

# LIBRARY INNOVATION & ORGANIZATIONAL EXCELLENCE



Friends and Foundation of the San Francisco Library maintains the Library Innovation and Organizational Excellence Fund that designates \$150,000 in annual support for the City Librarian's leadership team to pursue strategic initiatives and innovative approaches to library services and marketing. Friends covers costs that the city bureaucracy cannot, allowing the Library to respond more rapidly and flexibly to emerging needs, such as evolving of technology, workforce skills, racial and economic justice, protecting democracy, and confronting the effects of climate change.

## CITY LIBRARIAN'S STRATEGIC INITIATIVES

**Strategic Planning and Implementation.** In 2023, the City Librarian will embark on a year-long strategic planning process to determine the priorities and activities of the SFPL for the next decade. This process of reimagining the Library's next chapter will engage residents, nonprofit organizations, the business sector, schools, and neighborhood associations. Friends' support will help fund community meetings, additional consulting expertise, and marketing to generate community participation throughout the city.



**Maintaining Industry Leadership.** Friends' support allows the City Librarian and leadership staff to attend national conferences of the American Library Association, the Public Library Association, and the Urban Library Council. As a leading innovator, SFPL staff continue to be on the forefront of new service models that meet the challenges of our times.

**Jail & Reentry Services.** SFPL is the national leader in providing services to incarcerated people. Jail and Reentry Services (**JARS**) provides weekly library services to 1,000 residents in San Francisco County jails. With a multi-year grant from the Mellon Foundation, the JARS team will serve as the primary research entity in collaboration with the American Library Association (ALA) on its national initiative, *Expanding Information Access for Incarcerated People*. As part of this collaboration, they will conduct a survey of existing models and develop a framework for library services in jails and prisons.

## THE RACIAL EQUITY ACTION PLAN

In collaboration with the San Francisco Racial Equity Office, the Library has initiated phase one of its **Racial Equity Action Plan**, focused internally on personnel policies, workplace culture and composition, and leadership. Phase two will focus externally on service delivery, community input in planning, public information delivery, and historical and cultural preservation. A resulting framework will define a set of social justice practices rooted in an understanding of historical and present-day oppression, aiming toward a goal of fairness for all. Friends will cover the costs of additional consulting and training from nationally recognized experts and academics in the field.



## THE WILEY INNOVATION FUND

**The Wiley Innovation Fund** continues to position the San Francisco Public Library as a leading urban library in addressing the evolving role of public libraries in a period of significant technological, digital, and social change. The fund is designed to inspire and support forward-thinking Librarians. Since 2015, the fund has generated award-winning programs such as the *Bibliobistro* food education program, the *Bioblitz* Citizen Science program, and the *Librotero*, a mobile outreach library fashioned as an ice cream truck.

## COMMUNITY RELATIONS AND MARKETING

**Augmented marketing capacity.** Friends funds a healthy marketing budget for SFPL to augment its marketing efforts. These efforts include paying for digital marketing expertise to help reach the most vulnerable communities and those whom our research indicates have limited knowledge about the availability of free programs.

### *At the Library Publication.*

The brainchild of Friends decades ago, we continue to fund the production, publishing, and delivery costs of the eight-page monthly publication stocked at all library locations.



## LIBRARY STAFF PROFESSIONAL DEVELOPMENT

Friends' funds allow Library staff at all levels and functions to take advantage of training and conferences in specialty areas not covered by SFPL or the City's Department of Human Resources. This includes training in emerging library practices, as well as non-library-specific areas such as youth services, multi-cultural service delivery, and new technology. Funds also allow the City Librarian to host two staff appreciation events; a staff recognition day, and an end-of-year celebration at the Main library.