

File No. 120145

Committee Item No. 5

Board Item No. 15

### COMMITTEE/BOARD OF SUPERVISORS

#### AGENDA PACKET CONTENTS LIST

Committee: Budget and Finance SUB-Committee

Date: March 7, 2012

Board of Supervisors Meeting

Date 3-13-12

#### 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 & Legislative Analyst Report          |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Ethics Form 126                              |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Introduction Form (for hearings)             |
| <input type="checkbox"/>            | <input 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                                 |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Subcontract Budget                           |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Contract/Agreement                           |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Award Letter                                 |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Application                                  |

#### OTHER

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Completed by: Victor Young

Date: March 2, 2012

Completed by: Victor Young

Date: 3-5-12

An asterisked item represents the cover sheet to a document that exceeds 25 pages. The complete document is in the file.

1 [Accept and Expend Grant - Teen Center Learning Lab at Main Library and Citywide  
2 Framework - \$99,680]

3 **Resolution authorizing the Department of Public Library to retroactively accept and**  
4 **expend a grant in the amount of \$99,680 from the Institute of Museum and Library**  
5 **Services for a planning process, in partnership with the Bay Area Video Coalition, the**  
6 **California Academy of Sciences, and KQED to achieve two primary goals: 1) to develop**  
7 **a vision, program design, and test a Teen Center Learning Lab at the Main Library and**  
8 **2) to develop a citywide framework for incorporating content-based curriculum in a**  
9 **shared online platform, with the help of a broad consortium of youth service providers**  
10 **and a team of youth leaders across the City.**

11  
12 WHEREAS, The Public Library's role in supporting technology and media literacy for all  
13 42,000 middle and high-school youth within the city is a central priority in the Library's long-  
14 range strategic planning; and

15 WHEREAS, The Public Library has become a local leader in narrowing the technology  
16 gap while fostering strategic partnerships to increase media literacy with San Francisco; and

17 WHEREAS, The development of a Teen Center Learning Lab would naturally expand  
18 these efforts to address a critical need; and

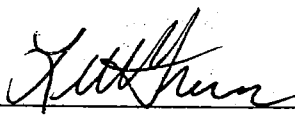
19 WHEREAS, The Public Library proposes to maximize use of available grant funds on  
20 program expenditures by not including indirect costs in the grant budget; now, therefore, be it

21 RESOLVED, That the Public Library is hereby authorized to retroactively accept and  
22 expend a grant in the amount of \$99,680 from the Institute of Museum and Library Services  
23 for a planning process to develop a Teen Center Learning Lab at the Main Library and a  
24  
25

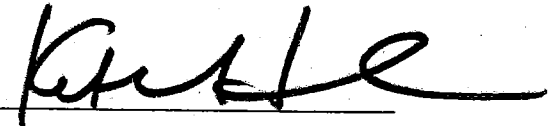

1 citywide framework for incorporating content-based curriculum in a shared online platform;  
2 and be it


3 FURTHER RESOLVED, That the Board of Supervisors hereby waives inclusion of  
4 indirect costs in the grant budget.

7 Recommended:

8   
9 \_\_\_\_\_

10 Department Head

6 Approved:   
7  
8  Mayor

10 Approved:   
11 \_\_\_\_\_  
12 Controller

**TO:** Angela Calvillo, Clerk of the Board of Supervisors  
**FROM:** Mary Hudson, City Librarian's Office  
**DATE:** January 24, 2012  
**SUBJECT:** Retroactive Accept and Expend Resolution for Subject Grant

**GRANT TITLE:** Learning Labs in Libraries and Museums

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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
- Other (Explain):

**Special Timeline Requirements:**

Please expedite. Grant period began in January 2012.

**Departmental representative to receive a copy of the adopted resolution:**

Name: Mary Hudson Phone: 557-4235

Interoffice Mail Address: City Librarian's Office, Public Library #41

Certified copy required Yes  No

(Note: certified copies have the seal of the City/County affixed and are occasionally required by funding agencies. In most cases ordinary copies without the seal are sufficient).

**File Number:** \_\_\_\_\_

(Provided by Clerk of Board of Supervisors)

**Grant Information Form**

(Effective March 2005)

Purpose: Accompanies proposed Board of Supervisors resolutions authorizing a Department to accept and expend grant funds.

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

1. Grant Title: Learning Labs in Libraries and Museums

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: \$99,680

6a. Matching Funds Required: \$341,404.52

b. Source(s) of matching funds (if applicable): In-kind staff contribution as cost sharing expense

7a. Grant Source Agency: Institute of Museum and Library Services

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

8. Proposed Grant Project Summary: The Public Library proposes a planning process, in partnership with the Bay Area Video Coalition (BAVC), the California Academy of Sciences, and KQED, to achieve two primary goals: 1) to develop a vision, program design, and test a Teen Center Learning Lab at the Main Library and 2) to develop a citywide framework for incorporating content-based curriculum in a shared online platform, with the help of a broad consortium of youth service providers and a team of youth leaders across the city.

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

Start-Date: January 2012

End-Date: June 2013

10a. Amount budgeted for contractual services: \$30,000

b. Will contractual services be put out to bid? Yes

c. If so, will contract services help to further the goals of the department's MBE/WBE requirements? Yes

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

11a. Does the budget include indirect costs?

Yes

No

b1. If yes, how much? \$

b2. How was the amount calculated?

c. 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\*\***

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

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

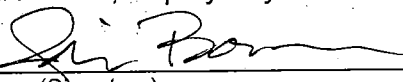
14. The Departmental ADA Coordinator and/or the Mayor's Office on Disability have reviewed the proposal and concluded that the project as proposed will be in compliance with the Americans with Disabilities Act and all other Federal, State and local access laws and regulations and will allow the full inclusion of persons with disabilities, or will require unreasonable hardship exceptions, as described in the comments section:

Comments:

Departmental or Mayor's Office of Disability Reviewer: Marti Goddard, Access Services Manager, SFPL

Date Reviewed: January 18, 2012

Department Approval: Jill Bourne, Deputy City Librarian

  
\_\_\_\_\_  
(Signature)

The San Francisco Public Library (SFPL) proposes a planning process, in partnership with the Bay Area Video Coalition (BAVC), the California Academy of Sciences, and KQED, to achieve two primary goals: 1) to develop a vision, design, and test a Teen Center Learning Lab at the Main Library and 2) to develop a citywide framework for incorporating content-based curriculum in a shared online platform, with the help of a broad consortium of youth service providers and a team of youth leaders across the city.

The overall planning process will be led by a team of staff from SFPL, each partner organization, and youth leaders. SFPL will commit significant staff time to form the project management team, including the Teen Services Specialist, Teen Center Manager, Chief Information Officer, Digital Initiatives Manager, Chief of Children and Youth Services, and Deputy City Librarian. The Bay Area Video Coalition (BAVC), California Academy of Sciences, and KQED will each commit lead staff to participate in the leadership team. SFPL will also recruit 8 high-school aged youth to assist with leading and shaping the program throughout planning. Planning and design sessions will be facilitated by education design consultants, The Third Teacher of Cannon Design.

SFPL's role in supporting technology and media literacy for all 42,000 middle and high-school youth within the city is a central priority in the Library's long-range strategic planning. SFPL has a core responsibility to support youth exploration, critical assessment, development, and ownership of the digital landscape. SFPL has become a local leader in narrowing the technology gap while fostering strategic partnerships to increase media literacy within San Francisco, and the development of a Teen Center Learning Lab would naturally expand these efforts to address a critical need.

San Francisco Public Library and its collaborative partners envision a Learning Lab that serves as a magnet for teens throughout the City, with a physical space in the Main Library, and satellite spaces at branch libraries, partnering institutions and other appropriate organizations, all connected virtually through a shared online space. The planning process and Learning Lab programs will support the attainment of multiple literacies in technology, media, environment and health, reading and civic engagement. Youth who engage in the planning process and Learning Lab programs will learn how to: select and use resources in new ways as sources for creative media projects; be better consumers and evaluators of digital content; use technology and media production tools; share and license work produced in the Creative Commons; and tell stories that support and celebrate local culture and diversity. Teen producers, distributors and curators of work in a digital world will gain practical knowledge about such topics as distribution rights, copyright, journalism ethics and more to help them in their current projects and future careers.

