

Friends of the San Francisco Public Library 17/18
Public Affairs/Programs Exhibitions/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) Premier Urban Library; 2) Literacy & Learning; 3) Youth Engagement; 4) Digital Strategy; 5) Partnerships for Excellence; 6) Organizational Excellence	What are your anticipated outcomes? How will you evaluate whether the program has been successful?	Timeline	Total Cost of Project
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 Autumn Moon Festival in Chinatown and the Glen Park street fair.</p> <p>Other funds are spent on exhibition openings and other special events. Monies are also used for advertising, signage, marketing collateral, photography, and promotional efforts. The fund also supports SFPL's participation in the very popular Discover & Go free museum and attraction pass program. In 2017-18 we expect to leverage funds for strategic marketing and branding of general library services, highlighting new digital resources, and for efforts to communicate and advertise any potential service changes such as highlighting the Open Hours hearings in the fall. We also use this fund to support the summer learning campaign and draw attention to the robust programming we offer for all ages all year round.</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 outdoor advertising along with additional efforts online such as advertising on social media sites. These funds also enable staff to participate in diversity festivals, attend museums and support direct, in-person 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>	FY18	\$25,000
Exhibitions & Public Programming	<p>In 2017/18 the Office of Exhibitions & Programming will have an eclectic mix of exhibitions that will reach the diverse San Francisco audience, starting with the Summer of Love exhibit. This is part of a city wide celebration of 50 years of the Summer of Love.</p> <p>Also in the Jewett gallery we are partnering with the Cartoon Art Museum on an exhibition of graphic novels. This exhibit will appeal to teens and adults. We will also feature an exhibit on Play which will appeal to all ages. In the Skylight we will have an international calligraphy exhibit. This will feature calligraphy styles from all over the world including Middle East, Far East, Europe as well as the U.S. The Patient No More exhibit commemorates the 40th anniversary of the People with Disabilities Act. The protests that pushed passing of the act started here in San Francisco and this exhibit celebrates those who fought for this act. We will also have an exhibit on the African American experience in baseball. In the Affinity Centers, branches and other areas of the library: The Office of Exhibitions & Programming maintains an active exhibit schedule throughout the library system. Some highlights include a James C. Hormel Gay & Lesbian Center exhibit featuring photos of the Castro from 1981, the annual AfroSolo art exhibit in the African American Center and supporting exhibits in other areas of the Main Library, including the Library for the Blind & Print Disabled, Deaf Services, the Children's Center and the Mix Teen Center. We also support branch exhibits such as the annual Potrero Art Show and exhibits at Eureka Valley/Harvey Milk branch library. Each of these exhibits is also accompanied by a robust slate of programs. The Cultural Awareness Committee (CAC) also benefits from this fund as it creates system wide practices and policies related to library programming. These programs draws on library values and San Francisco's rich historical and cultural history. During the current fiscal year, the committee launched 4 new themes including We Love Diverse Books, Middle Eastern Heritage Month, Made in SF and Live at the Library-while continuing to support traditionally supported library programs such as Black History Month, Latino-Hispanic Heritage and Asian Pacific Islander Heritage programs and special events.</p>	<p>The library's strategic priorities are considered by the Cultural Awareness Committee as a guideline for decisions on exhibitions and programming in the current fiscal year.</p> <p>Of note: Premier Urban Library: SFPL is one of a select group of libraries nationwide that has dedicated exhibition spaces, making SFPL a premier library in terms of its exhibitions. Additionally, SFPL-created exhibits have travelled to other museums and libraries, showcasing the excellent work of our library staff. Programs and exhibitions are one of the primary touchpoints between the library and the community, and the public perception of the library is shaped in large part through public interactions with programming and exhibitions staff. Literacy and Learning and Engaging Youth: our upcoming exhibit on Play is all about reaching out to youth and families. Other exhibits such as Patient No More and Baseball teach youth about important history. The Cartoon Art exhibit will feature graphic novels which will appeal to teens. Partnerships for Excellence: All of our exhibits have partners. This past year we worked with many environmental organizations, homeless advocacy groups, LGBTQ groups, Islamic groups and the disabled community. Digital Strategy: Through our Bridge at Main learning center, we continue to promote digital inclusiveness with classes and workshops aimed at bridging the digital divide. We also provide assisted listening devices at all of our programs, and many of our programs are filmed and added to our online presence. Partnerships for Excellence: With most of the exhibitions we work with outside organizations to help sponsor the exhibits and public programs. These organizations really help with community outreach. Organizational Excellence: Exhibitions and programs offer great opportunities for staff engagement through innovation and fiscal stewardship in managing their programming and exhibitions activities and budget allocations. Combining our fiscal and human resources on a system-wide level allows for better coordinating of efforts by individual staff members to present programs and exhibits for the benefit of all library patrons at all locations. It also gives everyone a better overarching view of how the library operates as a whole, since we pull from all units in the library to make programming and exhibitions a joint effort. Also, we make excellent use of the exhibit spaces at the Main, and we carefully maintain our valuable exhibit display cases and other equipment.</p>	<p>Our expected outcomes are to continue to reach the diverse populations of San Francisco through exhibitions and programs. We expect exhibition and public program attendance to meet or beat last years' attendance levels. We also leverage social media to directly market events to our public in order to continue to get the word out about the different system wide programs happening at the library.</p>	FY18	\$70,000

