

SFPL Grant Funded Program Proposals FY 14/15
Friends of the San Francisco Public Library
CYS

| Program/Project Title | Project Description and Purpose | Please indicate how your proposed project supports one or more of the following Library Strategic Priorities: 1) Literacy & Learning; 2) Digital Strategy; 3) Youth Engagement; 4) Strategic Partnerships; 5) Diversity in Programming | What are your anticipated outcomes? How will you evaluate whether the program has been successful? | Timeline | Total Cost of Project | Amount Requested from Friends |
|------------------------|---|---|---|---------------------------|--|---|
| Children's Programming | Provides funding for high quality children's literary, arts and science programming free of charge on a regular basis in the Main Library Children's Center and all the neighborhood libraries. These funds are also used for the system-wide annual programs including VIVA Latino/Hispanic Heritage Celebration, Imaginuity librarian-led science programming, Performing Arts Festival, and Month of Maker programs; system-wide programming kits such as LEGOs and Portable Marble Machines; author and illustrator visits; supplies for librarian generated and led arts, literacy, and STEM programs; and to bring in presenters for annual in-service workshops for children's librarians. | 1) Almost all of the programs contain elements of literacy and learning; author programs; performance and storytelling; music and song; even programs such as magic shows and juggling shows often have a story basis that the performer works from. Art programs can include writing, and also address arts literacy, likewise for science programs. All programs can be supported by materials from the library's collection. FY 2015 will continue the focus on STEM and hands-on engagement programming started in FY 2013 programs such as Imaginuity and Maker May. 2) The programs presented by Children's Services are by their nature geared to youth engagement. They are designed to attract children, classes and families into the library where they can become aware of the other resources the library has to offer. In addition, CYS now requires that all programs include participatory elements to engage youth; for example, a puppet program needs to include a participatory role for the children in the audience. 3) Children's Services collaborates with many community organizations to present programs both in the library system and out in the community supporting strategic partnerships, such as Kidquake, First 5, SFUSD, DCYF, Jumpstart, Contemporary Jewish Museum, Exploratorium; and the other organizations we work with to put on the annual Día de los Niños/Día de los Libros event and Young Audiences of Northern California. | 1) Children, caregivers and parents know that the Library is a place they can come to experience arts, literary and science based programming at no charge. 2) San Francisco learning organizations know that the library is an agency with whom they can collaborate on engagement programming projects. 3) Children and families attend free arts, literacy and science programs in their neighborhood at the local library. 4) While attending programs, these groups become more aware of and familiar with the other services their library has to offer. Evaluation: Attendance figures are collected and reported for all programs. Librarians get feedback from parents, children and caregivers about the programs they provide. | FY 15 | \$42,000 including programming provided by organizations for no (or greatly reduced) fees. | 38000 + \$1,330 from Book Buddies |
| Summer Reading Program | The Summer Reading Program (SRP) was initially designed to encourage young readers to maintain or improve reading skills over the summer months, when it has been documented that without such encouragement or exposure to culturally rich activities, a learning gap occurs for children in lower socio-economic levels that cannot be made up during the school year. The program also helps foster a positive ongoing connection with the Library and provide regularly scheduled arts, literary and science based programs free of charge in every neighborhood in San Francisco throughout the summer. However, acknowledging the fact that summer reading is important for other age groups as well, SFPL has expanded the program. A SRP for teens was developed several years ago and one for adults began four years ago. In 2011, it was determined that we could have the greatest impact on summer reading habits by combining all age groups into one program under the direction of the Children and Youth Services division with support from members of the adult services staff of the Main and Branches, thus raising public awareness of the importance of reading for all ages and encouraging families to read together. The program has been branded as Summer Read SF and we have continued the all-ages program in FY14 with continued emphasis on engaging families and individuals of all ages in reading and participating in literary, cultural and scientific activities at their neighborhood libraries over the summer. Several key changes to the program have been made for the FY14-FY15 program to encourage participants to engage with the library including a gameboard for each participant to use to track their reading and encourage library visits, one book-bag prize for all, and weekly raffles at each library for all. | SRP supports the following SFPL Strategic Priorities: Literacy & Learning - the most basic purpose of the program is to encourage San Franciscans to read. It encourages younger readers to practice and enhance their reading skills by offering an opportunity to read for pleasure and prizes. This year's prize will be the same for all ages, a Summer Read SF 2014 book bag for carrying library and other books; in addition, participants are encouraged to enter weekly raffles at each library to win experiential prizes (e.g., pass to museum, Cal Academy of Sciences, local gift certificates) thus reinforcing the summer learning priority. By including teens and adults, the program provides a positive family reading activity where older readers serve as an example to younger readers and creates a cross generational community of readers. Youth Engagement is promoted on two levels. First, young people are actively involved in the reading program by reading, tracking their hours and ultimately succeeding in reaching a reading goal. Second, youth are encouraged to visit the library and engage with library staff and services at programs. Third, children 11-16 assist SFPL staff in running the program by helping participants register, log their hours and select and receive their prizes. For many, this is their first "job" where they learn about the expectations of work through this volunteer opportunity. Strategic partnerships continue to be a vital part of SRP. SFPL will work with the California Library Association on the two statewide summer reading outcomes: participants belong to a community of readers and library users; and at least two sites will target an underserved group to participate in the SRP. In addition, we are collaborating with DCYF to bring the free Summer Lunch Program into libraries, thus encouraging low income youth to visit and use the library; with Read Write Discover to bring one-on-one library tutoring to elementary age children at five branches; and with CLA through a Packard grant for Portola Library to increase collaboration to reach out children in this neighborhood through summer program centers. Other partnerships are also a strong component of the program. Many community attractions and organizations provide programs or prizes free or at reduced rates, including the SF Giants, California Academy of Sciences, Exploratorium, Contemporary Jewish Museum, and more. Diversity in Programming is reflected in the variety of programs offered for children, teen and adults. Programs from musical events to science, dance to storytelling, and cooking and nutrition to LEGOs, provide a wide array of diverse program options. In addition, programming reflects the rich cultural diversity of our City (examples include: henna design, origami, Chinese-American author Millie Lee, Native American stories and hoop dancing to name a few). | The goal is to enroll 1,000 adults, 800 teens and 16,000 children. Anticipated outcomes include: 1) San Franciscans will read during the summer; 2) Children, teens, adults and families will visit the library during the summer months and view it as a place for programs and activities for people of all ages; 3) Children, teens, adults and families will be exposed to free arts, literary, science and culturally diverse programming in their neighborhoods; 4) Teens will view the library as a safe, inviting environment; 5) Teens and teen volunteers will be engaged and gain work experience, bolster their confidence and sense of responsibility and form a closer connection with the library and staff through summer youth volunteer program; 6) Parents and caregivers of young children will become aware of the importance of reading aloud as well as learning about other ways to foster early literacy skills; 7) Other community organizations are made aware of the importance of continued reading during the summer and the role of the library in helping to achieve that; 8) Each branch and various units at Main will develop one way to create a Community of Readers per the State Library outcomes and 2 sites will participate in a pilot project to target an underserved group in their area. Evaluation: Statistics are gathered on the number of readers enrolled, how many complete the program, how many volunteers participate, how many volunteer hours are worked, how many programs are provided and how many people attend those programs; Evaluations and public feedback are collected and used to plan the FY 15-16 program. | May 31 to August 10, 2014 | \$90-98,000 (includes generous in-kind donations of passes, coupons and other materials from many Bay Area organizations). | \$70,000 (includes \$58,500 through Traditionally Supported funding and additional funds to be requested through Temporarily Restricted funds). The use of restricted funds is necessary to fund the planned increase in teen programming as well as the adult programs as the SRC now covers all age groups. |

