzaa education pertaining to the Nguzo Saba, the 7 principals of Kwanzaa.	This program will be co-sponsored by the Bayview YMCA, where the (inherit site) is located. The YMCA will provide the space and refreshments and the library will provide performers and Kwanzaa education for the program.	Last year's program was very successful and we expect the same high turnout this year. The program helps maintain the profile of SFPL by offering quality community programming while highlighting the library's successful partnership with the YMCA.	12/26/12	\$350	\$350
Community Open House	Bernal Heights	Open house with entertainment, craft activities, and refreshments. This would also be an opportunity to highlight all of the Library's programs and services to the public.	The program would support "Literacy and Learning" by promoting the Library's services and programs; "Youth Engagement" by providing craft activities for kids; and "Diversity in Programming" with the entertainment selected.	The goal is to bring new users to the library and to inform existing users of all the services and programs offered. This is also an opportunity for the community to come together in a positive atmosphere and celebrate all that the library has to offer.	Fall 2012	\$300	\$300
Makers Workshop for Younger Adults	Bernal Heights	One - two programs that would appeal to younger adults (age 20-40) who come to the branch to use the library's wireless but might not be aware of the programs and services offered. The programs could include a craft or Do-it-yourself type program (for example, programs on homemade green cleaning products, home decorating, pickling, and other activities that are increasingly popular in these economic times); and/or a speaker on music, literature, or film targeting this age group.	The programs would support "Literacy and Learning" by encouraging people to learn new skills and giving library staff an opportunity to highlight areas of the collection related to the programs; and "Diversity in Programming" by reaching out to a population who is under utilizing the library through targeted programming which Bernal Heights has not offered in the past.	The goal is to engage the population of younger adults (ages 20-40) who are currently under utilizing the library. Materials related to the subject of the program would be displayed to highlight the library collections and to encourage patrons to get library cards and check out materials. Success would be measured by the number of people attending the programs and the increase in library use by people in this age group.	FY2012/2013	\$200.00	\$200
Build It! Lego Project	Bernal Heights, North Beach, Park, Parkside	The Build It! Lego Project is a joint effort between four branch libraries to develop an easily implemented, repeatable, educational, and fun program for elementary school-aged children. We will purchase a supply of basic Legos that will be shared between branches. This program is freestanding but also serves as a building block toward the robotics program that Chief of Branches, Edward Melton, is exploring.	The Intro to Legos project supports "Literacy and Learning" because it promotes the skill of decoding. The project also supports scientific and mathematical learning through the development of spatial skills. The target audience is elementary school-aged children, and specifically those who might not have a strong interest in books. These programs will promote "Youth Engagement" by increasing the library's appeal to children who may not have used our services in the past. This program also supports "Diversity in Programming" because it promotes involvement among children with all different linguistic backgrounds.	Enable librarians at a number of SFPL locations to provide engaging but low-cost programs to elementary school-aged children. Success will be evaluated by the number of children at each event and gauging the enthusiasm of repeat attendees.	At least one Lego event at each participating branch every two months during the school year.	\$1,000	\$500

