San Francisco Public Library
STRATEGIC PLANNING INITIATIVE
HELLO!

Midori Mizuhara  
PROJECT MANAGER, GENSLER

Laura Mihailoff  
SENIOR STRATEGIST, GENSLER

Aly Holmes  
STRATEGIST, GENSLER

Margaret Sullivan  
LIBRARY DESIGN EXPERT, MSS

Susana Razo  
CO-FACILITATOR + COMMUNITY ENGAGEMENT EXPERT, CONTIGO
OUR BET IS ON SFPL

Our job is to grow your impact

Grow your people
Grow your brand
Grow your services
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

WORKING GROUP
DAILY CORE TEAM
Randie McClure
Michael Lambert
Margaret Shihab
Kate Patterson
Molly Guyang
Graham Galloway

STEERING COMMITTEE
Michael Lambert
Maureen Singleton
Pete Huang
Michelle Jeffers
Naomi Jekis

LIBRARY STAFF

STAKEHOLDERS + COMMUNITY

San Francisco Public Library Strategic Planning 5
Our Team

Equity-Driven Perspective
Innovative Tools & Frameworks
Data-Informed Partnerships
Best-in-Class Research & Industry-Setting Practices
Strong Local Understanding & Relationships
### WORK PLAN & PROJECT SCHEDULE

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#### PHASE I: LAUNCH
- IDENTIFY STAFF & LEADERSHIP PARTICIPATION
- GENERATE SYMPOSIUM PARTICIPATION
- BUILD COMMUNICATION/OUTREACH PLAN
- DEVELOP PLAN WITH TIMELINE AND ENGAGEMENT WITH STAFF/STAKEHOLDERS

#### PHASE II: DISCOVER
- UTILIZE SFPL DATA RESOURCES
- ASSESS & ANALYZE REQUIREMENTS
- USE RESEARCH TOOLS
- IDENTIFY COMMUNITY NEEDS

#### PHASE III: SEEDING
- INTERVIEWS & FOCUS GROUPS FOR STAFF, LEADERSHIP & STAKEHOLDERS
- INTEGRATE THE COMMUNITY
- COLLECT QUALITATIVE & QUANTITATIVE DATA

#### PHASE IV: DESIGN
- DESIGN USER INTERCEPTS (SURVEYS)
- REVIEW SUMMARY OF QUALITATIVE DATA
- ANALYZE QUALITATIVE & QUANTITATIVE DATA
- BRANCH UTILIZATION STUDIES
- SOCIAL EQUITY MAPPING & URGENCY INDEX

#### PHASE V: REFINE
- STAFF & LEADERSHIP CO-CREAT STRATEGIC ROADMAP
- DEVELOP STRATEGIC PLAN BASED ON RECOMMENDATIONS
- FINAL DELIVERABLE

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#### LEGEND
- VIRTUAL MEETING
- LEADERSHIP MEETING
- STAFF ENGAGEMENT WORKSHOP
- COMMUNITY ENGAGEMENT
- PROJECT MANAGEMENT

#### FINAL REPORT INCLUDES
1. Strategic Planning Document
2. Appendix
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<td><strong>PHASE I</strong></td>
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<td><strong>GENERATE STAKEHOLDER PARTICIPATION</strong></td>
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<td><strong>DEVELOP COMMUNICATION/OUTREACH PLAN</strong></td>
<td><strong>REVIEW RELATED DOCUMENTS</strong></td>
<td><strong>USE DATA COLLECTION TOOLS</strong></td>
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<td><strong>BEST &amp; LEADING PRACTICES FROM PEER LIBRARIES</strong></td>
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<td><strong>ANALYSIS OF CITY’S EMERGING RESILIENCE NEEDS</strong></td>
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WORK PLAN

LEGEND

- VIRTUAL MEETING
- LEADERSHIP MEETING
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<td>- Communications and Community Outreach Roadmap Development</td>
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<td>- Existing Resources Audit; Research Library Best Practices</td>
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<td>- Internal Engagement with Staff, Management, Partners and Stakeholders</td>
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<td>- Community Engagement Focus Groups, Citywide Resident Surveys and Digital Engagement</td>
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<td>- Branch Site Visits &amp; Field Trips</td>
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<td>- Utilization Study via Branch User Intercepts</td>
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<td><strong>TASK 2</strong> Analysis</td>
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<td>- Citywide Resident Survey Analysis</td>
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<td>- Review of SFPL’s Branch Metrics and Utilization Study; Socio-economic Mapping &amp; Library Urgency Index</td>
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<tr>
<td>- Local Planning &amp; Strategic Initiatives Research and Assessment</td>
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<td>- Synthesis and Alignment of all Research</td>
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<td>- Discovery Report Development</td>
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<td><strong>TASK 3</strong> Plan Documents</td>
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<td>- Develop and Deliver the Strategy Planning Document</td>
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<td><strong>TASK 4</strong> Project Management</td>
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<td>- Initial findings presentation</td>
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<td>- Discovery report presentation to leadership</td>
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<td>- Final presentations to board, leadership, the public, and TBD</td>
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Library as Studio

Richland Library, Columbia, SC

Foster the creative class through reimagining the library as studio.
Ives Squared: Innovation Commons on the Green

*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 supervisory district
- Regular library commission updates

Questions? Please reach out to strategicplanning@sfpl.org