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| Teen General Programming | The funding allows for programming aimed specifically at teens, ages 12-18. These special programs are distributed throughout the library system (including the Juvenile Justice Center), with audience size ranging from 10 to 300, depending on the performance or presentation. Themes addressed are youth development, social issues, digital learning, cultural enrichment, creative arts, and educational needs. This grant supports and enhances the existing teen program offerings around the City: Bayview \$1,500; Chinatown/North Beach \$3,000; Excelsior/Glen Park \$3,000; JJC \$1,500; Log Cabin \$1,500; Mission \$1,000; Ortega \$1,000; Portola/Visitation Valley \$2,000; Richmond \$1,000; West Portal/Parkside \$1,500; Main Teen Center \$3,000; Potrero \$1,000; Bernal \$1,000; OCYS Centralized \$4,000; digital media program support, special contests and central events \$2,000 (Teen Read Week, Teen Winter Read, Teen Tech Week, Earth Day, Gay Pride, Hive Digital Fest). | Teen General Programming supports all of the Library's Strategic Priorities. 1) The programs supported by the Friends attract teens to the library, giving staff the opportunity to interact with a traditionally underserved population who may not have home access to literacy and learning tools. Teen programs open doors to new library users, creating lifelong learners in our community. 2) Through public programs, Teen Services librarians interact with community organizations and schools, meeting teenagers where they are, both in person and virtually, rather than waiting for them to come to the library. Teens are on the cutting edge of digital learning, such as gaming, online challenge games, new music, filmmaking, and audio production. The opening of a new digital learning lab at the Main Library will involve youth at every stage of the process, fully positioning the library as a hub of emerging learning technologies. 3) Teen programs attract neighborhood teens to participate and engage with other youth in recreational and academic pursuits within the library setting where they will have access to collections and services. Author visits to schools will highlight the library as a community resource. Publicity for all events will call attention to teens and their families to be aware of the library as an enjoyable place to spend time. 4) The City has made concerted efforts to support healthy youth engagement, development, and violence prevention. Working together, sharing resources with schools and community-based organizations allows the library to play a pivotal role in the City's campaign to support teens in and out of school time so they have alternatives to being on the streets by participating in exciting and interesting activities. 5) Programs for teenagers, along with intergenerational programs that involve teens, address the need to reach out to diverse age groups and involve an underserved age group in library activities. Additionally, many of the collaborating organizations specifically address the needs of at-risk, lower income youth, or youth in ethnically diverse populations. Teens who participate in library programs reflect the diversity of San Francisco. | It is our goal to have thousands of teenagers (12-18) throughout San Francisco benefit from these programs (a population of over 40,000). The Friends-funded programs have made a vital impact on library services to teens. With the new Teen Center opening in spring 2015, we hope to provide youth from the Tenderloin/SOMA area and the entire City with meaningful, participatory, creative and informative activities. Youth stipends will allow young adult mentors to advise younger teens within the learning environment at Main and Branch teen spaces. These programs will cultivate positive experiences of the public library for a traditionally under-served segment of the community, resulting in increased library visibility, outreach, usage and service throughout the city, as well as cultivating a potential innovative workforce for the future. In addition, library staff will be given the opportunity to interact positively with teen patrons, improving library service in general. Evaluations are taken post-program through online and print surveys, as well as through contact with educators and youth services providers. | FY 15 | \$28,000 | \$28,000 |
| Book Buddies | This funding has traditionally been used to support a longstanding reading program that teams volunteers with local hospitals to read to patients in the pediatrics' ward. However, the San Francisco Hospitals that have continued the program have not sought SFPL resources, support or training in the past year, other than bookmarks, preferring to work on the project with their internal volunteers. For that reason, we have decided a better use of this funding is to wrap it into children's services to provide support and training for librarian-led programming at the branches. | Librarian-led children's programming meets the strategic priorities of Literacy and Learning; Youth Engagement; and Diversity in Programming for San Francisco Public Library. Over the past year, youth services has succeeded in offering training and support to strengthen librarian-led programming for such initiatives as Viva - Latino Hispanic Heritage Month, which offered expanded craft and cooking programs led by librarians; Imaginuity which expanded STEM learning through craft and science activities; and Maker May, which brought additional STEM skills plus tinkering and building abilities to SFPL's children's librarians. These are just a few examples of the librarian-led programming we are hoping to strengthen with these funds going forward. | It is our goal to expand training, support and resources for additional librarian-led programs in the next fiscal year. We expended \$1500 in the current fiscal year for Exploratorium-led marble machine making activities. We hope that by building the programming skills of our librarians, we will strengthen our outreach and increase demand for our successful programs that draw San Franciscans to our libraries. | FY15 | | |
| Effie Lee Morris Lecture | The Effie Lee Morris Lecture is an annual event initiated in 1997 by the San Francisco Chapter of the Women's National Book Association (WNBA) in collaboration with SFPL. The lecture explores the idea of viewing children through their literature. It also presents the opportunity for the Bay Area Community to hear noted children's authors and/or illustrators discuss their diverse work. | The lecture engages the audience to read the various works of the speaker. Past speakers have been authors/illustrators with an established repertoire of award winning children's literature. The 2014 speaker is Yuyi Morales author/illustrator of the 2013 Caldecott Honor Book and Pura Belpré Illustrator Award winner <i>Nina Wrestles the World</i> , a celebration of childhood, imaginary play and cultural diversity. The lecture promotes diversity by selecting authors/illustrators which represent the Bay Area's melting pot. The lecture and exhibit generate circulation of the speaker's work. It also introduces a new generation of readers to the best in children's literature and allows children, parents and caregivers to explore the Historical Children's Collection. | Attendance statistics are collected and reported for every program. Publicity/marketing of the program will be increased by using traditional methods and by utilizing social media and technology to reach a broader audience. Circulation of the speaker's work is increased by creating an exhibit of his/her work which is viewable 60 days prior to the program. The exhibit is housed outside the Main Children's Center which attracts children and adults to request more titles by the speaker. Displays of the speaker's work are also placed within the Children's Center which again sparks the interest of the reader to seek more titles by the speaker. Feedback from the program attendees. Librarians get feedback from children and adults about the program they attended. Feedback from the Friends Store on the sales generated by the program. | FY 15 | \$2,500 | \$2,500 |
| | | | Total | | | \$128,300 |

