SCHOLAR CARD













"The Library is a sanctuary for students and supports the values of equity, inclusion and community. We look forward to providing you with free access to limitless learning resources!"

Luis Herrera, City Librarian



The What

San Francisco Public Library and the San Francisco Unified School District are providing every student with a special youth library card:

The Scholar Card.









The Why

The Library is committed to supporting student learning and academic achievement by providing resources to help students become lifelong learners.

The **Scholar Card** connects students to millions of FREE resources.









The How



The Scholar Card eliminates barriers to access by streamlining the library card process: SFPL uses data provided by SFUSD to create Scholar Card accounts for every SFUSD student.



SO EASY! All students need to do is visit a library location and activate their account.









The awesome new cards

SCHOLAR CARD

A student's to academic success!











Christian Robinson in partnership with San Francisco Public Library Courtesy, Leo, Chronicle Books



The ConnectED Library Challenge

"I know, as President Obama knew, that libraries transform lives. They are spaces of equity and inclusion, especially for our most marginalized in society. Today we provide a basic human right of access to knowledge through the district wide-unveiling of Scholar Cards. I'm so proud to be part of this transformation for the youngest residents of San Francisco."

--Commission President Dr. Mary Wardell Ghirarduzzi



The roll out



- √ sfpl.org/scholarcard webpage
- ✓ Direct mail to parents
- ✓ Outreach Toolkit
- ✓ Staff training
- ✓ Bookmarks
- ✓ Posters
- ✓ FAQ
- ✓ Press Release

April > Summer | outreach & activation

July | Assess, learn & plan for Y2

September | Launch Y2



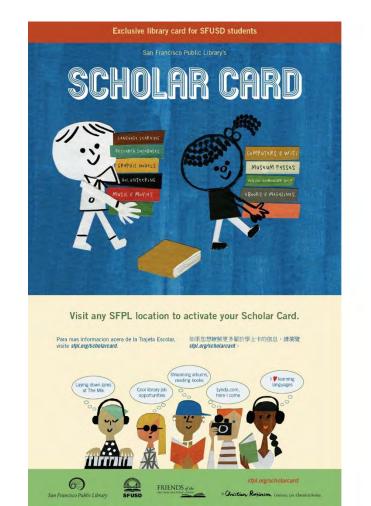








The print materials









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San Francisco Public Library

Scholar Card Launch













