Partnerships 101
by Jennifer Greenlee
Teen Services Coordinator
San Francisco Public Library
The Mix at SFPL

After years of planning for The Mix at SFPL (themixatsfpl.org) and building community around it, I developed this guide, based upon my experience with our collaborative team. Cultivating and activating great community partnerships are elemental to any YOUMedia learning lab. We didn’t have a roadmap so we created our own. This guide is intended for anyone developing a thriving learning lab.

It’s kinda like dating ♥
The process of seeking and keeping partnerships is like dating: it takes reflection, energy, and time. Here are some steps and resources to make it easier. Keep in mind that these steps can be repeated, and there’s no straight line. What I’m outlining below came with a few stumbles along the way. Expect imperfections in your process.

The resource files referenced here and shared in the attached folder are meant for inspiration, guidance, and are free for adaptation to your site. All shared files are in PDF format, but if you’re interested in an adaptable file, email me: jennifer.greenlee@sfpl.org.

Think about what you already have
First, our library already had a lot of partner organizations. This form helps in evaluating what partners already provide:

- Template for Partnership Profiles

Think about what you need
Second, we identified what we needed from partners. What were we looking for in an ideal partner? We conducted both print and in-person surveys, focus groups, and internal staff thinking sessions about what youth wanted, what SFPL could provide, and what gaps existed in our services that would be best complemented by collaborative efforts with the community. Our needs evolved over the course of planning as we moved along in the process, so we met regularly to evaluate this as milestones of our project were achieved. Here are 2 documents that helped us at this stage.

- Teen Survey
- Focus group guide

“Be selective and strategic.” -Mary
Define and outline what you need

Third, we defined the types of partnerships we needed and developed supporting documents. In our case, we called them Presenter, Collaborator, Advisor, or Youth Connector. We included these definitions in a ready-for-road-show PowerPoint presentation aimed at potential partners which we could use out on the road or at meetings we hosted to give an overview of the project:

- Presentation to Partners

Find out who’s out there

Fourth, we surveyed the dating pool of our potential partners. We consulted with local youth, schools, youth agencies, our library staff, and government agencies who collect data, to identify what partners we could potentially onboard. We then identified the highest priority organizations and kept a spreadsheet of information including contact names, websites, contact info, notes, and the status of our dialogues with them.

Have a recruitment strategy

Fifth, we developed strategies for recruiting partners. We did this in a few ways:

- We asked high-potential partners out on a coffee date or hosted meetings to see if we could work together more. Because these first conversations could be either sparkling, tentative, or a total thud, we developed some documents to guide the discussions, along with the PowerPoint presentation above:
  - First Partner Meeting Discussion Guide
  - Tips for Partnership Discussions
- If a second date seemed in order, we would excitedly schedule it and found the following guidelines to be helpful, especially around potentially difficult topics such as funding, cost-sharing, or audience development. Transparency on these topics is key!!
  - Second Partner Meeting Discussion Guide
- We wrote a Request For Proposals (a personal ad) along certain themes to share out and invite potential partners. Here is a sample of the call for maker/fabrication partners.
  - Sample RFP

Pause, discuss, and keep going

Throughout the strategic steps, our internal team at the library met regularly to consider each potential partner and decide if next steps were worth pursuing. Once The Mix opened and we couldn’t do one-on-one meetings and still have time in life for coffee, we started to host (and still host) a regularly scheduled open house.
Potential partners are invited to attend a presentation at The Mix at SFPL about our services, our philosophy, and our audience. This really helps people understand what kind of setting they’re going to be working in and clears up any misinterpretations they might make about a public space (for example, they might think it’s more like a school setting). They also get to meet each other for further match-making! Here are documents that we use to support these events:

- Presentation for Info Sessions
- Overview for Info Sessions (includes a link to an Interest Form)
- Presenter Proposal Form

We created a form called “So You Want to Get in the Mix?” as a first screening for potential partners.

Express your commitment

Finally, after the above strategies, if ideas were taking shape nicely, we came up with first draft MOU (Memo of Understanding) for consideration. This is especially important if partners will be at extended levels of involvement, for example, a semester-long curriculum on digital media education. As with any document of commitment, it’s important to communicate some flexibility around this step! If it seems too formalized, don’t be afraid to suggest a lighter level of commitment. As a fall-back plan, we invite all presenters to fill out the library’s general form (provided above as Presenter Proposal Form) which doesn’t have a specific time frame involved.

We generally share our draft MOU’s on Google forms. The collaborative crafting of this document can take some time and dialogue, requiring attentiveness, clear writing, and patience.

- MOU Sample

At the MOU stage, “Pay close attention to branding and recognition- this means a lot. Often partner organizations benefit from increased exposure from their work. Funders like to see collaboration and this is a benefit, especially when an organization is not receiving partnership funds. Cross promotion is major,” suggests one of our founding partner representatives.

In the spirit of collaboration, I asked some of our partner team members to add their input on in this kind of work for this article. The commentary on the next page is comes from an ever unfolding timeline of lessons learned. The Mix at SFPL learning lab is still quite new so we are adapting this process as partnerships move forward.