Friends of the San Francisco Public Library 14/15
Public Affairs/Programs Exhibitions/Friends Initiatives

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| Public Relations | The Public Relations grant supports the library's marketing and promotional efforts to reach out to the community. Funding is used to support library participation in heritage street fairs and festivals such as the Russian Festival and the Chinatown Families Economic Resource Fair. Monies are also used for advertising, signage, marketing collateral, photography, and promotional efforts such as for the Library's expanded hours in 2013-14, library card campaign, Summer Reading, Tricycle Music Fest, National Bookmobile Day, California Reads program, and other exhibitions, collections and key program and outreach initiatives. Funds also support periodicals and museum memberships for library staff. | 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 and press releases and advertising along with additional efforts online with digital advertising and social media tools. These funds also enable staff to participate in diversity festivals, attend museums and support outreach on behalf of patron satisfaction. In addition to the priorities mentioned, we use our PR efforts to draw attention to issues such as increased library usage and the importance of libraries to the community. | 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. | FY 14-15 | \$25,000 | \$25,000 |
| Exhibitions & Public Programming | Our goals for fiscal year 2014-15 are to reach out to San Francisco's diverse and vibrant communities through exhibitions and programs. With the work of the new Diversity in Programming Committee, we are embarking on thematic programming throughout the year, including all ages programming for Latino Hispanic Heritage Month, Black History Month and Asian American History Month, as well as science programming that links to the children's themed Imaginuity; Veterans programs that tie into California Reads/Cal Humanities program; and other program themes that promote DIY maker community. In addition, funds will be used to support robust programming in the new Literacy and Learning Center. Starting this summer Serigraphia will feature artwork from the California Latino Printmaking community; the to-be-titled Ohlone exhibit will offer stories of contemporary Ohlone Indians; and The Alvarado project is curated by Janet Alvarado. It is photos about the post war Filipino community in the Bay Area especially around music and family gatherings either in homes, night clubs, or festivals. | All five of the library's strategic priorities will be used by the Diversity and Programming Committee as a guideline for decisions on exhibitions and programming in the current fiscal year. | We anticipate hosting more thematic public programming and exhibitions that reflect the cultural diversity of San Francisco and expanding neighborhood programming at branches. We also anticipate expanded classes and workshops on literacy topics through the new Literacy and Learning Center. We expect attendance at public programs to meet or exceed the approximately 50,000-plus adults who participated in adult public programming in 2013-14 | FY 14-15 | \$65,000 | \$65,000 |