6/24/13
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Program/Project Title Branch or Agency	Project Description and Purpose	Please indicate how your proposed project supports one or more of the following Library Strategic Priorities: 1) Literacy & Learning; 2) Digital Strategy; 3) Youth Engagement; 4) Strategic Partnerships; 5) Diversity in Programming	What are your anticipated outcomes? How will you evaluate whether the program has been successful?	Timeline	Total Cost of Project	Amount Requested from Friends
One Year Anniversary Party Golden Gate Valley	Party to celebrate one year anniversary of Golden Gate Valley's re-opening after BLP renovation. We would like to offer programs for adults, families and children and light refreshments, celebrating the library and the neighborhood.	The proposed project supports "Diversity in Programming" by offering programs for adults, children and families.	Anticipated outcome is to generate community enthusiasm for the library. Visitors will learn about the different types of services the library offers. Success will be measured by attendance and patron comments.	One time celebration on a Saturday in October, 2012	\$350	\$350
Open House Glen Park	Open House to celebrate 5 years in the new building. We will have a performer, refreshments and branded giveaways. We also will be showing a slideshow of historic photos and will be encouraging patrons to bring in their own photos that can be scanned on site to add to the Glen Park/SFPL Historical digital photo archives collection.	The program would support "Literacy and Learning" by highlighting the library's programs and services. We hope the program will appeal to youth which would satisfy "Youth Engagement." We also anticipate that the party would bring in a wide array of people from the community to satisfy "Diversity in Programming."	The goal is to have a high attendance rate and bring in new patrons who have not visited in years. Success will be measured by the number of attendees and customer comments.	Open House will be held on the anniversary date of Saturday, October 13, 2012	\$500	\$500
3 Year Anniversary Party Ingleside	3 year anniversary celebration of the branch opening in the new location. A special effort will be made to invite librarians from nearby City College so they can become familiarized with the library's resources. Entertainment (performer), light refreshments, information packets, and giveaways will be provided.	"Literacy and Learning" will be promoted through our focus on the library and what is offered to the community. "Youth Engagement" will be promoted through educational giveaways targeting youth. "Strategic Partnerships" will be promoted through engaging a local community artist performance.	The program will promote the Ingleside Branch and increase awareness of the new location. The program's success will be determined by the number of new library cards issued and the increase in circulation.	Fall 2012	\$500	\$500
Open House Marina	Open House to celebrate the 5th year anniversary with a jazz band, bingo games with prizes, children's craft programs, and food. We hope to bring more people into the library, show appreciation to the community, and to have fun!	"Strategic Partnerships" is promoted by bringing local community members into the library.	Outcome will hopefully be that more people will visit their branch library. Evaluation criteria will be based on attendance and patrons' feedback.	August, 2012	\$350	\$350
History of Marina Exhibit Marina	Exhibit focusing on the history of the Marina district. Historical photos of the Marina neighborhood from the S.F. History Center will be displayed.	This program will support "Diversity in Programming" by celebrating the diverse and rich history of the Marina community.	We anticipate that patrons will enjoy the exhibit and find it interesting to see and learn the history of the neighborhood. Evaluation criteria will be based on patron feedback.	August - October 2012	\$150	\$150
55th Anniversary Open House Merced	Open House to celebrate the 55th anniversary of the original opening of the branch and the 2nd anniversary since the reopening following the BLP renovation. There will be at least two special presentations, such as one or two performers and/or a Merced children's librarian presenting a storytime. We will also feature a scavenger hunt with prizes and offer light refreshments.	The event addresses SFPL Strategic Priorities in the following ways: 1) Literacy and Learning: Open House will feature a scavenger hunt which would educate children in locating library materials and looking up information. Featured programs would also stress literacy and learning. 2) Digital Strategy: Open House will feature a PowerPoint presentation about the history of the branch playing on the state-of-the-art digital TV. 3) Youth Engagement: Open Houses primarily attract families with children and are an effective and popular way to strengthen the bond of families to their neighborhood branch. 4) Strategic Partnerships: Branch will partner with other nonprofits in the area to publicize the event and to feature representatives of or information about these organizations at the Open House. Local officials will be invited. 5) Diversity in Programming: The nature of the Open House is to attract members from all the neighborhood communities to the branch.	The goal is to reach current and new library users. The historical and contemporary importance of the Merced Branch to the community will be highlighted. The public will be educated about the collection and services the branch provides. Attendance during the event and the type of audience (including age range, gender, and ethnicity) will be tracked in order to help branch staff gain greater familiarity with our patrons and to help determine collection needs and programming preferences. The number of new library cards issued and the number of requests to be added to the branch e-mail distribution list will be tracked.	May-13	\$350	\$350