“Set up partners for success...Under-promise, over-deliver.”-Katie

“Have at least one clear "win" [event] a couple of times a year to keep the energy going.”-Rik
Keep good relationships going
After reaching agreements with a core number of partner organizations, we keep our partners engaged in various ways. Here are some tips on how to do that, offered by our founding partner representatives:

“Do post-event evaluation. This information feeds momentum.”

“Assign point people for each organization.”

“Invest in relationships, especially in the beginning stages”

“Have a creative, detail-oriented, organized coordinator.”

“Invite partners to a monthly check-in meeting with refreshments.”

“Share youth involvement: advisory boards, events, cross-promotion.”

“Look for continual opportunities to collaborate such as conferences and youth events.”

“Communication is key... Send updates, newsletters, host hangouts, etc.”

“There has to be mutual benefit as well as mutual passion and excitement.”

“Be transparent...even on sensitive topics such as funding.”
If you have questions about any stage of our process, feel free to contact me or add your own words of wisdom on this topic in comments!

*Contributors to this list were from San Francisco Public Library, Bay Area Video Coalition, and California Academy of Sciences: Mary Abler, Katie Levedahl, Tim Lucas, and Rik Panganiban.

For another perspective on partnerships, read the article, “Reaching Beyond the Library Walls,” by Adrienne Strock of the YOUMedia Community: [this issue of YALSA journal](#)

**LIST OF SUPPORTING DOCUMENTS**

1. Template for Partnership Profiles
2. Teen Survey
3. Focus group guide
4. Presentation to Partners
5. First Partner Meeting Discussion Guide
6. Tips for Partnership Discussions
7. Second Partner Meeting Discussion Guide
8. Sample RFP
9. Presentation for Info Sessions
10. Overview for Info Sessions (includes a link to an Interest Form)
11. Presenter Proposal Form
12. MOU Sample
Template for Partnership Profiles

Library Partner:  (Branch/Department, and staff contact person)

Community Partner:  (Name of partner organization)

Contact Info:

(Street address and phone of partner. Also, is there a main contact person in the organization?)

Web Site: (If the organization has a web site, enter it here.)

Nature of Collaboration:

(Write a paragraph describing how SFPL is collaborating with the partner.)

Written Agreement(s): (If there is any formal, written partnership agreement, mention that here.)

Duration of Partnership: (How long has the collaboration been taking place? Give a starting date or year if possible.)

Benefits for SFPL:

- Number served? Number attending programs? Number of new library users?
- Free publicity in their newsletter, website, etcetera?
- Enter as many benefits as you can think of.

Benefits for (Partner Organization's name):

- Number served? Number attending programs? Number of new library users?
- Free publicity in their newsletter, website, etcetera?
- Enter as many benefits as you can think of.

Testimonials: (If you have any positive quotes or articles from the point of view of the partner organization or its members, include here.)

External Links: (If there are related websites that help expand on the partner organization or the partnership, include here.)
San Francisco Public Library wants your opinion! Please answer the questions below and feel free to add any additional comments on the back of this form. Thanks for your feedback!

Your Grade: ______________________ Your School: ______________________________

What types of experiences would you like to have at the San Francisco Public Library? (Please check all that apply.)

____ DJ Skills workshop  ____ Cartooning  ____ Sign Language
____ Coffeehouse/poetry  ____ Poetry Slam  ____ Storytelling performance group
____ Game Design  ____ Book Discussions  ____ Filmmaking workshop
____ Homework/Study Sessions  ____ Author Talks  ____ Drawing skills
____ Music Production  ____ Jewelry Designing  ____ Dance classes
____ Yoga  ____ Meditation  ____ Martial Arts
____ Job-seeking workshop  ____ College prep workshops  ____ Animation workshop
____ T shirt painting  ____ Coding  ____ Dance/music shows by teens
____ Astrology workshop  ____ Self-defense workshops
____ Other(s): we welcome your ideas!:_________________________________________

What are some of your favorite clubs, organizations, or hangouts either at school or after school?

List here: ________________________________________________________________

Why do you like this organization/club/hangout?

____ It's near my house/home  ____ the staff are friendly  ____ I learn something useful
____ It fits my schedule  ____ I'm with my friends  ____ I do something I enjoy
____ It's good for my future  ____ It's good for college  ____ I can be myself

Other: ___________________________________________________________________

Please share any other ideas about services you’d like to see in your community that are not there:

_________________________________________________________________________

Thanks for taking the time to complete this survey. If you would like to be contacted about events planning or other teen activities, please fill in the OPTIONAL information. Call 415-557-4268 if you have questions.

OPTIONAL
Name: _______________________________ Telephone: _______________________
Address: ___________________________ Zip: ________________________________
E-Mail: __________________________________________________________________
Focus Groups

As we began this process, we consistently found that teen focus groups provided candid, useful information on the topics at hand: teens themselves, their needs in the community, and the ways in which the library could fit into their lives. Focus groups also provided a non-threatening way for librarians to introduce themselves and create a rapport with the local teens. And focus groups helped teens feel that their opinions were important and valued, an uncommon feeling for a 21st century teen, which may encourage them to return to the library (if only to verify that their suggestions were acted upon).

