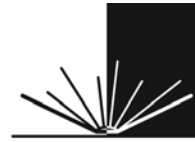




San Francisco Public Library



BRANCH LIBRARY
IMPROVEMENT PROGRAM

Partners or “players” in the Neighborhood Library Campaign,
Principles for building community
Winning strategies

Community Partners for each Neighborhood Library Campaign

Local library advocates (identified through the library system or the local branch)
School administrators
Active Parents (PTA, PTO, School Associations, Parents networks)
Merchants, Merchants Associations
Political leaders (as local to the neighborhood as possible, such as local Board of Supervisors representative)
Neighborhood/residents associations
Neighborhood based institutional interests (colleges, hospitals, universities, private schools)
Neighborhood based commercial interests (supermarkets, chain stores, banks, realtors)
Organizations or clubs based or operating in the neighborhood (such as Rotary)
Branches of city, town or county services such as Safety Networks

Principles for Building Community

Inclusive & Transparent
Invite and welcome everyone
Provide the information people need and share information openly
Clear & Appreciative
Be clear about your purpose and about people’s roles and responsibilities. Thank and recognize people individually and collectively for their time and support.
Responsible & Focused
Follow through with what you promise to provide. Help to keep everyone’s “eyes on the prize.”

Winning Strategies

Do team work
Play to people’s strengths
Listen
Stay flexible. (Plans are great, but only if they’re realistic and amendable!)