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Public Affairs/Programs Exhibitions/Friends Initiatives

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| Volunteer Services Recognition Event (Annual Luncheon) - SUGGESTED TITLE CHANGE TO: 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 and programs by offering volunteer assistance for a variety of tasks and public programs. By identifying tasks that support library staff, volunteer programming enables library personnel to continue addressing capacity-building ideas and initiatives. The volunteer program allows each branch library to broaden its reach into the neighborhood community by engaging with community members directly. The program addresses community needs by providing valuable job and education and job training skills for adults and teens. It also links community members back to the services of SFPL. The Volunteer Program has placed and currently manages 109 volunteers. The Volunteer Program has created several sustainable programs (Conversational Language Learning, Legal & Financial Book Clubs, staffing the Computer Labs), helped with numerous events and activities, and created several partnerships including ongoing partnership with several entities. | Literacy and Learning: The Volunteer Program creates opportunities for language learning, financial literacy, business literacy, legal literacy and resume workshops. Provides and creates 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 and engaged several new volunteers this year and started 1 new class. This coming year we will work with tech partners to pursue developing a coding program. The Volunteer Program has also created systems for the Teen Computer Corps program and recruited/ placed teen volunteers throughout the system; and provided a volunteer to transcribe archived library footage to increase access to those with disabilities. Youth Engagement: The Volunteer Program has worked to integrate systems for the Teen Computer Corps program (formerly Teens Teaching Seniors), which offers teens the opportunity to share their technological expertise with seniors; has worked to place numerous volunteers in the Homework Help program throughout several branch locations; co-sponsored the Teen Appreciation Event with Teen Services; and serves to place numerous youth volunteers and provide ideas to children and teen services for youth activities. Strategic Partnerships: The Volunteer Program Coordinator created and forged over 12 partnerships this year. Some of the standout partnerships have been with Girls Who Code and the SF Office of Small Business Administration. Diversity in Programming: The Volunteer Program brought several individuals to the library who did not know their work could be highlighted using the library's resources. In addition to sponsoring a film screening/ panel discussion at 3 libraries, the Volunteer Program has partnered with the African American Center and the International Center to bring programming to their departments. | The anticipated outcomes are to bring in new volunteers, additional library users, create ownership and increase support of library programs and services. The goal of the Volunteer Services program is to continue offering programs that it has started, support and appreciate existing volunteers and new volunteer programming that reaches the library's strategic priority goals. | FY 14-15 | \$4,000 | \$4,000 |
| Collection Development Discretionary Fund | This project allows SFPL the flexibility to purchase titles that are urgently needed or difficult to source with CCSF purchase orders. Particularly as we move more heavily into digital formats, it can be hard or impossible to obtain certain materials sold from websites that do not accept purchase orders. The grant allows us to purchase materials that we need in a hurry to support collections or programming, and materials (such as self-published books) that are hard to purchase and usually hyper-local in nature. | In previous years this grant has supported all five strategic priorities. Some examples thus far in FY14 - it allowed the library to purchase a self-published book written by a patron of the Library for the Blind & Print Handicapped who created an exhibition in that space, and it allowed us to purchase hard-to-get copies of our One City One Book title "Little Brother" in various international languages. | Each year that we have had this fund, the diversity of the individual purchases has demonstrated a pattern of working with community organizations to obtain needed materials difficult to source with City purchasing rules and purchasing for use in important library programs and initiatives. | FY 14-15 | \$2,000 | \$2,000 |
| | | | | | Sub-Total | \$96,000 |

Friends of the San Francisco Public Library 14/15
Public Affairs/Programs Exhibitions/Friends Initiatives

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| 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 complete monthly calendar of adult, teen and children's events at all branches and the Main Library. This year, monthly newsletters have highlighted the branch library improvement program, special collections at the Main, and expanded issues for Summer Reading and fall literary programs. In addition, a revamp in spring 2014 for the Friends of the Library page of the newsletter is providing increased visibility to Friends activities. As we have decreased the cost for printing <i>At the Library</i> , we have used a portion of the funds to support the Tricycle Music Fest program, including paying for performers, logistics and publicity needs. | As an outreach and marketing vehicle, the newsletter's content supports and increases library visibility around all five strategic priorities. Every effort is made each month to focus the newsletter on SFPL's literacy related activities, eResources, children and teen programs, new innovations and partnerships, and our varied and exciting monthly programming. | The newsletter serves to drive awareness and, ultimately, attendance for Library sponsored programs and events. Our success is evaluated by general public awareness of Library programs and increased attendance at programs and circulation of library materials, as well as through the continued readership and interest in the newsletter. Currently the ATL has a print circulation of 12,000. However, there could be additional readers who view it online from our home page. | FY 14-15 | \$53,400 | \$53,400 |
| One City One Book | The 10th annual citywide book club will feature discussions, readings, special events, and school visits centered on a local interest title which will be finalized very shortly. We believe the book for this year will be a celebration of San Francisco and will bring together fans of the book along with new readers, to explore themes around what the heart of San Francisco. 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 then discuss it in and uncover and discover its themes throughout the City. By building bridges between communities and generations 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 <i>One City One Book</i> program engages with all of SFPL's current strategic priorities: 1) Literacy & 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. 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; has run unique online contests; and partnered with blogs and other popular websites to promote the program and encourage online dialogue. 3) Youth Engagement: Public high school engagement is central to OCOB and we will again aim to have author visits to high schools this year. We provide supporting print materials and free books to select schools and encourage the inclusion of the book/theme in summer reading lists and curriculum. 4) Strategic Partnerships: Ongoing partnerships for OCOB include Bay Area bookstores, high schools, local companies, media and more. 5) Diversity in Programming: Every year we develop unique and diverse programming that ties in with the books themes - book discussions, film screenings, craft events, programs at partner organizations. | <i>One City One Book</i> 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. 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 2014. We evaluate success by looking at book circulations, book sales, program attendance, online participation and word-of-mouth feedback. | Spring 14 - Book selected. Initiation of media, school & bookstore sponsorship and partner relationships. Summer 2014 - Public announcement. Sept/Oct 14 - Marketing materials & ads, website goes live. Programming commences & continues throughout fall. | \$25,000 | \$25,000 |
| | | | | | Sub-Total | \$78,400 |
| | | | | Total | | \$174,400 |