Conducting successful teen focus groups requires some practice and finesse; below, we’ve provided some tips for successful focus groups and some sample questions. Before you arrange your first focus group, have in mind what kinds of information you need, and then work to design questions that address these issues. And as with every activity in this toolkit, start small and build toward comprehensive service. We found that teens receive one- or two-issue, time-sensitive focus groups with more enthusiasm than longer interviews. And while it’s difficult, search for participants outside of your usual audience. Recruit teens from school functions, at local youth organizations, on the street, at teen-geared events. The extra effort is rewarding when you improve the quality and variety of data you receive. Talking only to the four teens who use the library every day after school does not provide you with new information. The goal is to reach teens you aren’t reaching, so be sure to solicit their opinions now.

Tips for Focus Groups:

• It’s okay to start with a core group of teens – teens that already visit the library, colleagues’ children, whomever you can find – and get them excited about having input into library programs. Then ask them to bring friends to the focus group.

• When you can, offer incentives: free food and drinks, a small stipend (we found $10-$20 appropriate), etc. If you offer money, remember to bring enough cash with you – something one of our libraries discovered the hard way. Teens won’t take checks. Good incentives will help draw in teens that don’t currently visit the library.

• Spend some time creating a comfortable environment for the focus group. Some libraries found that a trained youth as co-facilitator puts participants at ease. Schedule enough time to give the teens some time to chat and eat before starting to work. Within reason, save the rules and regulations for later.

• Focus groups are often more effective when facilitators provide several ways for participants to contribute. Have discussions, but also have silent votes on paper, etc. You need the input of shy teens as well as assertive ones.

• Resist the urge to veto crazy ideas. Your programming expertise may be better received when you help the group think through the logistics of the idea and allow the group to decide against it. This is a good opportunity to help them with critical thinking skills and also to assure the teens that you take their input seriously.
• Stick to your promises. If you promise to have food, have it. If you promise to follow up on an idea, do it. They’ll check. Set meeting times in advance (and during the after-school hours) and be there every time.

Library staff currently working with teens in your library don’t always make the best facilitators. Our experience has been that they are too close to the work and sometimes have difficulty listening openly. A more successful practice may be to bring in a professional facilitator and encourage your invested youth staff to just listen or to act as secretary.

Sample Focus Group Questions:

Personal
What are two things about yourself you’re proud of?
What is most important to you right now?
What do you do after school? On weekends?
Where do you hang out?
Where do you do homework?
What kinds of things do you read when you’re not doing homework?
What do you do for fun?

In the Community
What are young peoples’ greatest challenge in the community?
Who are some of your greatest adult supporters? Mentors? Leaders?
How do they support you?
Are there enough of these types of individuals?
What kinds of activities would you plan for youth in this community?
Where would you hold these programs?
What can adults do to help?

At the Library
In what ways do you use the Library?
If you don’t use the Library, why not?
What would you like that the Library currently doesn’t have available?
If you could take everything out of the Library, what would you replace it with?
What could you offer the Library if they asked for more help?
What should a good Library job look like?
What could the Library offer you and your friends to make it a place you’d want to come more often?

It has been our experience with focus groups that three most important things to get right are:

The Focus Group facilitator; this person has to be neutral and energetic, which is a sometimes a hard combination to find!

Group dynamics; we’ve found that focus groups flow more smoothly and the responses are more poignant when there is some familiarity among the group. It doesn’t have to be more than a group of three friends out of 10 focus group participants, but again, the energy is contagious.

Follow up with the Focus Group; tell them up front what you hope to accomplish, but be honest about your ability to put things they suggest into action. When you do something or make a decision that they influenced, let them know about it.

Melanie Huggins, Youth Services Director, Public Library of Charlotte and Mecklenburg County
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Melanie Huggins, Youth Services Director, Public Library of Charlotte and Mecklenburg County
The Mix Team

Staff and Project Team

Cathy Cormier
Manager, The Mix at SFPL.

Jennifer Collins Greenlee
Teen Services Coordinator.
The Mix Partner Liaison.
The Mix on the Move Designer.

Megan Anderson
Project Manager

Joan Lefkowitz
Teen Website Designer

Eric Hannan
Teen Librarian, The Mix at SFPL.

Youth Center Technician
Position To Be Filled.

Rotation of Branch Staff Through The Mix To Be Designed

Tim Lucas
Advisor
Other phase one options include adding time on Sundays and Mondays and opening later throughout the week.

Programming has been designed to fit this schedule but can be easily modified to fit other schedules.