Based on the program goals stated above, the planning project will yield the following related outcomes:

- Articulation of a shared vision for digital media learning across multiple service organizations;
- Conceptual design for a Teen Center Learning Lab at the Main Library (name to be determined);
- Program design, including a framework for providing content and curriculum in a learning lab environment (and interim/alternative sites);
- Formalization of a city-wide Learning Network of youth service providers, including project partners and collaborators, with an established work plan, endorsed by city and educational leaders;
- Identification and/or structural development of an shared online platform that can integrate content from numerous partner programs and other learning labs; and
- Development of a teen leadership cohort (Youth Advisory Board), ready to transition into mentorship roles as the Learning Lab, program framework, and online platform are implemented.





## COMMUNITY AND NEED

The City and County of San Francisco is a densely populated and culturally diverse urban center, made up of unique neighborhoods, multiple languages, and stark socio-economic differences. The 42,000 middle and high school students in San Francisco reflect the dynamics of the greater city – ethnically (46% non-Caucasian), linguistically (44% of residents speak a language other than English at home), and socio-economically (13% living below poverty level). Like many cities, San Francisco has suffered a decline in residents under 18 during the past ten years, due to factors such as the high-cost of living and perceived inability of the public school system to address growing and evolving educational needs past elementary school. For the city to continue to thrive, a high priority must be placed on the needs of families, particularly those with middle and high school-aged youth, providing an integrated network of learning opportunities that bridge formal education.

Despite the region's reputation for being a global technology hub, a 2011 California statewide survey (Californians and Information Technology) found that 22% of homes in the San Francisco Bay Area do not have basic broadband access. When describing households with an annual income under \$40,000, the number jumps dramatically to more than 42%. While access to the Internet has increased over the past decade, with the availability of smart phones, Internet ready devices, laptops, and personal computers, there are still significant numbers of teens within San Francisco that do not have basic access to technology and the Internet, and even more who lack access to meaningful engagement with digital and online resources.

San Francisco's middle- and high-school youth need access to new media technology and experiences that make them informed participants in the digital conversation or risk falling behind. Teens with access are actively engaged in pursuits that could prepare them for work in the technology sector, "currently one of the few bright spots in the economy (SFGate, 8/8/2011);" but even more significant, meaningful media experience can lead to life-long informed civic participation (Exploring Digital Media & Learning). The need for teens, especially lower income and at-risk teens, to have knowledge of current technology in order to thrive in the educational and business cultures, is further supported by the research of Henry Jenkins, et al, who state that "Schools as institutions have been slow to react to the emergence of this new participatory culture; the greatest opportunity for change is currently found in ... informal learning communities," in Confronting the Challenge of Participatory Culture: Media Education for the 21<sup>st</sup> Century.

The San Francisco Public Library (SFPL) serves the city and county of San Francisco, as well as the surrounding Bay Area, as the provider of free access to information, technology, and cultural programming, with rich and deep collections of resources. The SFPL serves more than 7 million visitors per year through its 27 branch Libraries, Main Library and bookmobiles, offering dedicated programs, services, and collection resources to teens. The Main library offers city-wide services and functions as the neighborhood branch for the Tenderloin, Civic Center, and SOMA districts. With the highest crime and poverty rates in the city, the Tenderloin is a difficult place for San Francisco teens and children to live and learn. Many children living within this area come from single parent households and the median household income is \$27,000 (2010 Census). These are among the most densely populated neighborhoods in the city but they offer the fewest services and amenities, including household access to broadband. As the largest provider of free public technology in the city, SFPL has been recognized as a key leader in addressing the technology and broadband access divide in the Tenderloin and other similarly challenged neighborhoods (Digital Inclusion in San Francisco, 2007 UC Berkeley's Goldman School of Public Policy).

SFPL's role in supporting technology and media literacy for all teens within the city is a central priority in our long-range strategic planning. All youth are using information technology and media on some level, and SFPL has a core responsibility to support their exploration, critical assessment, development, and ownership of the digital landscape. For decades, SFPL has worked to narrow the technology gap while also fostering strategic partnerships to increase literacy of all kinds within San Francisco, and the development of a Teen Center Learning Lab would naturally expand these efforts to address a critical need. With facilities and services in every neighborhood in San Francisco, a mission that supports information, technology, and media/news literacies, and a commitment to building a dynamic Teen Center Learning Lab within the city's Main Library, SFPL is positioned as an ideal anchor institution. SFPL can provide a foundation on which to build a larger, citywide learning network that leverages the strengths of the many organizations serving youth and pioneering digital media education efforts.

The Teen Center Learning Lab will provide a central place for learning as well as utilization of skills gained through informal learning institutions, including museums, school and social groups, as recommended in the New Media Consortium's *Horizon Report 2010* on digital media in museums, the MacArthur Foundation's ethnographic work on digital media learning, and the IMLS report on 21st century museums and learning. Specifically, SFPL and a team of key partner organizations will create a Teen Center Learning Lab that will address our community need by:

- 1) Equipping youth with the access, skills, and learning framework required to fully benefit from emerging media and information technologies;
- 2) Serving as a citywide hub and pipeline for media content creation, sharing, and collaboration;
- 3) Facilitating teens transformation from media consumers to engaged media producers;
- 4) Forging new models for teens to meaningfully participate in their communities.

Not only will teens benefit from the new Main Library Teen Learning Lab, but the Lab will also serve as an incubator for new ideas, provide scalable models for future program expansion to branch and other neighborhood locations, serve as a vehicle for establishing a broad-based media learning network for all Bay Area teen and technology service providers. The Lab design and program is supported by the findings of the IMLS Digitally Inclusive Communities "Building Digitally Inclusive Communities: A Guide to the Proposed Framework," which notes that an important step toward promoting digital inclusion is to provide tools to help communities assess their current capabilities, work across institutional boundaries, and effectively realize the potential of a digitally inclusive community.

## PROJECT DESIGN

The SFPL proposes a planning process, soliciting involvement from a trio of key partners, to achieve two primary goals: 1) to vision, test, and design a Learning Lab at the Main Library and 2) to develop a citywide framework for incorporating content-based curriculum in a shared online platform, with the help of a broad consortium of youth service providers and a team of youth leaders across the city.

Three community partners bring a wide base of expertise, experience, and resources to the proposed program, and, with the public library, form the strong basis for a citywide digital learning network. The Bay Area Video Coalition (BAVC) Next Gen programs are a national model for youth-driven innovation and engagement with digital media, with programs serving predominantly low-income youth. The California Academy of Sciences is a multifaceted scientific institution committed to leading-edge research, to educational outreach, and to finding new and innovative ways to engage and inspire the public. KQED is the

Bay Area's largest public media television and radio station. KQED Education produces and distributes media-rich free educational resources to engage learners and bring relevant, real-world examples of standards-based content into the classroom.

In addition, a network of community collaborators will engage in the planning process to achieve a city-wide vision, ensure success of process and forge a strong foundation for growth and sustainability of a learning network throughout the city. This network, to include leading youth, arts, and media organizations such as 826 Valencia, BAYCAT (Bayview Hunters Point Center for Arts & Technology), California Poets in the Schools, SF Film Society, Streetside Stories, TILT (Teaching Intermedia Literacy Tools), Writer's Corps, YouthSpeaks, and the Zeum, will participate in programming the learning lab and integrating learning opportunities. The project will also receive strong support from key city agencies - the San Francisco Unified School District and the City and County's Department of Children, Youth and Families.

SFPL will initiate a planning process in January 2012 that will enable us to build the vision for youth driven interactive learning, develop an online community engagement space or platform, create a framework for partner collaboration and youth learning, and design a physical teen space/learning lab at the Main Library that is accessible to all youth for free, seven days per week.