SFPL Grant Funded Program Proposals FY 14/15
 Friends of the San Francisco Public Library
 Library Support Fund

| Program/Project Title | Branch or Agency | Project Description and Purpose | Please indicate how your proposed project supports one or more of the following Library Strategic Priorities: 1) Literacy & Learning 2) Digital Strategy 3) Youth Engagement 4) Strategic Partnerships 5) Diversity in Programming | What are your anticipated outcomes? How will you evaluate whether the program has been successful? | Timeline | Amount Requested from Friends |
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| Library Support Fund | City Librarian | The Library Support Fund enables the city librarian to provide funding for operational support, special projects and library initiatives that are not funded through the city's budget process. With San Francisco being the next site of the American Library Association's annual conference, fiscal year 2014-2015 represents an exciting time for Friends support to cover incidentals associated with showcasing SFPL on the national stage. On a related note, the new Literacy & Learning Center needs some external support for branding and marketing expertise before it is unveiled. In the coming year, we also anticipate continued support for the leadership development program and community outreach projects that foster civic engagement. The fund also supports professional development including conference attendance, travel and association membership. | SFPL recognizes our human resources are the institution's most valued asset as we continue to develop a cohort of leaders to maintain our status as an innovator and leader amongst urban libraries. Service excellence and a commitment to safe and welcoming libraries will be focal points for allocating organizational resources in the coming year. The associated projects and initiatives planned are directly tied to SFPL strategic priorities, with an emphasis on Literacy & Learning and Youth Engagement. | This coming year we anticipate the implementation of an enhanced service delivery experience tied to the Security & Communication Task Force's revised safety and security procedures, as well as a robust curriculum of training for all staff. Success will be measured by staff participation in a variety of staff development opportunities, as well as greater customer satisfaction indicated by both external and internal stakeholders. | FY 2014/15 | \$35,000 |
| | | | | | | \$35,000 |

SFPL Grant Funded Program Proposals FY 14/15
Friends of the San Francisco Public Library
Branches