* Other phase one options include adding time on Sundays and Mondays and opening later throughout the week. Programming has been designed to fit this schedule but can be easily modified to fit other schedules.
Programming Tracks

How The Mix Thinks About Its Different Programs

**Code**
Learn the basics of coding or work on building your own website

**Film**
Record, edit, direct, on your own or as part of a team

**Lead**
A space designed by youth, for youth, needs to be led by youth

**Read / Write / Study**
Read books, magazines, blogs, write stories, create magazines, or simply find quiet time to learn

**Record**
Have band rehearsals, learn how to create beats, record podcasts

**Make**
Build, cut, press, electrify

**Perform**
Spoken word, poetry, dance, sing

**Game**
Hang out, play games. Play with teams or alone.
Programs Can Come in Many Shapes and Sizes. Here Are Some Different Ways to Think About Them.

**Program Design**

### Continuity

Programs can be drop-in or episodic, or anywhere in between. If a youth misses two consecutive sessions, should they be able to easily jump back in?

### Partner Involvement

Community partners involved on many levels with programs, from none, to being an advisor, to being in The Mix for some or all of the sessions with youth. This will depend on both SFPL’s ability to lead the program, and the partner’s ability to make time commitments.

### Frequency

Is the program best issued one time, monthly, weekly or daily?

### Mobility

Programs might only work in The Mix at Main, or could work best in the branches.

### Youth Driven

Have the youth expressed their interest in the program? Can the youth lead this program on day one, eventually, or never?

### During Open Hours or Off-Hours

There may be programs that will take place in The Mix space while it is closed to the public. This practice should not be the norm, but there may be some events where this is necessary.
Types of Partnerships

Presenter
Programs are almost fully partner designed and administered

Collaborator
Programs are designed and administered by both SFPL and Partner

Advisor
Programs design is heavily influenced by partner but administered by SFPL

Youth Connector
Partners bring or send youth to The Mix, site-managed by SFPL
Preliminary Programming Ideas for Phase 1

Make
- 3-D Print Class
- Sewing Class
- Lego Robotics
- Crafty Crafty
- Little Bits

Code
- Code Academy
- Girl Who Code

Film
- iPad Animation
- 1 Minute Movies
- Youth Voices
- BAVC

Perform
- Youth Speaks
- Dance classes

Lead
- Internships
- Advisory Board
- DCYF

Record
- Blue Bear
- Band Camp
- Beatmaking
- Ukulele Club

Game
- Game Day
- Game Development

Read, Write, Learn
- Do Now
- Writer’s Corps
- SAT Prep
- Read/See
- Mix Magazine
Showcasing the Youth’s Creations Through Social Media

Instagram
Pictures by the youth and of the youth during different mix programming

Soundcloud
The home for the youth’s audio creations (tbd)

YouTube
The home for the youth’s video creations

Twitter
Tweets from Mix Staff on SFPL’s main twitter account will showcase youth creations to a wider audience
Looking Ahead at Our Plans For 2015

**Timeline**

Jan 1.
- Begin Phase II

Partner
- Determine how SFPL can work with other organizations to create mutually beneficial partnerships

Design
- Lay out specifics of different programs. Schedule and begin promotion.

Launch and Test!
- The Mix opens and the website launches late May / early June. Testing begins.

ALÁ / Conference of Mayors (June)

Evolve
- Capture feedback, understand what is working and what isn’t working. Plan for Phase II.

Begin Phase II
For Our Next Discussion(s):

- What programs interest you?
- What is the best level of involvement for you?
- How can SFPL help you?
What Level Of Involvement Suits You?

Here Is How We Think About Partnership Levels

- Presenter: Programs are almost fully partner designed and administered
- Collaborator: Programs are designed and administered by both The Mix and Partner
- Advisor: Programs design is heavily influenced by advisory circle of partners
- Youth Connector: Partners bring youth to The Mix

Some Questions To Ask Yourself

- Do you have a program that is ready to be implemented?

- What is your ability to staff a program at The Mix or other SFPL branches?

- Do you have the equipment/technology needed to do a program? Does SFPL?

- Would you be able to train Librarians to run a program, including on digital media technology?
# Designing an Amazing Program

## A Checklist of Things To Consider

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<thead>
<tr>
<th>Category</th>
<th>Questions</th>
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<tbody>
<tr>
<td><strong>Goals</strong></td>
<td>• What are your main goals and outcomes?</td>
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<td></td>
<td>• What are your core philosophies?</td>
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<td></td>
<td>• What ages / communities do you want to reach?</td>
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<tr>
<td><strong>Continuity</strong></td>
<td>• Describe how your program could be better served as episodic or as one-time, drop-in.</td>
</tr>
<tr>
<td><strong>Frequency</strong></td>
<td>• What is the optimal time frame for the curriculum</td>
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<td></td>
<td>• How frequently would you want to offer the curriculum</td>
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<tr>
<td><strong>Mobility</strong></td>
<td>• Could this program be run at SFPL’s Branch libraries? If not now, how could it be eventually?</td>
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<tr>
<td><strong>Youth Driven</strong></td>
<td>• How can you scale this program to ultimately be run by youth?</td>
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<tr>
<td></td>
<td>• How do youth “level up”. Are there specific skill sets?</td>
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<tr>
<td><strong>During Open Hours or Off-Hours</strong></td>
<td>• Are there any reasons why you wouldn’t want to offer this during Open Hours?</td>
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<tr>
<td><strong>Logistical</strong></td>
<td>• How many adults does the program require?</td>
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<tr>
<td></td>
<td>• What funding does the program require?</td>
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<td>• What technology will the program leverage?</td>
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<td>• What supplies does the program require?</td>
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<td></td>
<td>• What is the optimal number of students for the program?</td>
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</tbody>
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How Can We Help You Succeed?