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Volunteer Programming and Appreciation	The Volunteer Program works to increase visibility and outreach by creating a sustainable volunteer program that is able to engage library users and others throughout the city. The program provides support to library staff by offering volunteer assistance for a variety of tasks and public programs, including Project Read adult literacy tutoring. By identifying tasks that support library staff, volunteer programming enables library personnel to continue to address 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 also addresses community needs by providing valuable education and job training skills for adults and teens. It also links community members back to the services of SFPL. The Volunteer Program has created several sustainable programs (Conversational Language Learning, Homework Help, Computer Lab Assistants), helped with numerous events and activities, and created several partnerships. Through this grant, SFPL is also to celebrate the hard work of all volunteers with a year-end celebratory appreciation event. It also funds the licensing of a simple volunteer database which allows the Library to track the presence of volunteers at each location, and allows volunteers to independently report their hours.	Redefining Literacy and Learning: Volunteers are an active and important part of the Bridge at Main learning center and create programmatic opportunities for language learning, financial literacy, business literacy, legal literacy and resume workshops. The program provides opportunities for volunteers to share various expertise with the library's general public. Digital Strategy: The Volunteer Program added capacity to Digital Strategy initiatives by supplying numerous volunteers to computer classes throughout the library system. This coming year we will continue to solicit volunteers from among the tech community to strengthen our programming efforts in that area and are already working in that direction with the Digital Inclusion Week efforts. Engaging Youth: The Volunteer Program is integrating the Teen Computer Corps program (formerly Teens Teaching Seniors), which offers teens the opportunity to share their technological expertise with seniors at neighborhood branches; Volunteer Services also places numerous volunteers in the Homework Help program throughout several branch locations; and serves to place numerous youth volunteers and provide ideas to children and teen services for youth activities through the Summer Squad program and community service requirements for youth. Partnerships for Excellence: The Volunteer Program Coordinator forges new partnerships every year. Some of the standout partnerships have been with Girls Who Code and the SF Office of Small Business Administration.	1) Each participating hospital has the services of library-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 program this year will be administered by CPP's special projects staff and the Library's Volunteer Program Coordinator, who will assess aspects of the long-running program; plan annual in-service programs; initiate new projects and make changes as needed.		\$4,000
Collection Development Discretionary Fund	This project continues to allow SFPL the flexibility to purchase titles that are urgently needed or difficult to source with CCSF purchase orders. Particularly because of the explosive growth in self-publishing and micro-publishing, it can be hard or impossible to obtain certain materials sold from small organizations, websites (including Amazon) that do not accept purchase orders or fulfill other City purchasing requirements.	In previous years this grant has supported all five strategic priorities. While we encourage staff to submit book needs related to their programming well in advance, there can be extenuating circumstances requiring us to obtain materials that we need in short order or that we can't get via City purchasing processes. A good example of a recent purchase is copies for our youth collections of a lovely memoir by a Japanese American man that was only available via a local historical society. Another example is copies we were able to purchase of The Good Run by Ben Tucker, an independently published memoir by a local African American author and runner whose life experience in the Bay Area extends from the post-WWII era to the Civil Rights movement, including 25 years of working as an administrator at UC Berkeley and for the UC President's office.	Each year that we have had this fund, the diversity of the individual purchases has demonstrated a pattern of working with community individuals and organizations to obtain needed materials difficult to source with City purchasing rules and purchasing for use in important library programs and initiatives.		\$2,000
					Subtotal
At the Library Newsletter	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 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 collections and services particularly digital collections, bookmobile services, and other innovations. A full page each month is dedicated to Friends events and initiatives and was redesigned last year to better meet the needs of Friends' marketing efforts. The newsletter is produced in an eight-page tabloid format with four additional pages produced, usually 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 approximately 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.	The ability to maintain a widely read print newsletter, accessible to all, places San Francisco Public Library as a premier urban library . As an internal outreach and marketing vehicle, it has been instrument in leveraging our value for partnerships, highlighting Partnerships for Excellence . In terms of Digital Strategy , the newsletter allow us to highlight technological innovations and eResources collections at the Library. Highlighting our varied and robust level of public programming generally hits all of our strategic priorities.	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. This year, we saw an overall increase in attendance at public programs. 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. We have also expanded content to include a digital eNewsletter as well as the ability to continue to offer a full PDF of the print edition. We have also brought some of the printing costs internally using the Library's city budget and this fund now only covers the cost of printing the editions for Friends membership (with Friends indicia).	FY18	\$9,000