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 Branches

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Craft Programs for Tweens, Teens & Adults (ages 10 and up)	Mission Bay Bi-monthly craft programs to bring tweens, teens and adults (in particular neighborhood seniors) to the Mission Bay Branch. For 3 of these programs, we would partner with Sophie Malesky who has hosted exceptional craft programs at SFPL locations. The remaining 3 programs would be Do-It-Yourself. The director of the IT Bookman Center, Rev. Pierre, is also the pastor at the neighboring Pilgrim Community Church. He will announce the program to his congregation at Sunday services prior to the event. The program room at the IT Bookman Center is usually rented for events; working in partnership with the library, the room will be provided for free.	Programs would support the following Strategic Priorities: 1) Literacy & Learning - Crafting is a therapeutic, tactile activity that engages multiple intelligences. 2) Youth Engagement - We would reach out to youth ages 10 and up to bring them to the branch so they could connect with other youth and to neighborhood and possibly with seniors. 3) We would partner with the activities director at Mission Bay Senior Community Center, where Mission Bay Branch is housed, and nearby schools. 5) Diversity in Programming - Crafting themes that people of all ages can enjoy would be offered.	Primary goal is to bring new patrons to the library. Another anticipated outcome is to potentially connect neighborhood teens and seniors for future community service projects. Some residents of the Mission Creek Senior Community Center may benefit from having the opportunity to get to know a neighborhood teen in a safe, non-threatening environment. Likewise, it would be enriching for teens to have the opportunity to get to know neighborhood seniors. Attendees of each event would be able to vote to determine the theme of the next program.	FY 12/13, every other month	\$500	\$300
3rd Annual Baseball Film Screening	Mission Bay Program would continue a Mission Bay Branch tradition of screening a baseball-themed film in Spring 2013, one week before the SF Giants opening home game.	The film screening would support the following Strategic Priorities: 1) Literacy & Learning - Baseball-themed books would be displayed in the program room for attendees to peruse or borrow. 2) Youth Engagement - The film would appeal to all ages. 3) Strategic Partnerships - We would partner with the activities director at Mission Bay Senior Community Center, where Mission Bay Branch is housed, as well as nearby schools including SFUSD International Studies Academy to promote this program. 4) Diversity in Programming - The film would appeal to various facets of the community.	Primary goals would be to bring new patrons to the library and to market and increase the use of library resources related to baseball. The program would be successful if at least 10 people attend.	March or April 2013	\$100	\$100
713 Cinco de Mayo/Open House	Mission Cinco de Mayo will be observed with an Open House celebration. There will be two performances and light refreshments. In observation of the Day-of-the-Dead, an altar would be constructed in the branch during November.	These events will increase the visibility of the library in the community which expects the branch to observe Cinco de Mayo. This program will engage the community in activities which are culturally relevant, and will promote library materials related to the event. The Day-of-the-Dead Altar is a Mission Tradition, again culturally relevant.	The anticipated outcomes are large numbers of the public coming to the activities and the attraction of numbers of current library non-users. Evaluation will be based on the number of attendees. The Altar will be evaluated by the number of people stopping by to see it and to comment.	The Cinco de Mayo/Open House will be in early May and the Day of the Dead activity in November.	\$300-450 for 2 programs for Cinco de Mayo. \$50.00 for materials for the Altar	\$400.00
Gadget News	Noe Valley Technology is the most rapidly changing aspect of our lives and Noe Valley community patrons are getting the latest gadgets all the time. I want to invite a speaker, Sharon Vaknin, to have a demonstration and question/answer session on new technology—especially the latest e-readers and tablets. Sharon Vaknin works for C-net; focusing on getting better use from personal media devices. http://www.sharonvak.com/about/	Program supports "Literacy and Learning" and "Digital Strategy."	Evaluation will be based on attendance and feedback from participants.	late October & early November	500	500
Bookmobile/SFPL outreach and promotion giveaways	MDS / Bookmobiles Bookmobiles perform outreach and represent SFPL at a wide variety of community events. Library branded giveaways at these events promote the entire library system serving to create new library users. Giveaways can include stickers, pens or pencils, books, lip balm, library card holders, bookmarks, and lanyards.	Promoting the library to potential new users supports all the library's strategic priorities, and especially supports "Literacy and Learning" and "Youth Engagement." Bookmobile attendance at events for underserved communities promote the library and literacy to those who are not aware of the library's resources and to those who do not use the library.	Positive feeling about the library and bookmobiles; creation of new library users. In terms of evaluation, only anecdotal evidence will be available. From my 5 years experience in mobile outreach, people love the library and the free promotional give always with our name on it.	FY 12/13	800	\$500
Chinese New Year & Teen Workshop programs	North Beach Annual Chinese New Year Celebration with a performance of the Flying Angels Chinese Dance Company. The Chinese New Year program has been a branch tradition for the past 12 years. 2 teen afterschool Do-It-Yourself workshops.	Chinese New Year program supports "Diversity in Programming." After-school programs for teens supports "Youth Engagement."	In the past, the Chinese New Year's program has averaged about 100 attendees bringing new people to the library. The teen programs have successfully engaged local teens and have experienced maximum attendance. Success will be measured by continued high attendance.	One New Year's event in January or February 2012. Two teen programs during the school year.	\$500	\$500

