San Francisco Public Library

STRATEGIC PLANNING INITIATIVE













HELLO!



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OUR BET IS ON SFPL

Our job is to grow your impact

Grow your people

Grow your brand

Grow your services







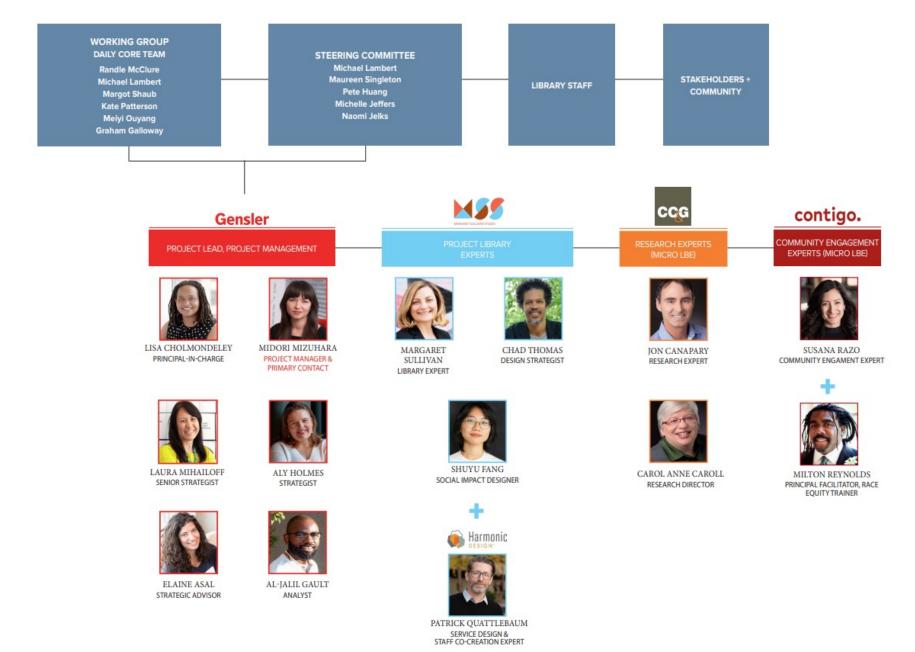
THE APPROACH

An inclusive process that centers on the communities we serve & empowers staff

The outcome is a bold vision & strategic roadmap, plus the internal capacities to realize that vision.

Empathy. Creativity. Equity.

TEAM STRUCTURE



Our Team

Equity-Driven Perspective

Innovative Tools & Frameworks

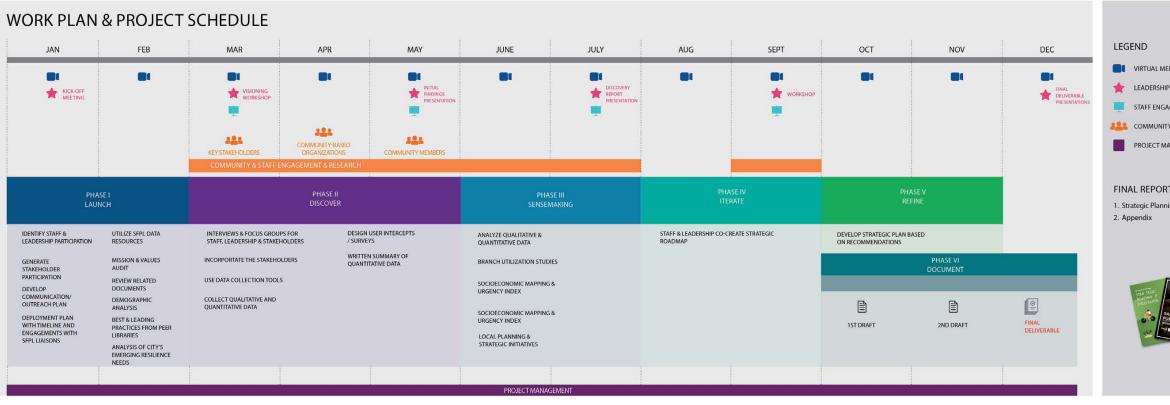
Data-Informed Partnerships

Best-in-Class Research & Industry-Setting Practices

Strong Local Understanding & Relationships



WORK PLAN





WORK PLAN

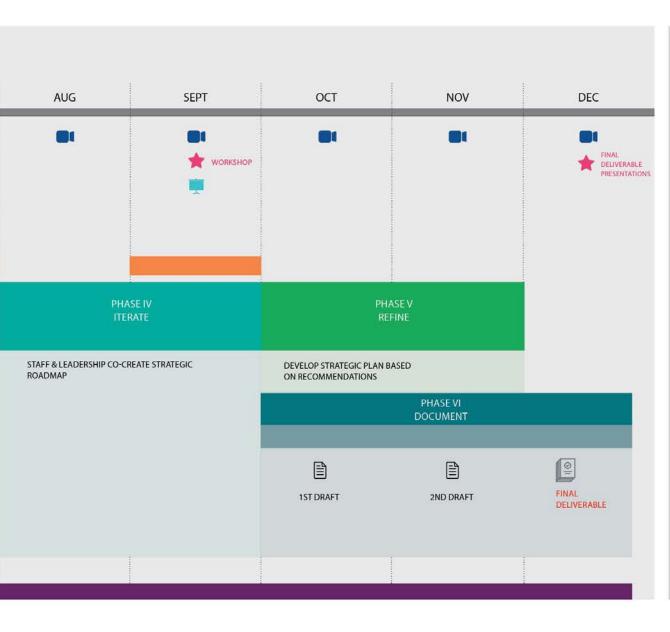
WORK PLAN & PROJECT SCHEDULE APR JAN FEB MAR MAY JUNE JULY AUG SEPT INITIAL FINDINGS DISCOVERY REPORT VISIONING WORKSHOP 121 COMMUNITY-BASED KEY STAKEHOLDERS ORGANIZATIONS COMMUNITY MEMBERS