An 18 month planning process includes the following elements:

- Youth Design Camp. A half-day workshop that engages 20-40 youth in defining the vision of the planning process and ultimate goals.
- Master Design Workshops. 1-2 day sessions with SFPL, program partners, community collaborators, and youth leaders.
- Teen Engagement events and pilot programs. A total of 12 events, developed and implemented by SFPL and the partner organizations, testing programmatic, platform, and design elements at each phase.
- Evaluation. In order to better inform an iterative design process, for both program and physical space, assessment will be built into each phase of planning.
- Deliverables. Youth advisory group formed, online platform identified and tested, partnership framework (learning network established), functional building program, conceptual design, sustainable funding plan.

To facilitate the planning process, SFPL will engage The Third Teacher (TTT), an "education design consultancy within Cannon Design which helps learning communities better serve 21<sup>st</sup> century learners," to facilitate ideation sessions with stakeholders. Planning and documentation will include four overlapping phases, commencing in January 2012 and concluding in June 2013:

**Building the vision (Jan – May 2012)**

Partners will identify young adult mentors and teens to participate in a half-day design workshop, followed by a 3-day master planning workshop. TTT will use various exercises throughout this phase to guide the team in developing a draft vision for the Lab from the teen user's perspective. The teams also will plan two youth engagement events to take place during the visioning process. By the conclusion of visioning in May 2012, the teams will have completed a draft vision and formed a smaller, long-term youth leaders group. Through this iterative process, the vision will be refined and become the catalyst for all future activities.

**Online community engagement space/platform (Mar – Sept 2012)**

Three youth engagement activities will take place during this period, with a focus on identifying and testing interactive media options, uses of space and online tools. By the end of this phase, recommendations for design features and technology will be formed.

**Framework for partner collaboration & learning (June 2012 – Feb 2013)**

Four youth engagement events will take place during this phase, two to develop a model for city-wide collaboration, and two to determine a learning model. By the end of this phase, a draft framework for partnership collaboration will be in place, serving as the foundation for a cross-discipline learning network.

**Design of a Teen Center Learning Lab at the Main Library (May 2012 – June 2013)**

The team will participate in two additional master design workshops, including programmatic and space needs, as well as space and architecture. Youth engagement activities will focus on environment. By the end of this phase the conceptual design and building program will be complete.

See Supportingdoc3.pdf for a full draft timeline.

**PROJECT GOALS AND OUTCOMES**

The primary goals for the Teen Center Learning Lab planning project are:

- To vision, test, and design a Learning Lab at the Main Library; and
- To develop a citywide framework for incorporating content-based curriculum in a shared online platform, with the help of a broad consortium of youth service providers and a team of youth leaders across the city.

Based on these larger goals, the planning project will yield the following related outcomes:

- Articulation of a shared vision for digital media learning across multiple service organizations;
- Conceptual design for a Teen Center Learning Lab at the Main Library (name to be determined);
- Program design, including a framework for providing content and curriculum in a learning lab environment (and interim/alternative sites);
- Formalization of a city-wide Learning Network of youth service providers, including project partners and collaborators, with an established work plan, endorsed by city and educational leaders;
- Identification and/or structural development of an shared online platform that can integrate content from numerous partner programs and other learning labs; and
- Development of a teen leadership cohort (Youth Advisory Board), ready to move into mentorship roles as the Learning Lab, program framework, and online platform are implemented.

San Francisco Public Library and its collaborative partners envision a Learning Lab that serves as a magnet for teens throughout the City, with a physical space in the Main Library, and satellite spaces at branch libraries, partnering institutions and other appropriate organizations, all connected virtually through a shared online space. The planning process and Learning Lab programs will support the attainment of multiple literacies in technology, media, environment and health, reading and civic engagement.

Youth who engage in the planning process and Learning Lab programs will learn:

- How to evaluate, select and use library resources in new ways as sources for creative media projects;
- How to be better consumers and evaluators of digital content;
- Hands-on skills in the use of technology and media production tools;

- How to share and license work produced in the Creative Commons;
- How to tell stories that support and celebrate local culture and diversity.

In addition, the Lab will open doors for career development and digital portfolios. Teen producers, distributors and curators of work in a digital world will gain practical knowledge about such topics as distribution rights, copyright, journalism ethics and more to help them in their current projects and future careers. Ultimately, the Lab would provide a bridge between youth, mentors, partners and the premier Bay Area technology companies and start-ups, with the goal of providing the skills needed for teens to compete as adults in the digital world, and through its youth mentors, allows a way for teens to stay connected to the learning resources into adulthood.

Sustainability strategies will be piloted as part of teen engagement events and the work of the youth Advisory Board. Planned approaches include successive youth mentor cohorts, a train-the-trainer model to ensure continuity, ongoing partnership with public access television and community programs, and youth network linkages with after-school nonprofit partner organizations.

The planning process will also incorporate a strategy of regular evaluation to formally assess our collaborative effectiveness in a way that can tangibly improve the quality of our remaining work together. Anonymous partner surveys will be conducted at the start of planning, at the conclusion of each major planning phase, and at the end-point of the planning project. The surveys, developed collaboratively at the outset of the planning process, and completed by project partners and youth advisers, will address the checklist of progress, measuring success toward final goals. Additionally, these surveys will be augmented by a youth focus group at each planning phase. Partners will review summaries of the results at a team meeting concluding each major phase of the project, and will discuss them collectively to determine corrections and improvements before embarking on each subsequent phase of planning.

#### **PROJECT RESOURCES: BUDGET, PERSONNEL, AND MANAGEMENT**

SFPL has identified the development of a Teen Center Learning Lab and related learning network as a top strategic priority in the next two years and beyond. As such, SFPL has committed significant staff time (as cost-sharing expenses) to the management of this planning process.

- The Teen Services Specialist, a Librarian II supervisory position, will act as project lead throughout planning. With the support of two Librarian I staff, the Teen Specialist will manage the organization of design activities and teen events, the involvement of youth in planning, and direct daily communication with consultants and partner organization staff.
- SFPL will add a fulltime Librarian II Teen Center Manager, beginning in July 2012, dedicated to overseeing planning and design activities. (Job description included in Resumes.pdf)
- Technology needs will be supported fully by the SFPL Information Technology division, through the involvement of both the Chief Information Officer and Digital Initiatives Manager, who will participate in all planning activities, consult with partners, and ensure that equipment and staff resources are in place.
- Administrative support will be provided by the Chief of Children and Youth Services, aligning program goals and activities with system-wide teen services objectives, allocating staff and operational resources as needed, and working with the Teen Specialist to manage implementation of the consultant workplan.
- Organizational support will also be allocated to manage building-related activities (Facilities Manager), finance/grant management activities (Chief Financial Officer), and marketing/publicity/graphics (Public

Relations Manager).

- Finally, the Deputy City Librarian will provide oversight of the consultant's contract and ensure that resources are aligned to achieve long-term sustainability of the program, including staffing needs and construction of the Teen Center Learning Lab.

Grant funds are requested to allow SFPL to engage an education design consultant, The Third Teacher of Cannon Design, in a series of visioning and design workshops that will involve the library, youth, partners and additional collaborating organizations. While SFPL will commit the needed staff time to complete the project, The Third Teacher brings expertise and capacity in planning, ethnography, and design that will augment the skills and resources of SFPL and the project partners. SFPL will contribute 25% in cost sharing to consultant fees.

SFPL's partner organizations bring unique and valuable resources and sustainable support to the proposed program, with a proven record of success in working with youth, interactive curricula, and technology. As detailed in the Budget Justification, BAVC, California Academy of Sciences, and KQED will contribute expertise (technology and media based programs, education, production), content (media, arts, STEM), a broad reach (program linkages, wide audiences), youth (leaders and ambassadors engaged in their programs), and mentors (partner staff). Funding is requested to offset costs of dedicated staff time and materials that the partners will contribute to the planning effort; 41% of partner costs will be contributed through cost-sharing.