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Gala Afternoon with Filmmaker Kevin Epps	Ocean View	In partnership with the I.T. Bookman Center and the Pilgrim Community Church, we propose a gala afternoon with noted filmmaker, Kevin Epps. The afternoon will begin with a screening of Epps' documentary, "Straight Outta Hunters Point." The screening will take place at the IT Bookman Program room. After the screening, Mr. Epps will have a conversation with the audience about the film. A reception will follow at the Ocean View Branch. Staff will give tours of the branch and promote the services. We would like to have the event at the end of July while kids are out of school but families not away on vacation.	This event supports the following Strategic Priorities: 1) Literacy and Learning, through introducing neighborhood residents to their library. 2) Youth Engagement, as the documentary and conversation with the filmmaker will appeal to neighborhood youth, especially those involved with the neighborhood organization, Inner City Youth, which holds video classes. 3) Strategic Partnerships - The branch is partnering with the IT Bookman Center and the Pilgrim Community Church. 4) Diversity in Programming	We anticipate that this event will bring new neighborhood residents into the library. The most immediate measure of success will be attendance at the event. Beyond that, a successful outcome may be measured by an increase in library card applications and general use of the library resources (attendance at special programs, in particular).	End of July, 2012	\$500	\$500
One Year Anniversary Open House	Ortega	Sept. 30, 2012 will be the one year anniversary of the new Ortega Branch! We want the community to celebrate with us. We would like to host an open house with refreshments, special performers and maybe small give-a-ways. Albums of the "Shades of Sunset" will also be displayed which haven't been on display since the branch was closed during construction. It has been 8 years since the last "Shades of Sunset," so this is an opportunity time to showcase the photos to the new residents of the Sunset and educate the new generation the history of this community.	This programs supports: 1) Literacy and Learning: We hope to draw new patrons to the library and introduce them to the collection. The "Shades of Sunset" albums will provide an opportunity for the community to learn about the history of Sunset. 2) Digital Strategy: Since the new library has the latest technology, including a flat screen TV, the digital strategy plan for the future is to digitize the "Shades of Sunset" photos and show them through the TV. 3) Diversity in Programming: Performers will be hired that reflect the demographic of this neighborhood. One of the performances will be Asian Interest.	Outcomes will be measured by the number of attendees. After viewing the "Shades of Sunset" albums, we hope that patrons will talk about the photos with family and friends. Perhaps some of the people who never visited the library before will be enticed to visit and become lifelong library users. Outcomes can also be measured by circulation statistics. Feedback will also be a good indicator of success.	One Saturday in September, 2012	\$500	\$500
Open House	Park	Open house in celebration of the Park Branch's anniversary in October 2012.	Strategic Partnerships: Hosting an open house in the fall gives the branch staff the opportunity to focus outreach efforts on welcoming community members and neighborhood agencies to the branch. Literacy and Learning: An open house gives staff the chance to share information about our ongoing programs. Digital Strategy: We will be launching computer programs for adults in the fall and can heavily promote these new branch offerings.	Success will be measured by the number of attendees. We will have a guest book available so that we can capture valuable feedback on the event and engage the community in sharing stories about the library.	October 4, 2012	\$350	\$350
Write college Application Essay	Parkside	Two repeating workshops to help high school Juniors and seniors write personal statements/essays for their college applications. While SFPL currently offers SAT prep workshops, this workshop will help with a specific yet important component of the college application process. A high quality personal essay can be the deciding factor in an admissions decision. These workshops will be led by local author, playwright and educator, Ruth Kirschner.	Youth Engagement: By offering a new and expanded service that has strong relevancy to the college application process for junior and senior high school students.	The desired outcome is that teens will acquire or enhance the skills and understanding of what is required to write an effective essay for their college applications. Following the programs we will distribute an evaluation.	August, before school starts	\$375	\$375

