

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	Amount Requested from Friends
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 Autumn Moon Festival in Chinatown and the Glen Park street fair. Other funds are spent on special openings and events, such as groundbreakings and ribbon cuttings. Monies are also used for advertising, signage, marketing collateral, photography, and promotional efforts. In 2016-17, we expect to leverage much of these funds for a citywide strategic marketing campaign, new digital and eCollections resources, and efforts to communicate and advertise any potential service changes. We also use this fund to support the robust exhibitions and programming we offer for all ages.	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 outreach on behalf of patrons 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 attendance at events and increased circulation of materials, and general public awareness of library activities.	FY16	\$25,000	\$25,000
Exhibitions & Public Programming	Our goals for fiscal year 2016-2017 are to reach out to San Francisco's diverse and vibrant communities through exhibitions and programs. With the continued work of the Cultural Awareness Committee, we have selected new thematic programming throughout the year, including all ages programming themes around Islamic and Middle Eastern Culture, San Francisco culture, Music and the Performing Arts, Diversity in Literature, as well as renewed focus on all ages science, maker, and craft programming in collaboration with Youth Services. In addition, funds will be used to support robust programming in the Bridge at Main, as well as to support ongoing outreach activities in the community, such as participation in art nights, farmer's markets, and cultural street fair celebrations.  We will have many exhibitions in 2016/17 but here are some highlights: Two Middle Eastern-focused photography exhibits will support increased diversity. We also anticipate participating in citywide exhibitions around the 50th anniversary of the Summer of Love.  Through the smaller Affinity Center exhibit areas at the main and the expanded branch exhibit areas we will continue partnering with local non-profits and individuals, creating a rich and exciting dialog with the various San Francisco communities. We are also hoping to develop a system of rotating outgoing exhibits from the Main affinity centers into some of our branches.	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. Of note: <b>Premier Urban Library:</b> SFPL is one of only select libraries 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. <b>Redefining Literacy and Learning:</b> The Bridge at Main learning center is already providing a transformative approach to learning for San Francisco library users. In the coming year, we anticipate expanding the programming work of that staff, especially in the areas of Veterans resources and support and Learning Differences. <b>Engaging Youth:</b> Upcoming exhibits allow patrons of all ages the opportunity to learn about subjects they might not otherwise encounter. The ever-changing exhibits in the Affinity Centers present a wide variety of voices and viewpoints that provide an excellent opportunity for youth to learn about their own and other cultures. <b>Digital Strategy:</b> 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. <b>Partnerships for Excellence:</b> 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. In 2016-17 we will be working with the Arab-American community on two Islamic photography exhibitions. <b>Organizational Excellence:</b> 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.	We anticipate hosting more thematic public programs and exhibitions that reflect the cultural diversity of San Francisco and expanding neighborhood programming at branches. We also anticipate expanded classes and programs on literacy topics through the Bridge at Main learning center. We expect attendance at public programs to meet or exceed the 63,000 plus adults who participated in adult public programming in the last full fiscal year.	FY17	\$70,000	\$70,000
Volunteer Programming and Appreciation (note new name)	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. In 2016-17, we will continue to broaden volunteer services to incorporate our long-time dedicated Project Read volunteers into the overall SFPL volunteer program. The program provides support to library staff by offering volunteer assistance for a variety of tasks and public programs. By identifying tasks that support library staff, volunteer programming enables library personnel to continue 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, Legal & Financial Book Clubs, staffing the Computer Labs), helped with numerous events and activities, and created special arrangements. Through this grant, SFPL also to celebrate the hard work of all volunteers with a year-end celebratory appreciation event.	<b>Redefining Literacy and Learning:</b> Volunteers are an active and important part of the new 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. <b>Digital Strategy:</b> 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. <b>Engaging Youth:</b> 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 teens services for youth activities through the Summer Squad program and community service requirements for youth. <b>Partnerships for Excellence:</b> The Volunteer Program Coordinator forges new partnerships every year. Some of the stand-out partnerships have been with Girl Works Code and the SF Office of Small Business Administration.	The anticipated outcomes are to celebrate the yearlong cohort of volunteers of all ages, bring in new volunteers and additional library users and increase support of library programs and services. The goal of the Volunteer Services program is to continue offering public programs that it has started, support existing volunteers and identify new volunteer programming that reaches the library's strategic priority goals. <b>Evaluation:</b> The volunteer program's overall success is measured in the number of volunteers who attend, the hours spent volunteering at SFPL, and attendance at public programs led by volunteers.		\$4,000	\$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 CCS 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. In December Bookhouse, a vendor that for a number of years has been able to procure unusually sourced materials for SFPL, went out of business, highlighting the importance of this fund	In previous years this grant has supported all five strategic priorities. This far in FY15, among other purchases the fund allowed the Library to obtain a number of Italian books to support growing community interest in the newly renovated North Beach Branch, and to purchase local interest DVDs such as Little Boxes: The Legacy of Henry Doeber.	In a 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.		\$2,000	\$2,000
At the Library Newsletter	The At the Library newsletter is produced each month, providing an important publicity vehicle to highlight the many programs, events, collections and services at our libraries. The publication also provides an important service for all patrons and library staff by printing a complete monthly calendar of adult, teen and children's events at all branches and the Main Library. This past year, monthly newsletters have begun highlighting our many social media initiatives along with collections and services, particularly digital collections, bookmarkable 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. At the library it 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 instrumental in leveraging our value for partnerships, highlighting <b>Partnerships for Excellence</b> . In terms of <b>Digital Strategy</b> , the newsletter allows us to highlight technological innovations and eResources collections at the library, highlighting our varied and robust level of public programming generally hats all of our strategic priorities. The One City One Book program engages with all of SFPL's current 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. Our goal this year is to engage a new newsletter editor, also serving as the library system's Public Relations Officer, to further expand the electronic version of the newsletter. We will also bring in some printing costs internally using the library's budget and this fund will only cover the cost of printing the editions for Friends membership (with Friends initials).	FY16	\$9,000	\$9,000
One City One Book	In 2016, we will mark the 12 <sup>th</sup> 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 anticipate some wonderful opportunities for innovative programming that highlights the city 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 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.	<b>1) Redefining Literacy and Learning:</b> 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 this year's selection is 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. <b>2) Digital Strategy:</b> 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. <b>3) Engaging Youth:</b> 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/home in summer reading lists and curriculum. <b>4) Partnerships for Excellence:</b> Ongoing partnerships for OCOB include Bay Area bookstores, high schools, local companies, media and more. <b>5) Organizational Excellence:</b> Every year we develop unique and diverse programming (from book clubs to scavenger hunts, film screenings to craft programs) for multiple library locations.	<b>One City One Book</b> 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 library 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 2016. We evaluate success by looking at book circulations, book sales, program attendance, online	Spring 2016 - Book selected. Initiation of media, school & bookstore sponsorship and partner relationships. Summer 2016 - Public announcement. Sept/Oct 2016 - Marketing materials & ads, website goes live. Programming commences & continues throughout fall.	\$20,000	\$20,000
						<b>Sub-Total \$29,000</b>
					<b>Total</b>	<b>\$130,000</b>