Because the proposed project is built around the concept of engaging youth directly in visioning, design, and later program implementation, SFPL requests funds to create a stipend for teens who participate. Through the stipend program, SFPL will recruit an average of 8 high-school aged youth to assist with leading and shaping the program throughout planning. Positions may rotate as needed, dependent upon school schedules, etc.

Additional funding is requested for travel (43% cost share) based upon estimates for two required trips related to the grant. Small equipment items, such as cameras and iPads, would be purchased as supplies and materials (54% cost share) to use during the design, visioning, and pilot processes.

Finally, SFPL is currently engaged in a space planning project, with a goal of identifying the space for a new Teen Center at the Main Library, which will be completed by January 2012. SFPL has committed to identifying capital funds to build the Teen Center, but seeks grant support to develop the vision and design for the space and the services it would provide. Building on the groundbreaking work of the YouMedia center in Chicago, SFPL is prepared to advance the national discussion of improving education through exploration of digital media learning, and would relish the opportunity to work with partners locally and beyond to create a dynamic network of engaged youth, libraries, museums, and other community based organizations.

**SFPL Mission Statement**

The San Francisco Public Library system is dedicated to free and equal access to information, knowledge, independent learning and the joys of reading for our diverse community.

**SFPL Audience and Service Area**

Through the Main Library, 27 Branch Libraries, bookmobiles, and public website, the San Francisco Public Library provides an array of services and programs that enhance the community's awareness of, access to, and ability to utilize the rich informational and recreational resources at the Library and beyond. In addition to providing access to the City's collection of 3.4 million items in a variety of formats (print, microform, digital, video, and audio) and in over 50 languages, the Public Library also offers public access computers and other relevant technologies, as well as educational, literary, and recreational programming for children, teens, and adults.

The San Francisco Public Library opened its doors in 1879 and has been providing books, services and knowledge to its citizens for 132 years. The Library provides direct service to the more than 800,000 residents of the 49-square-mile city of San Francisco and neighboring Treasure Island, and also serves as a resource to the entire San Francisco Bay Area, which has a total population approaching 7 million and an annual economy of some \$423 billion. The City of San Francisco's population has increased almost 4 percent in past 10 years, and is one of the most densely populated cities in the U.S., with nearly 10,000 people per square mile. A little over 14 percent of the population is under 18. While 12 percent of the population lives below the poverty line, the high cost of living impacts a larger percentage of residents with an average per capita annual income of \$44,000. According to the latest U.S. Census data, the demographic breakdown of San Francisco is 42 percent white, 33 percent Asian, 15 percent Hispanic or Latino and 6 percent African American.

San Francisco is also a city of great language diversity. Some 44 percent of San Francisco households speak languages other than English. SFPL responds to this diverse community with a variety of services and resources in multiple languages:

- 771,194 annual checkouts by patrons of international language materials
- 1.7 million views of sfpl.org's Chinese and Spanish websites by online users in 2010
- 44,888 patrons used the free international language databases
- In-person services and programs in seven languages

The San Francisco Public Library is supported and valued by the city's communities, as seen through enhanced use and dedicated voter approved funding. In 2010, SFPL saw:

- 7 million visits to library facilities (an increase of 1M in two years)
- 11 million uses of library books, music, movies, and other collection items
- 500,000 hours of free public computer usage
- 2 million uses of online collections and databases
- 12,000 uses of SFPL public lending laptops
- 68,000 new library cards issued

**Project Staff – San Francisco Public Library and Partner Organizations**

Brian Bannon. Chief Information Officer, San Francisco Public Library.

Toni Bernardi. Chief of Children and Youth Services Division, San Francisco Public Library.

Jill Bourne. Deputy City Librarian, San Francisco Public Library.

Jennifer Collins. Teen Services Specialist, San Francisco Public Library.

Elizabeth Cooling Babcock, Ph.D. Chief Education and Digital Strategy Officer and Roberts Dean of Education, California Academy of Sciences.

Ingrid Dahl. Director, Next Gen (youth programs), Bay Area Video Coalition.

Jennifer Gilomen. Director of Public Media Strategies, Bay Area Video Coalition.

Robin Mencher. Director of Education & Media Learning, KQED.

Tim Olson. Vice President of Digital Media and Education, KQED.

Matthew Williams. Educational Technologist, KQED.

Jon Worona. Digital Initiatives Manager, San Francisco Public Library.

**Project Staff to be added to Support Program**

Teen Center Librarian II, San Francisco Public Library (See draft job description)

**Consultants**

Trung Le. Design Principal, Cannon Design.

Christian Long. Educational Strategist, Cannon Design.

Sarah Malin. Design Ethnographer, Cannon Design.



## PARTNERSHIP STATEMENT

Complete one of these forms for each formal partner.

Legal name of applicant organization (5a from Face Sheet): San Francisco Public Library

1. Legal name of partner organization: Bay Area Video Coalition

2. Partner DUNS number: 083798439

3. Mailing address:

Street1: 272 Mariposa Street Street2: Suite 200

City: San Francisco State: CA Zip+4: 94110

4. Partner Web address: <http://www.bavc.org>

5. Partner project contact name: Carol Varney

Title: Managing Director

Telephone number: 415-558-2149 E-mail: [carol@bavc.org](mailto:carol@bavc.org)

6. Governing control of partner (choose one):

- |   |  |
|---|--|
| <input type="checkbox"/> State Government   | <input checked="" type="checkbox"/> Nonprofit with 501(c)3 IRS Status (Other than Institution of Higher Education) |
| <input type="checkbox"/> County Government  | <input type="checkbox"/> Nonprofit without 501(c)3 IRS Status (Other than Institution of Higher Education)         |
| <input type="checkbox"/> City or Township Government  | <input type="checkbox"/> Private Institution of Higher Education   |
| <input type="checkbox"/> Special District Government  | <input type="checkbox"/> Individual  |
| <input type="checkbox"/> Regional Organization  | <input type="checkbox"/> For-Profit Organization (Other than Small Business)                                       |
| <input type="checkbox"/> U.S. Territory or Possession   | <input type="checkbox"/> Small Business  |
| <input type="checkbox"/> Independent School District  | <input type="checkbox"/> Hispanic-serving Institution  |
| <input type="checkbox"/> Public/State Controlled Institution of Higher Learning                     | <input type="checkbox"/> Historically Black Colleges and Universities (HBCU's)                                     |
| <input type="checkbox"/> Indian/Native American Tribal Government (Federally Recognized)            | <input type="checkbox"/> Tribally Controlled Colleges and Universities (TCCUs)                                     |
| <input type="checkbox"/> Indian/Native American Tribal Government (Other than Federally Recognized) | <input type="checkbox"/> Alaska Native and Native Hawaiian Serving Institutions                                    |
| <input type="checkbox"/> Indian/Native American Tribally Designated Organization                    | <input type="checkbox"/> Nondomestic (non-U.S.) Entity   |
| <input type="checkbox"/> Public/Indian Housing Authority  | <input type="checkbox"/> Other (specify)   |

7. What is the partner organization's mission? [500 characters] BAVC inspires social change by enabling the sharing of diverse stories through art, education and technology.

8. Describe the partner organization's service area (audience served, including size, demographic characteristics and geographic area) [500 characters] Annually, BAVC directly serves over 1000 students through its adult education and workforce development programs, and 200 independent producers through public access television and creative programs (75% in the San Francisco Bay Area, 25% in neighboring communities and nationally; 30-40% low income by Federal HUD standards). Our Next Generation programs serve 40-50 Oakland-based youth, 40 low-income San Francisco youth, and 20 teachers annually, who teach our curriculum to 500 students.

9. List the partner's key roles and responsibilities in the project: [1000 characters]

BAVC will lend its expertise in youth development, program strategy, skills-based curriculum, and connecting neighborhood-based organizations to the project. BAVC will create a pipeline for youth leaders and ambassadors who will participate in the design and planning process and act as mentors in the eventual youth-driven Learning Lab programming. In addition, BAVC will

provide expertise in the design and implementation of community training, production, and distribution components of the Learning Lab. BAVC's Producers Institute will serve as a model for bringing together creators and technology experts to iterate and prototype new media projects, as well as cultivate a larger youth media network platform and community of practice in partnership with the California Academy of Sciences.