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<i>Jammin' at the Library</i>	Portola / Visitation Valley	Two teen focused pilot programs that encourage musical awareness, community outreach and diversity in programming. <i>Jammin' at the Library</i> is a fun, interactive, safe and no-cost introduction to the ukulele for teens beginning in summer 2012. <i>Jammin' at the Library</i> will consist of three 4-month sessions at two Southeast District libraries, Portola and Visitation Valley Branches. Ten (10) learner ukes will be purchased per branch site. Teen librarians, Eric and Ileana will conduct bi-weekly instruction in basic chords, technique and beginning songs. Registration will be limited per 4-month session to ensure a quality learning environment. Both branches will use additional resources for local performers to conduct workshops, jam sessions and go over any additional questions beyond the scope of Eric and Ileana. Each four month session will culminate with a free library program / recital for friends / family and the public. Once the yearly pilot is over, the ukulele program will be evaluated and can be formatted for both children and adult programs in the same manner at both branches. Summer is a crucial time among urban teens and this program provides an opportunity for them to learn an instrument, use music as an outlet and offer a chance for their friends and families to see their accomplishments.	1) Literacy and Learning: By exposing teens to the arts during summer at no-cost. Teens have the opportunity to learn how to read music and play an instrument. 2) Youth Engagement: The initial program is teen focused; depending on evaluations may be opened to youth as young as 10. It is a unique opportunity for teens and piloted by teen librarians. 3) Digital Strategy: Using new public technology in both branch community rooms for performances, including a projection screen to televise the performances up close, the sound system to amplify the sound, and video cameras to record the performances for uploading to our teen website and to produce DVDs. 4) Strategic Partnerships: This program is a starting point to create and build relationships with local ukulele musicians through workshops and programs used from additional funds. 5) Diversity in Programming: Creates Visibility in the Pacific American community, a large demographic in the Southeast District and offers an opportunity to provide outreach to non-library users in an unconventional way. The resources can also be used for future adult programs and can be a starting point to introduce the program at other branches.	One anticipated outcome is an additional regular program at locations dominated by youth, as well as increased use and a shifting awareness of the library by teens. Both Portola and Visitation Valley have high numbers of teens and teens that frequent the branch and this innovative program will offer them a fun, educational and social program. The culminating recitals can also provide the public an improved outlook on the teens that frequent the libraries as well as a starting point for a great intergenerational program. Evaluation will be based on sign-ups, recitals and feedback from classes.	Sept. 2012 or as soon as equipment can be purchased.	\$2,000	1000
Annual Art Exhibit	Potrero	The Potrero Hill Artists Exhibition is the oldest annual art show in San Francisco and owes its longevity to a group of artists who painted with, or under the tutelage of, the late Charles Farr. Potrero Branch offers the Potrero community the unique opportunity to exhibit their artwork. It is the only venue for an annual art show in the city and has been hugely successful for over 50 years. The grant will support the following: The cost of two performers @ 150 each = \$300 and the cost of food, beverages, and supplies for 300 people @ \$200.	Strategic Partnerships & Diversity in Programming: The annual art show is a cherished event on Potrero Hill. Yearly, it draws hundreds of people to the branch. By inviting the Potrero community to participate, the library reaches out to the community in a unique way and supports the talents, interest and history of the hill community. By supporting the needs of the community in this way, library staff is engaged in the heart and passion of the Potrero Hill Community. The arts play a big role in Potrero Hill. By supporting this event, the Library maintains its status as a key stakeholder in the community.	Anticipated outcomes: Participation in and enthusiasm for the art show, community-building connections within the artists' community, community satisfaction with the library's effort to support its needs and interests, increased patronage as a result of the art show. The success of the program can be measured in the numbers of people who participate in the show, by the number of visitors to the branch, and by patron feedback.	May 4 - June 1, 2013	\$500	\$500
Saturday Matinee	Presidio	Films for all ages shown in a traditional movie matinee style, with popcorn and a raffle prize (books, puzzles, and crafts in the theme of the film).	Youth Engagement and cross-generational Diversity in Programming.	Drawing more families to the branch on Saturdays. Success will be measured by tracking number of attendees and seeing if the numbers increase on Saturdays.	One per month	\$250	\$150
Make It Raspberry PII	Presidio	Funds will purchase a supply of \$35 single board computers to teach basic programming to middle school youth and teens.	Youth Engagement: A fun, concrete project for teens involving computer technology. Literacy and Learning: Mastering algorithmic thinking and learning how to put together loops and conditionals to create a solution.	This would be an exciting program that would bring new young people into our branch, which has struggled to draw teens and tweens. It embraces new technology that has received a lot of 'buzz' and raises the library's profile as an institution that embraces the innovative ideas. The program could be replicated and adapted for other locations. Success would be measured by the number of attendees, the success of those completing the project, and the amount of media attention to the project generates.	September - January 2012	\$500	500

