

**Pacific Library Partnership  
Innovation and Technology Opportunity Grant Program**

**Due Friday, October 10, 2014**

Please provide the following information in a Microsoft Word document. Please email the completed form to Wendy Cao at [caow@plsinfo.org](mailto:caow@plsinfo.org).

1. Title of Project Multimedia Content Creation Lab
2. Library/Committee applying for funding South San Francisco Public Library  
Name Adam Elsholz  
Email elsholz@plsinfo.org  
Mailing Address 840 West Orange Ave., South San Francisco, CA 94080
3. Amount of funding requested \$14,159

## **PLP Innovation and Technology Opportunity Grant Program**

### **1. One paragraph project summary.**

The Multimedia Content Creation Lab will consist of one computer loaded with design software, such as the Adobe Creative Suite, Pro Tools and Sketchup. Users of the computer will be able to create audio, video and print content that can be used for a variety of purposes, such as website design, print advertising, art posters, YouTube videos, music tracks, and so on. The lab will be an ideal space for groups, with chairs, a 6 foot adjustable desk and 55" touchscreen monitor.

### **2. Explain how this project fits with the library's strategic directions.**

The Library's strategic plan prioritizes services surrounding adult learning, workplace readiness and technology skill building. The City of South San Francisco as a whole has also prioritized lowering the unemployment rate and helping businesses start and thrive.

The Library's Mission Statement reads:

South San Francisco Public Library is actively committed to providing the best possible combination of library materials and services to meet the informational, educational and recreational needs of our multicultural community, in a professional manner, with a human touch.

We have the opportunity to meet a wide-ranging community need by building on the adult learning programs and computer technology programs that are already in place and proven as worthwhile endeavors. In the months of June to August 2014 attendance at adult programs and classes totaled 775 and included classes such as Microsoft Excel, PowerPoint, digital photography, and several classes on downloading and using apps among many others.

Many of the library's patrons make use of the internet-connected computers and skill-building classes. By adding a specialized computer with design programs, along with instruction in its use, we will be extending our role as the community's center for learning, self-improvement and business start-up.

Users of the design software will be able to create content in both print and digital formats that can support their academic and professional careers, businesses, hobbies and lifestyles. The quality of the design of a presentation, website, advertisement or business card can have a significant impact on the overall success of a venture.

### **3. A description of the proposed project including the population served and the demographics of that population.**

The computer will be loaded with design software and serve as a single point of access for creating and editing multimedia content. In addition to enabling content creation, a key benefit of this project will be to help users build design skills. Librarians will help users get started by providing basic classes.

The multimedia content that is created can include video, audio, photos, illustrations, and so on. The content can be published as a website, printed brochure, YouTube channel, PowerPoint presentation, and so on. This technology can be used by a variety of people, for business or pleasure.

The library has identified a space that will provide enough room for a small group. The new design computer will be placed in this room, with a large multi-touch monitor that enables collaboration. The space will be available for reservations of 2-4 hours.

South San Francisco is a diverse community of 63,000, including significant Asian (36.6%) and Hispanic or Latino (34%) populations. Our outreach and programming have identified a need for services around career development and small business support.

Approximately 12,000 young people between ages 15-29 live in South San Francisco. This group may be most likely to use the design computer to start a career. Nationally, the number of Millennial adults – young people aged 18-31 – living with their parents has been on the rise since the recession and is now near 36%. Given the high rents in the Bay Area, we can probably assume South San Francisco also has a significant number of young people living with their parents and in need of career development.

Indeed, people of all ages continue to need help with employment, perhaps in this library's community especially. South San Francisco's jobless rate is around 5.8%, according to the Bureau of Labor Statistics' July 2014 release, while San Mateo County as a whole is at 4.7%.

### **4. The goals and objectives of the project.**

1. Goal: Help the unemployed, underemployed, and anyone interested in career advancement, build technology skills.
  2. Goal: Help people promote and grow their small business by providing access to professional graphic design resources.
  3. Goal: Help those interested in creating content for recreation learn a new skill
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1. Objective: provide access to the software needed to learn design skills
  2. Objective: provide a computer that can effectively run programs for editing video and audio files
  3. Objective: provide a space that enables group collaboration

4. Objective: provide basic instruction in the use of all software programs
  5. Objective: promote this resource through channels that would reach teachers, students, jobseekers and businesspeople, in addition to the general public

## **5. The project timeline (activities).**

## **6. The evaluation of the project.**

We expect the lab to be used at near capacity. If we book the space in two-hour increments, we will provide a total of 14 reservation windows per week. We should see at least 10 bookings per week once fully operational and promoted.

To evaluate the nature of the benefit to the community, we will ask our users to complete an optional survey regarding their use of the resource, including purpose and goals. To evaluate effectiveness according to end use, we will also ask them to rate their experience.

## 7. The project budget.

<b>Budget</b>	
<b>Software</b>	
Adobe Creative Cloud Complete (2 year subscription)	\$1,200
Sketchup Pro	\$590
Pro Tools 11	\$699
Subtotal	\$2,489
<b>Hardware</b>	
Dell Precision Tower 5810 with Microsoft Office Professional (including insurance, delivery and tax)	\$3,600
Samsung ME55C - 55" touchscreen monitor (with cables & 5 year warranty)	\$4,000
Epson - WorkForce WF-7610 (print/scan/copy)	\$200
Subtotal	\$7,800
<b>Supplies</b>	
Printer Ink cartridges (4 sets)	\$240
Miscellaneous Supplies (headphones, storage devices, etc.)	\$300
Subtotal	\$540
<b>Furniture</b>	
Height Adjustable workstation (including tax and delivery)	\$1,150
Chairs (4) (including tax & delivery)	\$1,680
monitor mounting arm (including tax & delivery)	\$500
Subtotal	\$3,330
<b>Total Grant Funding:</b>	<b>\$14,159</b>
<b>In-Kind Support from SSF Public Library</b>	
Promotional Materials (flyers, posters, bookmarks, etc.)	\$600
Information Technology staff for equipment setup & support	\$2,000
Library staff - individual and group trainings, administration, & promotion	\$4,000
Subtotal	\$6,600
<b>Total Project Cost</b>	<b>\$20,759</b>