**Please note:**

A. Submission of this application by the Authorized Representative of the applicant organization reflects the partner organization's agreement with the following statements:

- We will carry out the activities described above and in the application narrative.
- We will use any federal funds we receive from the applicant organization in accordance with applicable federal laws and regulations as set forth in the program guidelines and the terms and conditions of the grant award.
- We assure that our facilities and programs comply with the applicable federal requirements and laws as set forth in the program guidelines.

B. Prior to submission of the application, the applicant will ensure that the partner organization has provided to the applicant a signed original of this Partnership Statement for the applicant's records. Such original will be made available to IMLS, if requested by IMLS.

## PARTNERSHIP STATEMENT

Complete one of these forms for each formal partner.

Legal name of applicant organization (5a from Face Sheet): San Francisco Public Library

1. Legal name of partner organization: California Academy of Sciences

2. Partner DUNS number: 074632456

3. Mailing address:

Street1: 55 Music Concourse Drive Street2: Golden Gate Park

City: San Francisco State: California Zip+4: 94118

4. Partner Web address: <http://www.calacademy.org>

5. Partner project contact name: Amy Wolfrum

Title: Major Gifts Officer

Telephone number: 415-379-5390

E-mail: [awolfrum@calacademy.org](mailto:awolfrum@calacademy.org)

6. Governing control of partner (choose one):

- |   |  |
|---|--|
| <input type="checkbox"/> State Government   | <input checked="" type="checkbox"/> Nonprofit with 501( c )3 IRS Status (Other than Institution of Higher Education) |
| <input type="checkbox"/> County Government  | <input type="checkbox"/> Nonprofit without 501( c )3 IRS Status (Other than Institution of Higher Education)         |
| <input type="checkbox"/> City or Township Government  | <input type="checkbox"/> Private Institution of Higher Education   |
| <input type="checkbox"/> Special District Government  | <input type="checkbox"/> Individual  |
| <input type="checkbox"/> Regional Organization  | <input type="checkbox"/> For-Profit Organization (Other than Small Business)   |
| <input type="checkbox"/> U.S. Territory or Possession   | <input type="checkbox"/> Small Business  |
| <input type="checkbox"/> Independent School District  | <input type="checkbox"/> Hispanic-serving Institution  |
| <input type="checkbox"/> Public/State Controlled Institution of Higher Learning                     | <input type="checkbox"/> Historically Black Colleges and Universities (HBCU's)                                       |
| <input type="checkbox"/> Indian/Native American Tribal Government (Federally Recognized)            | <input type="checkbox"/> Tribally Controlled Colleges and Universities (TCCUs)                                       |
| <input type="checkbox"/> Indian/Native American Tribal Government (Other than Federally Recognized) | <input type="checkbox"/> Alaska Native and Native Hawaiian Serving Institutions                                      |
| <input type="checkbox"/> Indian/Native American Tribally Designated Organization                    | <input type="checkbox"/> Nondomestic (non-U.S.) Entity   |
| <input type="checkbox"/> Public/Indian Housing Authority  | <input type="checkbox"/> Other (specify)   |

7. What is the partner organization's mission? [500 characters] The mission of the California Academy of Sciences (CAS) is to explore, explain and protect the natural world. We realize this mission through natural history and biodiversity research around the world and with our 25 million specimens, and public educational experiences leveraging our aquarium (35,000 live specimens), our planetarium, our natural history museum, a 4-story rainforest, our living roof, and our LEED-certified platinum facility.

8. Describe the partner organization's service area (audience served, including size, demographic characteristics and geographic area) [500 characters] Annually, CAS welcomes 1.6 million visitors from around the world. Over 300,000 youth participate annually in our education programs and field trips, including 84% of all San Francisco schools. Over 1,100 Bay Area teachers participate in Academy professional development. Our Early Childhood Education program serves more than 120,000 children and their caregivers. Our Lectures and Special Programs engage nearly 6,500 people in 24 lectures held at the Academy and the Herbst Theatre.

9. List the partner's key roles and responsibilities in the project: [1000 characters] CAS will participate as a collaborating partner on this project, assisting in planning and visioning the Learning Lab and the Learning Network. CAS will provide resources and personnel for this project including: a) access to our teaching and research collections and exhibitions for visioning sessions and the project team; b) STEM educational content and program resources; c) a venue for distributing teen-produced content to our 1.6 million visitors a year; d) STEM mentors; e) CAS interns to participate in the visioning sessions. More

specifically, CAS staff (Chief Education and Digital Strategy Officer, and teen program staff) will participate in the Collaborator meetings, monthly planning sessions, the design camp, and the Master workshops.

**Please note:**

A. Submission of this application by the Authorized Representative of the applicant organization reflects the partner organization's agreement with the following statements:

- We will carry out the activities described above and in the application narrative.
- We will use any federal funds we receive from the applicant organization in accordance with applicable federal laws and regulations as set forth in the program guidelines and the terms and conditions of the grant award.
- We assure that our facilities and programs comply with the applicable federal requirements and laws as set forth in the program guidelines.

B. Prior to submission of the application, the applicant will ensure that the partner organization has provided to the applicant a signed original of this Partnership Statement for the applicant's records. Such original will be made available to IMLS, if requested by IMLS.

## PARTNERSHIP STATEMENT

Complete one of these forms for each formal partner.

Legal name of applicant organization (5a from Face Sheet): San Francisco Public Library

1. Legal name of partner organization: KQED Inc.

2. Partner DUNS number: 004770921

3. Mailing address:

Street1: 2601 Mariposa Street Street2:

City: San Francisco State: CA Zip+4: 94110-1426

4. Partner Web address: <http://www.kqed.org>

5. Partner project contact name: Robin Mencher

Title: Director, Education & Media Learning

Telephone number: 415-553-2223 E-mail: [rmencher@kqed.org](mailto:rmencher@kqed.org)

6. Governing control of partner (choose one):

- |   |  |
|---|--|
| <input type="checkbox"/> State Government   | <input checked="" type="checkbox"/> Nonprofit with 501(c)3 IRS Status (Other than Institution of Higher Education) |
| <input type="checkbox"/> County Government  | <input type="checkbox"/> Nonprofit without 501(c)3 IRS Status (Other than Institution of Higher Education)         |
| <input type="checkbox"/> City or Township Government  | <input type="checkbox"/> Private Institution of Higher Education   |
| <input type="checkbox"/> Special District Government  | <input type="checkbox"/> Individual  |
| <input type="checkbox"/> Regional Organization  | <input type="checkbox"/> For-Profit Organization (Other than Small Business)                                       |
| <input type="checkbox"/> U.S. Territory or Possession   | <input type="checkbox"/> Small Business  |
| <input type="checkbox"/> Independent School District  | <input type="checkbox"/> Hispanic-serving Institution  |
| <input type="checkbox"/> Public/State Controlled Institution of Higher Learning                     | <input type="checkbox"/> Historically Black Colleges and Universities (HBCU's)                                     |
| <input type="checkbox"/> Indian/Native American Tribal Government (Federally Recognized)            | <input type="checkbox"/> Tribally Controlled Colleges and Universities (TCCUs)                                     |
| <input type="checkbox"/> Indian/Native American Tribal Government (Other than Federally Recognized) | <input type="checkbox"/> Alaska Native and Native Hawaiian Serving Institutions                                    |
| <input type="checkbox"/> Indian/Native American Tribally Designated Organization                    | <input type="checkbox"/> Nondomestic (non-U.S.) Entity   |
| <input type="checkbox"/> Public/Indian Housing Authority  | <input type="checkbox"/> Other (specify)   |

7. What is the partner organization's mission? [500 characters] KQED serves the people of Northern California with a community-supported alternative to commercial media. We provide citizens with the knowledge they need to make informed decisions; convene community dialogue; bring the arts to everyone; and engage audiences to share their stories. We help students and teachers thrive in 21st century classrooms, and take people of all ages on journeys of exploration—exposing them to new people, places and ideas.