Program/Project Title	Branch or Agency	Project Description and Purpose	Please indicate how your proposed project supports one or more of the following Library Strategic Priorities: 1) Literacy & Learning; 2) Digital Strategy; 3) Youth Engagement; 4) Strategic Partnerships; 5) Diversity in Programming	What are your anticipated outcomes? How will you evaluate whether the program has been successful?	Timeline	Total Cost of Project	Amount Requested from Friends
Richmond Youth Program Incentive & Outreach Blast	Richmond	Project aims to boost Children and Teen program attendance by doing outreach with program fliers promoting extra incentive for attendance (prizes and/or snacks).	Youth Engagement and Literacy & Learning: The interactions during programs initiate and strengthen the relationship between librarian/child or teen/parent/teachers. Diversity in Programming: Certain kinds of programs are traditionally under attended. (Examples: storytelling, old fashioned programs, programs that emphasize education over entertainment, less flashy cultural programs, etc.). Prizes and snacks offer the time tested incentive to attract patrons to some of our more "wholesome" programs, allowing for us to provide diversity in programming without sacrificing turnout. Strategic Partnerships: Getting the word out through regular flier distribution of program fliers that include incentives means partnering with schools, recreation and park centers, daycares, etc to improve the channels of communication and perhaps provide opportunities for future collaboration.	Anticipated outcomes: Increase in attendance at programs. Evaluating success: Fliers would include language like "bring this flier to the program and receive a prize." This would give us a sense of who came because they saw the flier with the incentive. At programs we would also survey patrons about how they heard about the program. Statistics on program attendance would show an increase of participants.	One year (we would use the incentives for certain programs that are traditionally under-attended throughout the year).	\$350	\$350
Annual Open House	Sunset	Open House on one Saturday afternoon at the end of March 2013. This event will give us an opportunity to publicize the branch collections, computer classes, storytimes, children's programs, and other services. We will be showing the Shades of San Francisco (The Sunset) albums and branch history binders; presenting a special musical program for our diverse community; serving refreshments; having staff chat with participants; offering giveaways such as magnets and bookmarks with branch open hours, phone number and address. The purpose is to reach out to the community and renew our relationship with our library users and local residents.	The Open House will encourage families and local residents to be a part of their local library, targeting all age groups and ethnic backgrounds. It will also serve to attract new patrons to the Sunset branch. We will hire one or more performers for special programs, such as a Chinese or Russian musical performance, to highlight some of the diversity of our neighborhood. Through showcasing the Shades of San Francisco (The Sunset) albums and branch history binders, we hope to educate a new generation of Sunset residents and visitors about the rich history of this community, as well as advertising the Branch's neighborhood historical resources.	Outcomes will be measured by the number of attendees. We will observe the interaction between the staff and the attendees. We will track the number of new library cards issued, as well as the new patrons visits and the potential increase in circulation statistics.	One Saturday near the end of March, 2013.	\$500	\$500
One Year Anniversary Party	Visitation Valley	First-year anniversary party in late June/ early July 2012 to show appreciation to the community for their support in the planning and building process of the new branch. The entertainment will target the diverse cultures in our community.	Literacy & Learning and Diversity in Programming: To introduce the library to non-users and encourage them to learn as a family. We will invite local community agencies and possibly partner up with some of them for performances. We are intending to have the performances and performers that reflect various cultures within the community.	Outcomes: To market our library to non-library user. Program success rate will be determined by circulation and library card registration rates from that day on.	Late June or early July 2013	\$400	\$400
Gaming at the Library	Western Addition	Funds would purchase a Xbox Connect gaming system for regular and impromptu programming for students, particularly KIPP Charter School students who visit the branch every weekday from 4-6pm. It is difficult to keep them focused and quiet while in the library. They are great kids and we want to cultivate and encourage them to continue to utilize the public library throughout their lives. The Xbox Connect would enable keeping the students in the Program Room and will also have less complaints of noise from adult patrons.	The Xbox Connect gaming system would help promote "Youth Engagement" in the libraries. Such a system provides an opportunity for social engagement, communication, physical and mental activity and engagement. The gaming system could potentially be used for Adult programming, specifically providing "Literacy and Learning" opportunity for seniors. There is also the potential for programming that works to bridge the gap between the youth and senior population, as Tweens and Teens could be given the opportunity to teach Seniors how to use the system as well, fulfilling the "Diversity in Programming" priority.	Such a purchase will help to create a more harmonious and unified library environment and provide youth with opportunities to grow through enjoyment. Since this is a shared space, providing an appealing form of activities to our youth will help to keep them engaged while in the branch and will also help to strengthen their relationship to libraries throughout the future.	Ongoing.	\$500	\$500

SFPL Grant Funded Program Proposals FY 12/13
 Friends of the San Francisco Public Library
 Branches