What benefits are you seeking through a partnership with the public library?

What are the key challenges or critical issues facing your organization? How might our partnership help your organization to address these challenges?

How would this partnership help your organization accomplish its mission or better serve its clients, customers, or audiences?

What are your other partnerships? Who could we bring into the conversation to make this happen?
The Mix at SFPL Partnerships
Tips for First Meetings

DO SAY:

- We’re excited about opening our doors to The Mix with dynamic programs that will attract lots of youth.
- We’re looking for many types of partnerships.
- We’re exploring different levels of funding models.
- We’re a small power team looking to expand our already high quality collaborations.
- We’re addressing out-of-school time learning with open hours and field trip based visits with more flexibility.
- We’re looking for expertise and instruction founded solidly on health youth development principles.
- We’re seeking technical resources and/or equipment in many areas.
- The library offers access to all, and The Mix will focus on ages 13-18.
- Our programs must be free and open for everyone, although many of our programs invite and promote to specific target audiences.
- We have limited funding.
- Our team values your expertise and knowledge.
- We’re seeking collaborators with common and/or overlapping objectives/goals.
- Our library administration supports The Mix and partnerships as a high priority.
- The Mix at Main is a collaborative space with a mostly open floor plan
- We have a branch network with satellite programs throughout the city.
- We plan programs with some flexibility in terms of content but our schedules are publicized early so we try to keep to the planned schedule.

TRY NOT TO SAY:

- We’re just trying to get the doors open with superficial showy programs that will impress the Mayor, etc.
- We are not interested in your framework of service or the limitations on your audience.
- We are not interested in your kind of resource/tool/equipment.
- Our funding forecast beyond this fiscal year is dismal or bad.
- We haven’t received clear messaging on funding or process.
- We aren’t all in agreement about the services we want to provide or the age group served.
- Library administration doesn’t agree with us on certain approaches or plans.
Founded by the San Francisco Public Library, California Academy of Sciences, KQED, and the Bay Area Video Coalition, The Mix is both a dynamic space at the Main Library and a partnership-driven program platform, with San Francisco Public Library as the lead organization and host, targeting services to youth ages 13-18.

The Mix provides opportunities for youth to create, perform, learn, and engage with peers and mentors through collaborative process and technical resources, including maker, audiovisual, performance, and reading/writing learning tracks. Programs are free, youth-driven, and based on connected learning principles, which encourage access to a wider community of education, support, enrichment, and 21st century skill-building.

The Mix at SFPL invites many types of partnerships:

1. **Presenter:** Provide episodic curriculum
2. **Collaborator:** Provide drop-in sessions and/or stand-alone programs
3. **Advisor:** Participate in service-provider planning and/or incubate research and evaluation at The Mix
4. **Youth Connector:** provide youth audiences for programs

Organization name:  
Contact name:  
Phone number:  
Address:  
E-mail:  

1. Which types of partnership are you interested in?
2. What are some main goals and outcomes of your program?
3. What are some core philosophies that guide your program?
4. What benefits are you seeking through public library partnership?
5. What are the key challenges or critical issues facing your organization? How might our partnership help your organization to address these challenges?
6. How would this partnership help your organization accomplish its mission or better serve its clients, customers, or audiences?
7. What are your other partnerships?
PROGRAM DELIVERY

1. Does your program target any specific age groups or communities?

2. Would your program have a need to be episodic, drop-in, or stand-alone (one-time)?

3. What budget would be required? For example, what budget would you require for a 10 week program at 1.5 hours per week serving 10 students?

4. What is your staffing model for program delivery?

5. What special equipment or supplies do you need for your program? Is it portable or dependent upon on-site tools?

6. How many participants do you require and/or expect?

7. What would be the timeframe of your curriculum?

8. Are you available to provide training on your curriculum to youth service providers?

Thank you!

Jennifer Collins Greenlee
Teen Services Coordinator
San Francisco Public Library
100 Larkin Street
San Francisco, CA 94102
Phone: 415-557-4268
E-mail: jennifer.greenlee@sfpl.org
CALL FOR PARTNERSHIPS
MAKERS.FABRICATORS.GAME DEVELOPERS

Would you like to connect with youth, activate ideas, and inspire creativity?
Join THE MIX AT SFPL!