8. Describe the partner organization's service area (audience served, including size, demographic characteristics and geographic area) [500 characters] Serving audiences throughout Northern California and beyond, KQED Public Television 9 is one of the nation's most-watched public television stations and KQED Public Radio is the most-listened-to public radio station in the nation. KQED also serves diverse audiences online and KQED Education reaches more than 200,000 Bay Area residents each year, including people of all ages and particularly those in underserved communities.

9. List the partner's key roles and responsibilities in the project: [1000 characters] KQED will 1) will adapt its Media Making for STEM Learning toolkit/curriculum to the project's lab context, utilizing evaluation data from the planning process and working in conjunction with project partners to develop a staff/mentor training protocol for implementing the curriculum; 2) identify opportunities for building links between content and public youth media contests and showcases on [kqed.org](http://kqed.org); and 3) help recruit youth participants for the project.

**Please note:**

A. Submission of this application by the Authorized Representative of the applicant organization reflects the partner organization's agreement with the following statements:

- We will carry out the activities described above and in the application narrative.
- We will use any federal funds we receive from the applicant organization in accordance with applicable federal laws and regulations as set forth in the program guidelines and the terms and conditions of the grant award.
- We assure that our facilities and programs comply with the applicable federal requirements and laws as set forth in the program guidelines.

B. Prior to submission of the application, the applicant will ensure that the partner organization has provided to the applicant a signed original of this Partnership Statement for the applicant's records. Such original will be made available to IMLS, if requested by IMLS.

## BUDGET FORM: Section B, Summary Budget

	\$ IMLS	\$ Cost Share	\$ TOTAL COSTS
1. Salaries and Wages		\$204,273.48	\$204,273.48
2. Fringe Benefits		\$89,063.24	\$89,063.24
3. Consultant Fees	\$30,000.00	\$10,000.00	\$40,000.00
4. Travel	\$4,000.00	\$3,875.00	\$7,875.00
5. Supplies and Materials	\$8,233.72	\$9,688.80	\$17,922.52
6. Services	\$34,981.80	\$24,504.00	\$59,485.80
7. Student Support			
8. Other Costs	\$22,464.00		\$22,464.00
<b>TOTAL DIRECT COSTS (1-8)</b>	<b>\$107,661.80</b>	<b>520725.62</b>	<b>\$628,387.42</b>
9. Indirect Costs			
<b>TOTAL COSTS (Direct and Indirect)</b>	<b>\$99,679.52</b>	<b>\$341,404.52</b>	<b>\$441,084.04</b>

### Project Funding for the Entire Grant Period

1. Grant Funds Requested from IMLS	<b>\$99,679.52</b>
2. Cost Sharing:	
a. Applicant's Contribution	<b>\$341,404.52</b>
b. Kind Contribution	
c. Other Federal Agencies*	
d. TOTAL COST SHARING	<b>\$341,404.52</b>
3. TOTAL PROJECT FUNDING (1+2d)	\$441,084.04
Percentage of total project costs requested from IMLS	<b>23 %</b>

\*If funding has been requested from another federal agency, indicate the agency's name:





# BUDGET FORM – PAGE ONE

- a. **Legal name** (5a from Face Sheet): San Francisco Public Library  
 b. **Requested Grant Period from:** 1/1/2012 **Requested Grant Period Through:** 6/30/2013  
 c. If this is a revised budget, indicate application/grant number:

## Section A: Detailed Budget

a. Year:  1  2  3  4 b. Budget Detail for the Period From: **1/1/2012** Through: **6/30/2013**

### 1. Salaries and Wages

Name/Title of Position	No.	Method of Cost Computation	\$ Grant Funds	\$ Cost Sharing	\$ Total
Teen Services Specialist	1	Hrly rate 39.9 x 20 hrs/78 wks		\$62,244.00	\$62,244.00
Chief of Youth Services	1	Hrly rate 65 x 4hrs/78 wks		\$20,280.00	\$20,280.00
Teen Librarians	2	hrly rate 36 x 8 hrs/78 wks		\$22,482.72	\$22,482.72
Deputy City Librarian	1	hrly rate 75.21 x 2 hrs/78 wks		\$11,732.76	\$11,732.76
Digital Initiatives Mngr	1	hrly rate 38 x 4 hrs/78 wks		\$11,856.00	\$11,856.00
Chief Information Officer	1	hrly rate 65 x 2 hrs/78 wks		\$10,140.00	\$10,140.00
Public Relations Officer	1	hrly rate 39.4 x 1 hr/78 wks		\$3,073.20	\$3,073.20
Chief Financial Officer	1	hrly rate 60.6 x 1 hr/78 wks		\$4,726.00	\$4,726.00
Facilities Manager	1	hrly rate 65 x 1 hr/78 wks		\$5,070.00	\$5,070.00
Teen Center Librarian II	1	hrly rate 39.9 x 30 hr/44 wks		\$52,688.00	\$52,688.00
<b>SUBTOTALS</b>				\$204,273.48	\$204,273.48

### 2. Fringe Benefits

Rate	% of	\$ Salary Base	\$ Grant Funds	\$ Cost Sharing	\$ Total
44	% of	\$204,273.48		\$89,063.24	\$89,063.24
44	% of				
44	% of				
<b>SUBTOTALS</b>				\$89,063.24	\$89,063.24

### 3. Consultant Fees

Name or Type of Consultant	No. of Days	Daily Rate of Compensation	\$ Grant Funds	\$ Cost Sharing	\$ Total
Third Teacher +	26	\$1538.50 (average)	\$30,000.00	\$10,000.00	\$40,000.00
<b>SUBTOTALS</b>			\$30,000.00	\$10,000.00	\$40,000.00



# BUDGET FORM – PAGE THREE

## 7. Student Support (for Laura Bush 21<sup>st</sup> Century Librarians program only)

Item	Basis/Method of Cost Computation	\$ Grant Funds	\$ Cost Sharing	\$ Total
SUBTOTALS				

## 8. Other Costs

Item	Basis/Method of Cost Computation	\$ Grant Funds	\$ Cost Sharing	\$ Total
Student Stipends (8)	\$12/hr x 3hr/wk x 78 weeks	\$22,464.00		\$22,464.00
SUBTOTALS		\$22,464.00		\$22,464.00

## 9. Total Direct Costs

	\$ Grant Funds	\$ Cost Sharing	\$ Total
TOTALS (Add subtotals of items 1 - 8)	\$99,679.52	\$340,529.52	\$440,209.04

## 10. Indirect Costs

Read the instructions about Indirect Costs before completing this section. Check the appropriate box below and provide the information requested:

Current indirect cost rate(s) have been negotiated with a federal agency (for item A, indicate the name of the agency and date of agreement expiration  complete item B).

Applicant chooses a rate not to exceed 15% of direct costs (complete item B).

Indirect cost proposal has been submitted to a federal agency but not yet negotiated (for item A, indicate the name of the agency and date of proposal  complete item B).

Item A: Name of federal agency:

Expiration Date:

Proposal Date:

Item B:

Rate	\$ Base	\$ Grant Funds	\$ Cost Sharing	\$ Total
	<input type="checkbox"/> of			
	<input type="checkbox"/> of			
	<input type="checkbox"/> of			
SUBTOTALS				

## 11. Total Project Costs

	\$ Grant Funds	\$ Cost Sharing	\$ Total
PROJECT COST TOTALS (Direct and Indirect for Budget Period)	\$99,679.52	\$340,529.52	\$440,209.04
PROJECT COST TOTALS (Excluding Student Support)	\$99,679.52	\$340,529.52	\$440,209.04



**1. Salaries and Wages**

The San Francisco Public Library will commit significant staff resources to oversee, manage, and facilitate the planning process for developing a Learning Lab/Teen Center, program/curriculum framework, and a network of service providers. Positions/staff that will dedicate time to this project include:

**Teen Services Specialist:** The Teen Specialist will act as project manager for the first 8 months as a new Teen Center manager position is being developed, approved, and recruited; the Teen Specialist will remain on the project as co-lead throughout completion. Responsibilities include convening the initial design camp and master workshops on building a vision, recruiting youth for subsequent phases, facilitating meetings with partners, shaping activities with youth, and engaging library staff.