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<i>One City One Book</i>	In 2017, we will mark the 13th annual One City One Book, a citywide book club that promotes San Francisco's mission to celebrate the joy of reading and engage our diverse community. While we have yet to select the annual book for this fall, we plan to select a title in alignment with citywide, Summer of Love programs. We anticipate some wonderful opportunities for innovative programming that highlights that moment in San Francisco history. The goal and purpose of the program is to encourage members of the San Francisco community to read the same book at the same time and uncover and discover its themes throughout the City. By building bridges between communities and generations (from high school students to seniors) through the reading - and most importantly the discussion of one book - we hope to make reading a lifelong pursuit and to build a more literate society.	The One City One Book program engages with all of SFPL's current strategic priorities: 1) Redefining Literacy and Learning: The cornerstone of OCOB is encouraging adults and teens to read and learn together, to bring the solitary act of reading into a place for sharing and public engagement. Because each year's selection is intended to be so strongly tied to the fabric of San Francisco, we hope to encourage as many neighborhood branch library book clubs to read this year's title as well as encourage it as a source for the adult literacy program's Wednesday night readers club. 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; we run unique online contests to encourage more social media participation; and we partner with blogs and other popular websites to promote the program and encourage online dialogue. 3) Engaging Youth: Public high school engagement is central to OCOB and we will again aim to have author make multiple 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. 4) Partnerships for Excellence: Ongoing partnerships for OCOB include Bay Area bookstores, high schools, local companies, media and more. 5) Organizational Excellence: Every year we develop unique and diverse programming (from book clubs to scavenger hunts, film screenings to craft programs) for multiple library locations, ensuring that our programming efforts for OCOB are carried forth system wide.	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. Because this year's title will draw upon the history and values stemming from the Sumer of Love, we anticipate high community engagement. Every year, more than 10,000 teens and adults participate in the program, along with over various sponsors and partners. We anticipate continued participation and engaging of new audiences in 2016. We evaluate success by looking at book circulations, book sales, program attendance, online participation and word-of-mouth feedback. We also tap into our network of local booksellers to assess community feedback they have received in addition to their book sales.	Spring 2017 - Book selected. Initiation of media, school & bookstore sponsorship and partner relationships. Summer 2017 - Public announcement. Sept/Oct 2017 - Marketing materials & ads, website goes live. Programming commences & continues throughout fall.	\$25,000
					Subtotal
					Grand Total

Amount Requested from Friends
\$25,000
\$70,000

Amount Requested from Friends
\$4,000
\$2,000
\$101,000
\$9,000

Amount Requested from Friends
\$13,000
\$22,000
\$123,000