THE MIX AT SFPL: San Francisco Public Library
The Mix at SFPL is a dynamic drop-in space for SF youth ages 13-18 to create, connect, and learn, opening in June 2015. With San Francisco Public Library as the lead organization and host, the Mix provides opportunities for youth to create, perform, learn, and engage with peers and mentors through collaborative process and technical resources, including maker, audiovisual, performance, and reading/writing learning tracks. Programs are offered free of charge. In-kind donations are appreciated. Funding is limited.

GOAL
By introducing youth to maker equipment and tools and leading them through inspiring projects, presenters will help teens to become makers, fabricators, and product creators of tomorrow.

CONTACT: Jennifer Greenlee: jennifer.greenlee@sfpl.org 415-557-4268

WE ARE SEEKING: Presenters with experience in the Maker/Fabricator/Game Developer community who are:

1. Excited to work and share knowledge with youth ages 13-18
2. Open to becoming positive role models for diverse groups of teens
3. Knowledgeable or experienced with some or all maker tools, or fab-lab (see equipment list attached)
4. Available for a minimum of 2 hours a week
5. Educators with high school teaching experience (preferred)
6. Familiar with public libraries

PROJECT OVERVIEW
1. Lead or co-lead small groups of teens in informal, project-based learning, preferably on a weekly ongoing basis.
2. Prepare and implement a series of basic level introduction projects in of Making, Fabricating, or Game Development
3. Attend a session on THE MIX youth mentorship model

PROJECT LENGTH:
June 2015-May 2016

HOURS PER MONTH REQUESTED

8 minimum
# THE MIX AT SFPL Equipment List

<table>
<thead>
<tr>
<th>Equipment Type</th>
<th>Description</th>
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<tbody>
<tr>
<td>3D Printers</td>
<td>MakerBot Replicator Fifth Generation 3D Printer/ MakerBot Mini/Type A Machine</td>
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<tr>
<td>Scanner</td>
<td>Makerbot Digitizer Desktop</td>
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<tr>
<td>All Terrain Robot</td>
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<tr>
<td>Battery Chargers</td>
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<tr>
<td>Bench Top Drill Press</td>
<td>Dayton</td>
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<tr>
<td>Blacktooth Laser Cutter</td>
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<tr>
<td>CNC Machine</td>
<td>ShopBot Desktop CNC, 5.5&quot; Z Axis, Control System</td>
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<tr>
<td>Design software</td>
<td>Adobe Elements and Premiere Elements</td>
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<tr>
<td>Dremel Rotary Tool Kits</td>
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<td>Glue Guns</td>
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<td>Heat Guns</td>
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<td>Little Bits Synth kit</td>
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<td>LittleBits Arduino Coding Kit</td>
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<td>Joylabs Makey Makey Kit</td>
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<td>Pico Boards</td>
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<td>OWI Programmable Robot Arm</td>
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<td>Bernina Sewing Machine</td>
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<td>Weller Soldering Guns</td>
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<td>Staple Gun</td>
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<tr>
<td>Vinyl Cutter</td>
<td>Silhouette CAMEO</td>
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<tr>
<td>Hardware support:</td>
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<tr>
<td>7 Apple 27&quot; iMac 3.5 Ghz/16GB RAM/1TB</td>
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<tr>
<td>20 MacBook Pro i7/2.8Ghz 15&quot; 16GB 1TBSSD</td>
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</tbody>
</table>
The Mix at SFPL
Our Goals

Programs should live up to these values

**EQUITY**
- When educational opportunity is available and accessible to all young people, it elevates the world in which we all live
- Open-mindedness

**FULL PARTICIPATION**
- Learning environments, communities, and civic life thrive when all members actively engage and contribute.
- Respect

**Social Connection**
- Learning is meaningful when it is part of valued social relationships and shared practice, culture, and identity.
- Collaboration

Programs should help youth:

- Become better consumers of media
- Have hands on building experiences
- Connect with mentors, peers, and library staff
- Celebrate local culture and diversity
The Mix Team

Full Time Staff

Eric Hannan
Teen Librarian, The Mix at SFPL.

Cathy Cormier
Manager, The Mix at SFPL.

Megan Anderson
Youth Centers Manager

Jennifer Greenlee
Teen Services Coordinator.
The Mix Partner Liaison.
The Mix on the Move Designer.

Mary Abler
Teen Librarian, The Mix at SFPL.

Ashley Carskaddon
Technical Assistant
Teen Center Hours

Sunday: Closed
Monday: Closed
Tuesday: 1:00 pm-8:00 pm
Wednesday: 1:00 pm-8:00 pm
Thursday: 1:00 pm-6:00 pm
Friday: 1:00 pm-6:00 pm
Saturday: 12:00 pm-6:00 pm