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| Potrero Hill Artists Exhibition Reception | Potrero | The Potrero Hill Artists Exhibition is the oldest annual art show in San Francisco and owes its longevity to a group of artists who painted with, or under the tutelage of, the late Charles Farr. Potrero Branch offers the Potrero community the unique opportunity to exhibit their artwork. It is the only venue for an annual art show in the city and has been hugely successful for over 50 years. The annual art show is a cherished event on Potrero Hill. Yearly, it draws hundreds of people to the branch. By inviting the Potrero community to participate, the library reaches out to it in a unique way and supports the talents, interest and history of the hill community. The reception is held on the opening day of the exhibit and includes music and refreshments. | This program supports Strategic Partnerships and Diversity in Programming. It has been a cornerstone of Potrero Branch Library's involvement with the needs of the community. The Opening Reception brings the community together, in the planning and implementation of it, as well as the actual event. The Potrero Hill community places great emphasis on its importance and the library's efforts to recognize this longstanding tradition. Potrero Branch is the only branch in the system that offers this treasured event. | We anticipate more artist participation and with that, greater attendance to the event. We also anticipate wider recognition of this unique event by city residents. We evaluate the program's success by tracking the number of artists who participate each year (since the renovation, the numbers are steadily increasing), by a count of attendees on the evening of the reception, and by feedback from the public, which the Branch Manager documents in her monthly reports. | May-2015 | \$500 | \$500 |
| Taste it @ Your Library | Branch Division - SW / NW District | Branches will collaborate to work with local food industry businesses such as restaurants and cafes to provide informational presentations, demonstrations and hands-on training to patrons, with food tasting as the finale to each program; opportunities to market and promote culinary and small business collections and resources; and programming to foster cultural diversity through culinary arts. | This program supports Literacy & Learning and Diversity in Programming by: • Promoting and marketing culinary and small business collections and resources to increase circulation and use of food industry related resources • Fostering understanding and awareness of the rich tapestry of cultures in the community through culinary arts • Engaging participants in hands on activities to learn culinary techniques and foster cultural diversity through food preparation • Providing cross-generational programs to engage families and people of all ages | Anticipated outcomes include: • Strengthening relationships/partnerships with local businesses in promoting library services • Engaging new patrons with specific interest in Culinary Arts, the food industry, and diverse culinary cuisine • Increasing awareness and use of culinary and business materials in support of entrepreneurship, social interaction Program Evaluation will consist of: • Program surveys and participant feedback • Collection Statistics • Attendance levels (Minimum 15 participants) • Diversity in presenters and audience | Key Program Phases include: • July - August 2014 - Establish relationships with local food industry businesses • September - December 2014 - Schedule and coordinate programs for implementation starting November 2014 through May 2015 | \$2,000 | \$2,000 |
| Bike Build | Portola | Youth will work with the SF Bicycle Coalition to refurbish abandoned bikes with the opportunity to walk away with a bike, safety equipment and locks! Youth learn bike safety and how to maintain the machine. Key elements of this program include hands-on learning to improve the quality of life through exercise and access to personal transportation. Information about the program can be found online here: http://www.sfgate.com/bayarea/article/S-F-supes-ok-program-to-give-unclaimed-bikes-to-5267794.php | This program supports Literacy & Learning, Youth Engagement, and Strategic Partnerships by: • Engaging youth in hands on learning activities that promote green and sustainable modes of transportation • Teaching youth the importance of bike maintenance and safety • Developing partnerships with SF Bicycle Coalition | Anticipated outcomes include: • 20 youth refurbishing and receiving a bike, safety equipment, and locks • A partnership with SF Bicycle Coalition • Youth learning bike building and maintenance skills relevant to engineering and mechanics • Broadening youth understanding of green and sustainable transportation systems Program Evaluation will consist of: • Program surveys and participant feedback • Attendance levels (Minimum 15 participants) | Fall 2014 and Spring 2015 | \$600 | \$600 |
| Flying Angels Chinese Dance Company | North Beach | Traditional and contemporary dance performance to celebrate Chinese New Year. | This program supports Diversity in Programming by celebrating the performing arts of Chinese culture. | Anticipated outcomes include: • Exposing patrons to Chinese cultural performing arts Program Evaluation will consist of: • Attendance levels (Minimum 25 participants) • Diversity in attendance | June-2015 | \$200 | \$200 |
| Digital Experience Bar | Branch Division - SE District | Branch staff will pool 15 mobile devices to create a traveling digital experience bar within the SE District (6 branches). The program will focus on training the public to use SFPL digital resources. Targeted audiences may include varied age groups depending on the area of interest. | This program supports Literacy & Learning and Digital Strategy by: • Training the public to use SFPL digital resources • Providing digital literacy training | Anticipated outcomes include: • Increasing the use of SFPL digital resources • Educating the public on the use of mobile devices Program Evaluation will consist of: • Program surveys and participant feedback • Attendance levels (Minimum 15 participants) • Digital collection statistics | • Planning and Equipment purchase 1st QTR • Implementation 2nd - 4th QTR | \$2,500 | \$2,500 |
| Mobile Apps | Mission Bay | Participants will learn how to make android apps for fun. Using software such as Android Development Kit, Gimp, and Raspberry Pi, 4 weekly 2-hour workshops will be provided to teach patrons to make android app for mobile devices. | This program supports Literacy & Learning, Youth Engagement and Digital Strategy by: • Teaching patrons to develop code to create apps • Developing employable technology related skills. | Anticipated outcomes include: • Patrons developing coding skills • Patrons developing apps Program Evaluation will consist of: • Program surveys and participant feedback • Attendance levels (Minimum 15 participants) | Implementation October 2014 | \$400 | \$400 |

SFPL Grant Funded Program Proposals FY 14/15
Friends of the San Francisco Public Library
Branches

| Program/Project Title | Branch or Agency | Project Description and Purpose | Please indicate how your proposed project supports one or more of the following Library Strategic Priorities: 1) Literacy & Learning 2) Digital Strategy 3) Youth Engagement 4) Strategic Partnerships 5) Diversity In Programming | What are your anticipated outcomes? How will you evaluate whether the program has been successful? | Timeline | Total Cost of Project | Amount Requested from Friends |
|---------------------------------|-------------------------------------|--|--|---|--|-----------------------|-------------------------------|
| Branch Open House | Branch Division - NW / NE District | These programs will provide branches with the opportunity to showcase information about the community, Branch and SFPL resources and services. | This program supports Literacy & Learning and Strategic Partnerships by: • Promoting library and community resources • Strengthening partnerships with local groups, schools, and coalitions. | Anticipated outcomes Include: • Building, fostering, and developing community relations • Educating the public about library resources Program Evaluation will consist of: • Program surveys and participant feedback • Attendance levels (Minimum 15 participants) | Ongoing throughout the fiscal year | \$1,200 | \$1,200 |
| Branch Digital Archive Projects | Branch Division | Host a digital archive project at branches to collect and document historical photographs and memorabilia. | This program supports Digital Strategy and Diversity In Programming by: • Preserving, sharing and providing access to the rich history and culture of San Francisco communities | Anticipated outcomes Include: • Increasing SFPL Branch digital assets and collections Program Evaluation will consist of: • Number of items added to the collection • Numbers of items accessible to patrons | •1st QTR - Planning and Assessment • 2nd - 4th QTR - Implementation | \$3,000 | \$3,000 |
| Health and Wellness | Branch Division - NE / SW Districts | Branches will offer Health and Wellness workshops such as Yoga, Tai Chi, reflexology, healthy eating, dancing, etc... to improve awareness of health related issues and lifestyles. | This program supports Literacy & Learning, Diversity In Programming, and Strategic Partnerships by: • Promoting and marketing health and wellbeing resources • Educating and exposing patrons about healthy lifestyle options • Strengthening partnerships and relations with local community | Anticipated outcomes Include: • Increasing circulation and usage of health and wellness materials and resources • Expanding patrons' knowledge and awareness of health related topics through participatory learning • Fostering and developing relations and partnership in the community Program Evaluation will consist of: • Program surveys and participant feedback • Attendance levels (Minimum 15 participants) | •1st QTR - Planning and Assessment • 2nd - 4th QTR - Implementation | \$1,500 | \$1,500 |
| Culture to Culture | Branch Division - NW District | "Culture to Culture" introduces patrons to cross cultural themes related to dance, food, literature, and music. There will be 8 programs in 7 branches celebrating the similarities and differences among the diverse San Francisco communities. It supports awareness, communication, and engagement amongst different cultural groups. | This program supports Diversity In Programming by: • Broadening the understanding of cultural differences and similarities among patrons • Engaging patrons in cross cultural programs related to music, dance, literature, and food | Anticipated outcomes Include: • Building community relations among diverse populations with consideration towards the changing cultural demographics among San Francisco neighborhoods • Fostering cultural exchange, communication, dialogue and understanding amongst various ethnic groups Program Evaluation will consist of: • Program surveys and participant feedback • Attendance levels (Minimum 20 participants) • Diversity in presenters and audience | •1st QTR - Planning and Assessment • 2nd - 4th QTR - Implementation | \$1,600 | \$1,600 |
| Total | | | | | | | \$13,500 |