Cost sharing: \$62,244 (20 hours/week; 18 months)

**Chief of Youth Services:** The Chief of Youth Services will oversee the planning process, supervise project managers, and align systemwide teen services goals to support the development of media learning spaces, programs, and partnerships.

Cost sharing: \$20,280 (4 hours/week; 18 months)

**Teen Librarians:** Two public service teen librarians will participate in the program, assisting the project manager(s) with specific project activities and outcomes. Tasks will include: assisting with community engagement, planning youth activity platforms and events/pilots, and involving library youth patrons and program partners in workshops and events.

Cost sharing: \$22,482.72 (8 hours/week; 18 months)

**Deputy City Librarian:** The Deputy City Librarian oversees public services and will act as administrative lead to manage the consultant contracts, ensure the planning project is completed, and implement a strategy for longterm program sustainability, including staffing and operational support.

Cost sharing: \$11,732.76 (2 hours/week; 18 months)

**Digital Initiatives Manger:** The Digital Initiatives Manager will play a key role in each phase as it relates to technology needs, visioning future service models, shaping the online sharing and engagement platforms, and the design of the physical learning lab.

Cost sharing: \$11,856 (4 hours/week; 18 months)

**Chief Information Officer:** The Chief Information Officer oversees the Library's Information Technology division. He will participate in the planning process, advising on key issues related to Library technology and service models, online learning platforms and the design of the learning lab, ensuring that the project is a priority and is supported through the long range technology planning.

Cost sharing: \$10,140 (2 hours/week; 18 months)

**Public Relations Officer:** The PR officer will support the project manager(s) by providing publicity and outreach tools, facilitating community engagement and partner collaboration.

Cost sharing: \$3073.20 (1 hour/week; 18 months)

**Chief Financial Officer:** The CFO will address financial contracts and funding issues, ensuring appropriate use and reporting of grant funds.

Cost sharing: \$4,726 (1 hour/week; 18 months)

**Facilities Manager:** The Facilities Manager will engage with consultants and project staff regarding space usage and planning, consulting with the building a vision team and with the design team.  
Cost sharing: \$5,070 (1 hour/week; 18 months)

**Librarian II Manager:** The Library will develop a new Librarian II Teen Center Manager position to co-lead the final 12 months of the planning process, build the program and services for a new Teen Center space, then continue as manager of the Teen Center/Learning Lab. The Librarian II would be added to the Library's fiscal year 2012-13 budget in July 2012 and recruited to begin in September 2012. Direct management of the Learning Lab project will constitute at least 75% of the Librarian II's duties through the grant period.  
Cost sharing: \$52,688 (30 hours/week; 10 months)

### **2. Fringe Benefits:**

The allocation of \$89,063.24 for fringe benefits is calculated based upon the San Francisco City and County standard rate of 43.6% of salary/wages. These costs would also be covered by the San Francisco Public Library as cost-sharing.

### **3. Consultant Fees:**

To facilitate the planning process, the Library will engage The Third Teacher (TTT) to run ideation sessions with stakeholders. TTT is "an education design consultancy within Cannon Design which helps learning communities better serve 21<sup>st</sup> century learners." Planning and documentation will include four overlapping phases, commencing in January 2012 and concluding in June 2013:

- Building the vision for space, technology, and service needs;
- Online community engagement to develop the space and platform;
- Developing the framework for partner collaboration and learning;
- Conceptual design of the Teen Center Learning Lab at the Main Library.

The Third Teacher will facilitate several engagement and design activities, involving youth leaders, SFPL staff, partner organization staff and youth participants, and representatives from other collaborator organizations. Activities will include:

- Youth-led prototype design camp
- Three master design workshops, engaging youth and adults, at different phases of planning
- Piloting an online platform for discovery and collaboration

Consultant fee estimates total \$40,000; (average per day rate of \$1538.50 by 26 days). The SFPL will contribute \$10,000 of funding (grant from the Friends of the San Francisco Public Library), and request \$30,000 in grant funds for facilitation and consultancy services.

### **4. Travel:**

SFPL estimates costs for two travel commitments (to visit Chicago's YouMedia space and two other required meeting) for at least 3 individuals (staff and youth leaders) each trip, as follows:

\$275 per person/airfare (x9) = \$2,475

\$100 per person/per night lodging (3 nights) (x9) = \$2,700

\$100 per person/per diem food and other expenses (3 days) (x9) = \$2,700

Total anticipated costs = \$7,875

SFPL will supply \$3875 and requests \$4000 in grant funds to cover these costs.

### 5. Supplies and Materials:

An important element of the SFPL grant proposal is the ability to pilot and test the use of technologies to create a dynamic, interactive learning environment, online and in a physical space. To this end, SFPL requests grant funding totaling \$8,233.72 to purchase basic equipment to be used by the teen project leaders and event participants. Additional items will be purchased using operational funds (\$4,500 for printing and publicity) and a \$5,000 grant from the Friends of the San Francisco Public Library to support this project.

Equipment specified is detailed below:

- **Ipad2 (4).** Teens will make and share pictures, audio, HD video, video chat, and use social networks across various locations city-wide, to shape, document, and share their vision for the Learning Lab.
- **MiFi equipment and data plan.** Compact wireless routers act as mobile Wi-Fi hotspots to connect collaborating teens to the internet via iPads and laptops anywhere in the city where internet service is not already available to them. This will be used to pilot mobile, flexible learning lab models in various locations.
- **Scanner:** Teens will capture two dimensional artwork and inspiration from magazines and their own works rendered on the page, "napkin sketches," canvas, and film to add to the design brainstorm.
- **Apple MacBook Pro (4).** Lightweight and powerful Mac laptops will equip the teen Learning Lab design cohort with portable workstations for sound recording, image creation, video editing, and the conduit to share their findings in the virtual collaboration space that will be central to the design process.
- **USB microphone.** Teens will capture high quality audio for podcasting, audio journalism, and music, giving voice to the needs that will be addressed in the future Learning Lab.
- **Digital Cameras (2).** Small, lightweight, portable cameras will enable teens to quickly capture pictures and HD video -- imagery that inspires them, testimonials, needs and desires for the Learning Lab -- to bring in to inform the learning design workshop sessions. Teens and mentors will be able to use the camcorders to document master workshops and activities.
- **Refreshments:** Basic refreshments will be provided at each design workshop (4) and teen event (12) throughout the planning process. At an estimated \$200 per event, 16 major events planned will total \$3,200. SFPL requests \$2,200 from grant funding and will supply \$1,000 through support from the Friends of the San Francisco Public Library.

### 6. Services

Grant funding is requested to support the involvement of three project partner organizations in collaborator meetings (30 hours), hosting/developing 4 teen events each (40 hours), and participating in design camp and master workshop activities (42 hours):

**Bay Area Video Coalition (BAVC):** \$17,095 in grant funds is requested to support 112 hours of staff time for design camp, master workshops, collaborator meetings and monthly events. \$10,000 will be allocated from cost-sharing to support equipment and marketing costs. Additionally, BAVC will lend its expertise in youth development, program strategy, skills-based curriculum, and connecting neighborhood-based organizations to the project. Staff will create a pipeline for youth leaders and ambassadors who will participate in the design and planning process and act as mentors in the eventual youth-driven Learning Lab programming, and provide expertise in the design and implementation of community training, production, and distribution components of the Learning Lab. Cost breakdown attached.