Space, Hours + Technology

Audio Production | Video Production | Gaming | Makerspace | Programmatic Support
--- | --- | --- | --- | ---
2TB external Hard drive | Audio field recorders | Gaming Headphones | 3D Printers | 3M Gate
500GB Studio Mini Hard Drive | Extra batteries for Canon DSLR | Sony PlayStation4 | 3D Scanners | Apple 27" Imac 3.5 Ghz/16GB
Akai Pro 25-Key Keyboard Controller | Extra memory cards for cameras | Playstation Games | All Terrain Robot | Computer PC
Cutting Edge Installation | Fixed Tripod | Wii (existing) | Battery Chargers | External Harddrives
Apple Logic Software | Fishole | Wii Games (existing) | Bench Top Drill Press | Ipad Air 2
Power Studio Monitor | Fluid Head Tripod | Xbox (existing) | Blacktooth Laser Cutter | Mac Laptops
2TD external Hard drive | Headphones | Xbox Games (existing) | CNC Machine | Mobile Mac Cabinet
500GB Studio Mini Hard Drive | Lighting Kit | Design software | Dpac PCs |
Akai Pro 25-Key Keyboard | Video Booth Macs | Dremel | Otter Box Starter | Portable Projector
Apple Logic Software | Videobooth Monitors and Amplifier | Drill Drillers | Portable Screen |
Cutting Edge Installation, config | Video Booth Monitor (wall-mounted tv) | Glue Gun | Public MFD (printer/copier) |
Power Studio Monitor | Video Camera/DSLR | Hair Gun | Staff Desktop Computers |
Public Address System | Video monitors for video cameras | Little Bits Synth Kit | Staff Laptop PC |
USB Audio Interface | Video shot gun Microphone | Little Bits Arduino Coding Kit | Staff MacBook - to support programming | Wireless microphone system
| Makey Makey Kit | Pico Boards | Portable Fan | Programmable Robot Arm |
| | | | Sewing Machine |
| | | | Shop Vac |
| | | | Soldering Guns |
| | | | Staple Gun |
| | | | Vinyl Cutter |

Want to use our consumable materials (ie 3D printing filament)? Let's talk later.
Partnership Types: Providing Breadth and Depth

**Presenter**
Bringing programs to the library – the staff, the structure, the resources. Sometimes for pay, sometimes donated.

**Collaborator**
Developing programs that happen in The Mix, together with library staff. Our staff may help put on the program.

**Advisor**
Programs are influenced by partners, but our staff, our program design, our resources make the program happen.

**Youth Connector**
Partners with built-in audience, bringing young people into The Mix. Often these will not be program providers.
Program Design

Programs Can Come in Many Shapes and Sizes. Here Are Some Different Ways to Think About Them.

**Continuity**
Programs can be drop-in or episodic, or anywhere in between. If a youth misses two consecutive sessions, should they be able to easily jump back in?

**Partner Involvement**
Community partners involved on many levels with programs, from none, to being an advisor, to being in The Mix for some or all of the sessions with youth. This will depend on both SFPL’s ability to lead the program, and the partner’s ability to make time commitments.

**Frequency**
Is the program best issued one time, monthly, weekly or daily?

**Mobility**
Programs might only work in The Mix at Main, or could work best in the branches.

**Youth Driven**
Have the youth expressed their interest in the program? Can the youth lead this program on day one, eventually, or never?

**During Open Hours or Off-Hours**
There may be programs that will take place in The Mix space while it is closed to the public. This practice should not be the norm, but there may be some events where this is necessary.
The Mix on the Move

Bringing the Mix to the Entire SFPL System

**Facilitation**
Programs should be easily replicated by any Teen Librarian and not require any single facilitator to have to travel

**Technology**
Light technology and supplies that are easily transferrable between branches are good candidates for replication

**Demand**
Programs that have shown high demand in the Main library should be considered for system wide delivery

**Connectivity**
Programs that can occur simultaneously across branches or virtually

**Youth Led**
Have the youth expressed a desire to see this program expanded? Can the youth lead the program in the branches?
Our New Teen Website Showcases Teen's Creations

Made at the Mix

- **Instagram**: Pictures by the youth and of the youth during different mix programming. Simply post and use #themixatsfpl
- **Soundcloud**: The home for the youth's audio creations. Teens simply upload their content and share with us.
- **YouTube**: The home for the youth's video creations
- **Twitter**: Tweets from Mix Staff on SFPL's main twitter account will showcase youth creations to a wider audience
OTHER FUN(ish) Stuff

- Require funding for your program? Let’s talk later!
- We are happy to help with promotion. We’ll collect details from you later.
- Think ahead! We typically have a 2+ month lead time for programming.
- Fingerprinting / background checks. A pesky must!
- Other logistic questions? Refer to your handout.
Thanks + Next Steps

Your Next Steps

- Fill out SFPL’s Presenter Proposal form
- Fill out our “So You Want To Get In The Mix” form
- Fill out the fingerprinting form

Questions?
Thank you for your interest in presenting a program at THE MIX AT SFPL. This document serves to provide you with some background information and preparation procedures to ensure your program is well planned and successful.

The MIX AT SFPL aims to provide teen programming that balances fun engagement with education and purpose. We largely serve a drop-in audience, although we are encouraging more programs that require pre-registration as we build our audience base after opening. Our programs serve ages 13-18. We may be able to accommodate other ages during non-public hours in a limited manner in the future.