Program/Project Title	Branch or Agency	Project Description and Purpose	Please indicate how your proposed project supports one or more of the following Library Strategic Priorities: 1) Literacy & Learning; 2) Digital Strategy; 3) Youth Engagement; 4) Strategic Partnerships; 5) Diversity in Programming	What are your anticipated outcomes? How will you evaluate whether the program has been successful?	Timeline	Total Cost of Project	Amount Requested from Friends
"Your Vote Counts In 2012 Know the Candidates and the Issues!"	Western Addition	Through special programs featuring speakers from agencies such as the SF Board of Elections, League of Women Voters, etc., exhibits and other activities would raise public awareness for November elections and provide information to help voters prepare to vote.	Literacy and Learning: To support civic literacy on the local, state, and national levels in the Western Addition neighborhood and to support increased voting - both in numbers and in quality.	There will be a more knowledgeable public who can vote their prepared reasoned positions.	May 2012- through election season.	\$100	\$100
5th Anniversary Celebration	West Portal	Open house to celebrate West Portal's 5th Anniversary re-opening	Diversity in Programming: The Open House would increase the visibility of the library in the neighborhood and outreach to those who have not yet visited the branch. We will engage the community with high interest programs.	Patrons will learn about the different types of services the library offers through programming and outreach via free giveaways, flyers, posters, ATL and the West Portal Reviews. The success of the project will be measured by the attendance of the programs and the feedback by those who participated.	February 9, 2013	\$350	\$350
Child of Branches (COB) Special Programming	COB	1) Selected branches will participate with the Main to do at American Sign Language (ASL) programs that will help make the deaf patrons feel comfortable and welcomed at the Branches, just as they're welcomed at the Main. 2) Another type of programming COB would like to support is Noche de Cuentos. This event is celebrated throughout the U.S. in March. It is a family event where Latino families gather to tell their stories. Appropriate promotional material will be handed out at each program.	1) Youth Engagement and Diversity in Programming: These programs will be designed to appeal to families. This would be the first time that the Branches and Main participate together in programs for deaf patrons. Staff will be provided with a round of welcoming signs and then pads would be used to connect with the Main staff, if further information is needed. 2) Diversity in Programming: Noche de Cuentos.	1) Deaf patrons will feel acknowledged throughout our system. The success will be measured by attendance to the programs and returned Deaf patrons to branches/main. 2) This is an opportunity to promote branches that have Spanish speakers in their community but who may not know about library resources and services. Success will be measured by the number of Spanish speaking families that attend the program and also returns.	One ASL program will be in the Fall 2012 the other in the Spring 2013. Noche de Cuentos will be in March 2013.	\$775.00	\$775
						Total	\$13,500

Program/Project Title	Branch or Agency	Project Description and Purpose	Please indicate how your proposed project supports one or more of the following priorities: 1) Increase visibility and outreach in the neighborhood; 2) Engage the community in both traditional and innovative ways; 3) Increase community priorities and needs; 4) Enhance the abilities of library staff to serve the public; 5) Consider important issues of the day and the library's role in supporting them.	What are your anticipated outcomes? How will you evaluate whether the program has been successful?	Timeline	Total Cost of Project	Amount Requested from Friends	Funding Categories: 1) Traditionally Supported Programs 2) Grants to Branches 3) Innovation Grants 4) Friends Initiatives	Submitted by	Submission Date	Chief's Approval
Main Public Services Fund		With a few exceptions, the Main library staff and units do not have access to funds to improve public services in an innovative way or serve the Tremé neighborhood more effectively. This fund would provide units an opportunity to submit proposals each year to the Chief of Main for a special project, which outreach activity or other ways to serve the public better. The Main Managers would collaboratively select the projects for implementation each year. Some suggestions already proposed are: 1) Increase staff for the new computer center, 2) Increase staff for the new computer center, 3) Increase staff for the new computer center, 4) Increase staff for the new computer center, 5) Increase staff for the new computer center. The fund would provide units an opportunity to submit proposals each year to the Chief of Main for a special project, which outreach activity or other ways to serve the public better. The Main Managers would collaboratively select the projects for implementation each year. Some suggestions already proposed are: 1) Increase staff for the new computer center, 2) Increase staff for the new computer center, 3) Increase staff for the new computer center, 4) Increase staff for the new computer center, 5) Increase staff for the new computer center.	1) Increase visibility & outreach to the Tremé neighborhood & enhance the abilities of the staff to serve the public.	Staff will become more engaged in promoting their public service & be better able to respond to special concerns & requests of success.	July 2013, June 10, 2013 & ongoing		\$2,500				