| | | SFPL Grant Funded Program Proposals FY 14/15 Friends of the San Francisco Public Library Innovation Grants | | | | | |
|---------------------------|---------------|--|---|---|--|---|---|
| Program/ Project Title | Submitted By | Project Description and Purpose | Please Indicate how your proposed project supports one or more of the following Library Strategic Priorities: 1) Literacy & Learning; 2) Digital Strategy; 3) Youth Engagement; 4) Strategic Partnerships; 5) Diversity in Programming | What are your anticipated outcomes? How will you evaluate whether the program has been successful? | Timeline | Total Cost of Project | Amount Requested from Friends |
| Inventing the DIGI Center | Karen Strauss | <i>Inventing the DIGI Center</i> will fund a designer to help staff turn their vision of the Digital Imaging Garage and Innovation Center (DIGI Center) into a plan and will result in the purchase of furnishings to turn that plan into reality. To keep up with – and ahead of – evolving needs and technologies, SFPL is committed to adopting best practices for hosting self-sustaining content digitization programs and services that contribute to the collections of SFPL, Digital Public Library of America and regional libraries (through the Pacific Library Partnership). By centrally locating most of the digitization efforts in a public space - the Main Library's Brooks Walker Patent & Trademark Center on the 5th floor - we will create awareness and provide learning opportunities for the public. The original purpose of the Patent & Trademark Center was to provide ease of access to the patent and trademark-related materials issued by the US government. Over time, as those materials moved primarily online (accessible from computers next to the Government Information Center's reference desk), the use of this beautiful space must evolve. | Digital Strategy – <i>Inventing the DIGI Center</i> will provide a physical space for the efficient creation of and public programming for the Library's growing digitization efforts. | Anticipated outcomes – The DIGI Center will be a thoughtfully-designed space, flexible enough to accommodate ongoing scanning, presentations, public scanning programs and special events with local government agencies and community partners. Volunteers, staff and the general public will be able to learn about and do digitization of Library materials and personal items. The Center will become a showcase for materials digitized under its auspices. Evaluation – Creation of a design and options for furnishings. Purchase and installation of furnishings. | Phase 1 of 2 (July-September) – Designer services engaged; designer meets with staff; provides drawings and recommendations for furnishings. Total of 10 hours/\$1,500. Phase 2 of 2 (October-June) – Staff reviews recommendations; makes final selections; makes furniture / donor plaque purchases; installs in DIGI Center; engages in marketing efforts. Total of \$8,500. | \$40,000 | \$10,000 |
| Library Outreach Bike | Laura Lent | A number of Bay Area libraries including Oakland and Berkeley have recently implemented bicycle outreach programs. The details vary, but the mobility provided by a cargo bike or bicycle with a bike trailer allows library staff the flexibility to imbed themselves in community spaces very easily. Staff can use the outreach bikes in a variety of ways – they can be loaded with books, publicity materials, laptops or other technology such as a mobile hot-spot. They can be used for services including library card signups, eBook & eMedia training, and instruction in online databases, children's programming, and outreach about particular library services. Community fairs, farmers markets, Sunday Streets, parades, school visits, and even trips around San Francisco International Airport terminals, are a few of the many possible ways that the bicycles can provide attention-getting marketing for library services. Being mobile will make us more visible, get the word out to people who may not already be library users, and draw people in who have not visited the Library before. Once the project is approved, staff will determine whether to purchase a cargo bike or a bike and a trailer. Because of our famous geography, an electric bike with the capacity to boost performance on hills is a likely choice. Although the Bookmobile offers services around San Francisco, there are limited locations that have the necessary road width and parking space that a vehicle of that size requires. However, a vehicle with an exponentially smaller footprint like a Book Bike will allow us to embed ourselves in community spaces very easily. We will be able to offer a variety of innovative library services with the Book Bike, such as e-books, e-readers, instruction in online databases, a mobile hot-spot and a charging station for cell phones, iPods, and other small electronics. A library web page will be created for the Book Bike and its services. | This project supports all five of SFPL's strategic priorities because of the various ways the bike can be used for different kinds of events and programming. It has great potential for youth engagement via visits to family-oriented events and schools; by using the bike as a teaching opportunity to promote library eCollections and learning & literacy initiatives it can promote our digital strategy and literacy/learning, it will lend itself to partnerships with organizations that put on events where the bike can go; and of course it will assist in our capacity for diverse programming. | Staff will collect statistics on the use of the bike once the program is launched and survey users on its services. Measures will be centered on the effectiveness of reaching non-users, connectedness and pride in the library, and knowledge of library resources. Our goal is to create a closer connection between the Library and the community. | Phase One: July through October: Identify best cargo bike or bike/trailer combo; design locking box/kiosk for trailer or cargo bike, develop internal systems to maintain bike, prioritize and calendar use, mobilize staff to participate in program. Phase Two: November through June: Begin testing use of bike for various kinds of outreach; maintain statistics; survey users. | \$14,000 (including technology costs by IT) | \$10,000 Budget Includes \$6,000 for electric bike/trailer; \$1,500 for custom locking box/kiosk; \$1,500 for supplies and \$1,000 for maintenance. |
| Total Cost | | | | | | | \$20,000 |