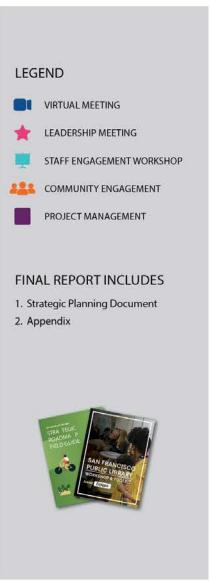
		COMMONT LASTATE ENGAGEMENT & RESEARCH			
PHASE I LAUNCH		PHASE II DISCOVER		PHASE III SENSEMAKING	PHASE IV ITERATE
IDENTIFY STAFF & LEADERSHIP PARTICIPATION	UTILIZE SFPL DATA RESOURCES	INTERVIEWS & FOCUS GROUPS FOR STAFF, LEADERSHIP & STAKEHOLDERS	DESIGN USER INTERCEPTS / SURVEYS	ANALYZE QUALITATIVE & QUANTITATIVE DATA	STAFF & LEADERSHIP CO-CREATE STRATEGIC ROADMAP
GENERATE STAKEHOLDER PARTICIPATION DEVELOP COMMUNICATION/ OUTREACH PLAN DEPLOYMENT PLAN WITH TIMELINE AND ENGAGEMENTS WITH SFPL LIAISONS	MISSION & VALUES AUDIT	INCORPORTATE THE STAKEHOLDERS	WRITTEN SUMMARY OF QUANTITATIVE DATA	BRANCH UTILIZATION STUDIES	
	REVIEW RELATED DOCUMENTS	USE DATA COLLECTION TOOLS		SOCIOECONOMIC MAPPING & URGENCY INDEX	
	DEMOGRAPHIC ANALYSIS	COLLECT QUALITATIVE AND QUANTITATIVE DATA		SOCIOECONOMIC MAPPING & URGENCY INDEX LOCAL PLANNING &	
	BEST & LEADING PRACTICES FROM PEER LIBRARIES				
	ANALYSIS OF CITY'S EMERGING RESILIENCE			STRATEGIC INITIATIVES	

PROJECT MANAGEMENT

NEEDS

WORK PLAN





TASK 2 TASK 1 TASK 3 TASK 4 **Analysis** Plan **Project Management**

Outreach, Communication, and Engagement

- Communications and Community Outreach **Analysis** Roadmap Development
- Existing Resources Audit; Research Library Best **Practices**
- Internal Engagement with Staff, Management, Partners and Stakeholders
- Community Engagement Focus Groups, Citywide Resident Surveys and Digital Engagement
- · Branch Site Visits & Field Trips
- Utilization Study via Branch **User Intercepts**

- Citywide Resident Survey
- · Review of SFPL's Branch Metrics and Utilization Study: Socio-economic Mapping & Library Urgency Index
- Local Planning & Strategic Initiatives Research and Assessment
- Synthesis and Alignment of all Research
- Discovery Report Development

 Develop and Deliver the Strategy Planning Document

Documents

- Develop and Deliver the Strategy Planning Document **Appendix**
- General Project Management
- Weekly Team Meetings

Presentation

TASK 5

- Initial findings presentation
- Discovery report presentation to leadership
- Final presentations to board, leadership, the public, and TBD

Library as Studio

Richland Library, Columbia, SC

Foster the creative class through reimagining the library as studio.









HOMEPAGE

'Nothing like Richland Library': Artists, entrepreneurs find community beyond bookshelves

BY MAKIYA SEMINERA

JULY 22, 2022 1:59 PM

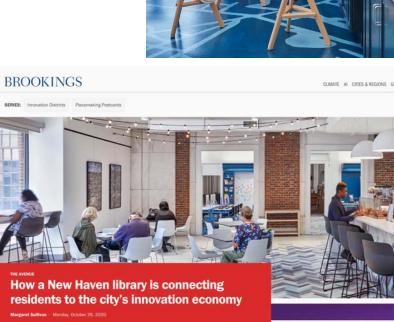
Ives Squared: Innovation Commons on the Green

New Haven, CT

Catalyze the library to foster innovation and ideas.







What's something that you hope the SFPL Strategic Plan captures?

Thank you!

Valuable roles and contributions for the Commissioners:

- Public engagement within each supervisorial district
- Regular library commission updates



Questions? Please reach out to strategicplanning@sfpl.org