Program/Project Title	Branch or Agency	Project Description and Purpose	Please indicate how your proposed project supports one or more of the following priorities: 1) Increase visibility and outreach in the neighborhood; 2) Engage the community in both traditional and innovative ways; 3) Address community priorities and needs; 4) Enhance the abilities of library staff to serve the public; 5) Consider important issues of the day and the Library's role in supporting them.	What are your anticipated outcomes? How will you evaluate whether the program has been successful?	Timeline	Amount Requested from Friends
Innovation Grants 6TB Competitive / Teen Program Your Space	Bernal Heights and Potrero	Two interactive, safe, fun environments for Teens beginning the summer 2011. We plan to create (2) teen friendly spaces inspired by Chicago Public Library's Your Media program. Media tools and software will be provided for teens to develop their creative / digital media skills. Teens will be encouraged to work individually and collaboratively while engaging in projects promoting critical thinking, creativity, and skill-building. Your Space takes place in branch program rooms and targets ages 13-19. Multiple activities will be available, and periodically special guests will be invited to do workshops such as trainings in Garage Band, Photobooth and iMovie. * Teens will be taught how to use Overdrive and how to download e-books and media to their devices. The Hosting Librarian would be responsible for transporting the equipment between the branches. Equipment will be issued to teens with library cards. Rules will be clearly delineated. Equipment needs are: * 3 Macbooks * (\$1,000.00 ea totaling \$3,000) * Deepfreeze security software (\$50 ea totaling \$150) * 1 Small color printer (\$250) * 10 CD walkmans to encourage the teens to use our existing CD collection (total = \$150) * 2 Flip video cameras (total = \$400) * 2 Tripod. (total = \$250) * 8 (4 per location) Gaming chairs, teens like to sit low to the ground (\$50 ea totaling \$400) * Carrying Cases and transportation equipment (\$100) * Chess set, Monopoly and other board games (\$100) * Stacks for the summer (\$150) GRAND TOTAL = \$5000 * Gaming equipment and craft materials are already in library system.	1. Our goal is to encourage new and continued teen patronage, regular use of resources, and to expand knowledge of various types of technology. We will be actively engaged with the Neighborhood House, The United Potrero Project, The Bernal Neighborhood Center and local schools, as well as with Dale Jene's contacts at the Juvenile Probation Dept, SFUSD, and other Community Organizations. Marketing efforts will be through visits and postings to local schools, neighborhood centers, and local hangouts. 2. Your Space is a non-traditional use of the library. It is a media center/activity room where teens can "hang out." It is a place for social, creativity, and homework purposes. Periodically we will offer more structured programs including instruction in Overdrive and teen oriented software such as iPhoto* and GarageBand. * Teens will be also be introduced to traditional resources. 3. Your Space offers a much needed teen resource to both neighborhoods--a safe place to be creative. Both neighborhoods have low-income youth who historically been at high risk. 4. Typically teens are a difficult audience to engage and sustain, and we need to be creative. Many of our teens do not have computers or personal access to current technology. Much of the current technology and software preferred by teens is Macintosh (Mac). We did an informal survey over the past few weeks and the predominant use of personal computers is "Mac." Having "Mac" computers will help us in reaching out to and serving our teens. 5. Knowledge of current technology is essential for teens to thrive in the educational and business cultures.	We anticipate the increase of library use by teens (along with expanded knowledge and enjoyment of the library). We will monitor program attendance and poll user satisfaction.	Pilot the program specifically to Teens over the summer and then evaluate it for the best times to offer it during semester (given input from users.)	\$5,000

OFFICE OF THE MAYOR
SAN FRANCISCO



EDWIN M. LEE
MAYOR

TO: Angela Calvillo, Clerk of the Board of Supervisors
FROM: *per* Mayor Edwin M. Lee *je*
RE: Retroactive Accept and Expend Grant – Friends of San Francisco Public Library – Annual Grant Award
DATE: May 7, 2013

Attached for introduction to the Board of Supervisors is the resolution authorizing the Department of Public Library to retroactively accept and expend a grant in the amount of up to \$750,000 of in-kind gifts, services, and cash monies from the Friends of the San Francisco Public Library for direct support for a variety of public programs and services.

I request that this item be calendared in Budget and Finance Committee.

Should you have any questions, please contact Jason Elliott (415) 554-5105.

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