SFPL Grant Funded Program Proposals FY 14/15
 Friends of the San Francisco Public Library
 Professional Development

| Program/Project Title | Branch or Agency | Project Description and Purpose | Please indicate how your proposed project supports one or more of the following Library Strategic Priorities: 1) Literacy & Learning 2) Digital Strategy 3) Youth Engagement 4) Strategic Partnerships 5) Diversity in Programming | What are your anticipated outcomes? How will you evaluate whether the program has been successful? | Timeline | Total Cost of Project | Amount Requested from Friends |
|---|------------------|---|---|---|----------------------------|-----------------------|-------------------------------|
| Educational Opportunities Committee (EOC) | Human Resources | The EOC grant is the primary source of funding enabling SFPL staff of all classifications to attend professional workshops, seminars, conferences, courses for continuing education, etc. All library employees (except administration) are eligible for assistance to attend events that are relevant to their work and which benefit the library. The grant pays for registration costs and partial travel and lodging costs. | The EOC Grant supports all of the above strategic priorities, especially enhancing the abilities of the Library staff to serve the public by providing training/knowledge/perspectives in every area of library service. These outside learning opportunities are critical for keeping the library current on trends and innovations that affect the public in broad areas such as literacy efforts, appropriate uses of technology, reaching children and youth, creating collaborations within the community, and honoring all types of diversity. In addition, training in structural areas such as management improvements, conservation and preservation, and library accessibility for visually/physically impaired are also supported. | The outcomes are that Library staff successfully enhance their knowledge, abilities and skills in performing their duties. Evaluation: EOC funding is tracked by keeping records on the training events that staff attend and by requesting feedback on their experiences. In FY 13, EOC funds helped 85 staff from all classifications and locations attend various workshops, seminars, conferences, etc. | July 1, 2014-June 30, 2015 | \$30,000 | \$30,000 |
| Annual Staff Recognition Awards | Human Resources | The annual Staff Recognition Awards is an event that honors excellence in service to individual or groups of staff members. Held every spring, this recognition invites all staff to join in a celebration of employee achievements for the year. It serves as inspiration to maintain high levels of public service and behind-the-scenes commitment. | The Staff Recognition Awards supports all of the Library priorities, recognizing staff excellence in all of these areas of service. By acknowledging the outstanding performance of individual staff members and teams of co-workers, the Library motivates staff to do their best while reaffirming their appreciation for all staff. This results in more concern for all aspects of Library work, but especially when it concerns public service. | The outcomes include 1) a highly motivated staff who are concerned with excellence in service and 2) a understanding that staff's work is acknowledged and rewarded by Administration and co-workers. The quality of the event, itself, is also evaluated for effectiveness, appropriateness and positive staff feedback. | Spring 2014 | \$2,000 | \$2,000 |
| Staff Holiday Party | Human Resources | The Staff Holiday Party is the major annual staff-centered social event where Library staff renew relationships, celebrate the holiday season and the end of another year of dedication and hard work. | This event helps to motivate staff and reinvigorate their efforts to provide excellent service to the community, supporting all of the Library strategic priorities. The Staff Holiday Party brings together 250+ current and retired staff, along with Friends of the Library, to socialize and enjoy a pleasant evening of food and refreshments as an acknowledgement of the contributions they make to the Library all year long. | The immediate outcome of this event is an enjoyable evening for staff in a congenial and relaxed atmosphere, and, long-term, a recognition that they are valued for their commitment to serving the public. The evaluation of effectiveness is the staff's verbal and written expressions of appreciation, and the continual high levels of participation in this event. | December 2014 | \$5,500 | \$5,500 |
| Training and Refreshment Funds | Human Resources | The Training and Refreshment fund provides refreshments during Library training sessions. Refreshments help to create an environment that is conducive to learning. | In order to maintain high quality service to the public in all priority areas, staff must stay abreast of new trends, procedures and services in the library field. By providing a small amenity at some of the training sessions, as well as other workshops, in the form of simple refreshments, staff remains more attentive to the training and more appreciative of management's efforts to keep them up to date. | Refreshments help to create a more welcoming and comfortable environment, conducive to learning. Training events are evaluated with feedback forms at the end of each session. In addition, successful implementation of the Library's strategic priorities, along with the introduction of new methods within the libraries, also act as evaluations of the training program. | July 1, 2014-June 30, 2015 | \$1,500 | \$1,500 |
| | | | | | | Total | \$39,000 |