**California Academy of Sciences:** \$12,308.80 of grant funds and \$14,504.00 of cost-sharing will be allocated to support 112 hours of staff time for design camp, master workshops, collaborator meetings and monthly

events. Additionally, CAS will provide content in science and technology and STEM skill building support, as well as opportunities for career exploration in the sciences, provide a venue and a platform for sharing what is produced, and link its teen program participants to the opportunities available through the Learning Lab. They will also provide access to lab participants to its programs, with access to the CAS' 25 million specimens, collections, and 38,000 live creatures in its rainforest and aquarium, and access to immersive exhibitions. The Academy's researchers, educators, and science visualization team all represent teaching resources that will be available for Lab programs. Cost breakdown attached.

**KQED:** \$5,578 in grant funds is requested to support 112 hours of staff time for design camp, master workshops, collaborator meetings and monthly events. As part of this project, KQED will adapt its Media Making for STEM Learning toolkit and curriculum to the lab context utilizing evaluation data from the planning process, create a staff/mentor training protocol for implementing the curriculum, and identify a system for linking content produced by lab teens and contests and showcases on [kqed.org](http://kqed.org).

### **8. Other Costs**

**Youth Advisory Board:** \$22,464.00. A team of youth leaders will be selected to participate in planning activities, from an initial Youth Design Camp, 3 master workshops, and 12 pilot/planning events that will be organized by and with youth. One goal of the program is to develop youth mentors who will work in the Learning Lab (and associated program spaces), recruiting and teaching youth, informing program options, and forming a growing cohort of engaged and technologically literate teens. Grant funds are requested in order to fund eight student stipends at \$12/hour, 3 hours/week for 78 weeks or 18 months of the program.

### **9. Total Direct Costs**

SFPL requests \$99,679.52 in grant funding to support the development of a Teen Center/Learning Lab at the Main Library, creation of an online platform for sharing content across organizations, and providing the framework for a citywide/regional network of collaborators to link programs serving youth. Although our goals are far-reaching, SFPL has prioritized this work and committed \$340,529.52 through cost-sharing, the majority of which is achieved through dedicating time of several staff in leadership positions, to ensure that this project is successful. The total cost (grant funded and cost shared) is estimated at \$440,209.04.

Following the planning phases, the SFPL is further committed to identifying capital funds to construct a Teen Center in the Main Library. The planning work described in this grant application is essential to these efforts, providing a programmatic and conceptual roadmap for the design of the physical space.

### **10. Indirect Costs**

SFPL is not requesting support for indirect costs.

### **11. Total Project Costs**

Total project costs are estimated at \$440,209.04. Of this, \$99,679.52 is requested in grant funds and \$340,529.52 is committed by the SFPL and partner organizations through cost sharing.



**Bay Area Video Coalition**  
**IMLS Project with San Francisco Public Library**  
**Proposal to MacArthur Foundation**  
**8/10/11**

		2011-2013 Grant funded	2011-2013 In kind contribution
<b>Expenses</b>			
<b>Compensation</b>			
<b>Salaries &amp; Wages</b>			
7010	Salary	7,182	-
7011	Accrued Wages		
7012	Shared Salaries	1,941	-
<b>Total Salaries &amp; Wages</b>		<b>9,123</b>	<b>-</b>
<b>Payroll Taxes</b>			
7020	Payroll Taxes	798	-
<b>Total Payroll Taxes</b>		<b>798</b>	<b>-</b>
<b>Benefits</b>			
7030	Employee Benefits -Health	865	-
7040	Employee Benefits - Worker's Comp Insurance	202	-
7041	Insurance - Long Term Disability Insurance	25	-
7042	Employee Benefits - Other	1	-
7043	HCSO Healthy SF	-	-
<b>Total Benefits</b>		<b>1,093</b>	<b>-</b>
<b>Professional Fees</b>			
7120	Professional Fees - Instructors	-	-
7121	Professional Fees-Other	-	-
7130	Professional Fees - Legal	-	-
7140	Professional Fees - Audit and Accounting	-	-
7150	Professional Fees - Outside Services	-	-
<b>Total Professional Fees</b>		<b>-</b>	<b>-</b>
<b>Total Compensation</b>			
<b>Operating</b>			
<b>Equipment</b>			
7380	Depreciation and Amortization		
7405	Equipment Lease		
7410	Equipment Rental		10,000
7420	Equipment Repair and Maintenance	-	-
7430	Expendable Equipment	-	-
7431	Expendable Equipment for Clients	-	-
7440	Expendable Furniture	-	-
7450	Expendable Software	-	-
<b>Total Equipment</b>		<b>-</b>	<b>10,000</b>
<b>Shared Cost Allocation</b>			
8010	Allocation of Shared Costs	3,851	
8011	Allocation of Development Costs		
8012	Allocation of Marketing Costs		
<b>Total Operating</b>		<b>14,865</b>	<b>10,000</b>
<b>Admin OH Allocation</b>			
8040	Allocation of Admin O/H Costs	2,230	
<b>Total Admin OH Allocation</b>		<b>2,230</b>	<b>-</b>
<b>Total Admin OH Allocation</b>		<b>2,230</b>	<b>-</b>
<b>Total</b>		<b>17,095</b>	<b>10,000</b>
<b>Net Surplus (Deficit)</b>		<b>(17,095)</b>	<b>(10,000)</b>



**IMLS SFPL Proposal**  
**California Academy of Sciences Partner Budget Detail**  
**8-Aug-11**

<b>Item</b>	<b>Cost</b>	<b>In-Kind</b>
<b>Collaborator meeting (18 hours)</b>		
Youth programs manager (digital learning manager or careers in science manager)	\$ 750.00	
Assistant Director of Out-of-School-Time programs	\$ 810.00	
Chief Education and Digital Strategy Officer		\$ 2,700.00
<b>Hosting 4 collaborator meetings ( 40 hours)</b>		
Assistant Director of Out-of-School Time programs	\$ 1,440.00	
Youth programs manager	\$ 1,610.00	
Youth programs assistant	\$ 1,200.00	
Chief Education and Digital Strategy Officer (attend meetings)		\$ 1,200.00
Space rental (board room)		\$ 4,800.00
Food/refreshments (\$8/pp x 40 people?)	\$ 1,280.00	
Audio visual services (4 meetings x \$200 each meeting)		\$ 800.00
<b>Design Camp plus Master Workshop (42 hours)</b>		
Assistant Director of Out-of-School Time programs	\$ 1,800.00	
Youth programs manager	\$ 1,700.00	
Chief Education and Digital Strategy officer (attend 15 hours)		\$ 2,200.00
<b>Other</b>		
Admission and tour of Academy for Design Camp (if desired-- assume 50 people x \$25)		\$ 1,250.00
Teen manager recruitment of teens and prepping teens (10 hours)	\$ 400.00	
<b>Subtotal</b>	<b>\$ 10,990.00</b>	<b>\$ 12,950.00</b>
<b>Indirect (12%)</b>	<b>\$ 1,318.80</b>	<b>\$ 1,554.00</b>
<b>TOTAL Grant funds requested</b>	<b>\$ 12,308.80</b>	
<b>TOTAL In-kind provided</b>	<b>\$ 14,504.00</b>	
	<b>\$ 26,812.80</b>	

**IMLS SFPL Proposal**  
**KQED Partner Budget Detail**  
**8-Aug-11**

<b>Item</b>	<b>Cost</b>	<b>In-Kind</b>
<b>Collaborator meeting (30 hours)</b>		
Education Technologist Time	\$ 1,299.00	
<b>Hosting 4 collaborator meetings ( 40 hours)</b>		
Education Technologist Time	\$ 1,732.00	
<b>Design Camp plus Master Workshop (42 hours)</b>		
Education Technologist Time	\$ 1,818.60	
<b>Other</b>		
<b>Subtotal</b>	\$ 4,849.60	
<b>Indirect (15%)</b>	\$ 728.40	
<b>TOTAL Grant funds requested</b>	\$ 5,578.00	
<b>TOTAL In-kind provided</b>	\$ -	
	\$ 5,578.00	