**Our Contact Information**
- Email: themix@sfpl.org
- Website: themixatsfpl.org
- Phone: 415.557.4404
- Location: 100 Larkin St., 2nd Floor

**Our Hours**
- Sunday closed to the public
- Monday closed to the public
- Tuesday 1-8PM
- Wednesday 1-8PM
- Thursday 1-8PM
- Friday 1-6PM
- Saturday 12-6PM

Typically programs should start 30 minutes after opening, and end 30 minutes before closing (unless cleanup requires more time).

**Our Space**
Sections of The Mix available for programming and the approximate capacity of each space:
- Maker Studio 6-8
- Audio Studio 6-8
- iMac Computer Bank 7-14
- Video Studio 6-8
- Carpet Garden ~45
- Study/Conference Area ~25
- Interactive Wall ~10
Technology List

<table>
<thead>
<tr>
<th>Audio Production</th>
<th>Video Production</th>
<th>Gaming</th>
<th>Makerspace</th>
<th>Programmatic Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>2TB external Hard drive</td>
<td>Audio field recorders</td>
<td>Gaming Headphones</td>
<td>3D Printers</td>
<td>3M Gate</td>
</tr>
<tr>
<td>500GB Studio Mini Hard Drive</td>
<td>Extra batteries for Canon DSLR</td>
<td>Sony PlayStation</td>
<td>3D Scanners</td>
<td>Apple 27&quot; iMac 3.5 GHz/16GB RAM/1TB</td>
</tr>
<tr>
<td>Akai Pro 25-key Keyboard Controller</td>
<td>Extra memory cards for cameras</td>
<td>Playstation Games</td>
<td>All Terrain Robot</td>
<td>Computer PC Laptop/Tablet Lending Kiosk</td>
</tr>
<tr>
<td>Apple Logic Software</td>
<td>Fishpole</td>
<td>Wii (existing)</td>
<td>Battery Chargers</td>
<td>External Harddrives</td>
</tr>
<tr>
<td>Cutting Edge Installation</td>
<td>Fixed Tripod</td>
<td>Wii Games (existing)</td>
<td>Bench Top Drill Press</td>
<td>Ipad Air 2</td>
</tr>
<tr>
<td>Powered Studio Monitor</td>
<td>Fluid Head Tripod</td>
<td>Xbox (existing)</td>
<td>Blacktooth Laser Cutter</td>
<td>Mix Laptops</td>
</tr>
<tr>
<td>2TB external Hard drive</td>
<td>Headphones</td>
<td>Xbox Games (existing)</td>
<td>CNC Machine</td>
<td>Mobile Mac Cabinet</td>
</tr>
<tr>
<td>500GB Studio Mini Hard Drive</td>
<td>Lighting Kit</td>
<td>Dremel</td>
<td>Opac PCs</td>
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<tr>
<td>Akai Pro 25-key Keyboard Controller</td>
<td>Video Booth Macs</td>
<td>Dremel</td>
<td>Otter Box Starter</td>
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<tr>
<td>Apple Logic Software</td>
<td>Video booth Monitors and Amplifier</td>
<td>Drill/Drivers</td>
<td>Portable Projector</td>
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</tr>
<tr>
<td>Cutting Edge Installation, config</td>
<td>Video Booth Playback Monitor (wall-mounted tv)</td>
<td>Glue Gun</td>
<td>Portable Screen</td>
<td></td>
</tr>
<tr>
<td>Powered Studio Monitor</td>
<td>Video Camera/DSLR</td>
<td>Heat Gun</td>
<td>PUBLIC MFD (printer/copier)</td>
<td></td>
</tr>
<tr>
<td>Public Address System</td>
<td>Video monitors for video cameras</td>
<td>LittleBits Synth kit</td>
<td>Staff Desktop Computers</td>
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<tr>
<td>USB Audio Interface</td>
<td>Video shotgun Microphone</td>
<td>LittleBits Arduino Coding Kit</td>
<td>Staff Laptop PC</td>
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<tr>
<td>Wireless microphone system</td>
<td>LittleBits Arduino Coding Kit</td>
<td>Staff Laptop PC</td>
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<tr>
<td>Pico Boards</td>
<td>Portable Fan</td>
<td>Programmable Robot Arm</td>
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<tr>
<td>Portable Fan</td>
<td>Programming Robot Arm</td>
<td>Sewing Machine</td>
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<td>Shop Vac</td>
<td>Soldering Guns</td>
<td>Staple Gun</td>
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<td>Vinyl Cutter</td>
<td>Soldering Guns</td>
<td>Staple Gun</td>
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</table>

- We also have many laptops, Microsoft Surfaces, and iPads that can be used for programmatic support.
- We do have some consumable technologies. Consumable technology is anything that cannot be reused, such as filament for a 3D printer, etc. If you are able to provide your own consumable materials, please indicate that. While The Mix has some ability to replenish consumable materials, these requests will need to be considered on a case by case basis.

Considerations for Designing Programs

- Continuity – Is your program going to be drop-in or episodic? That is, does someone need to attend the prior week’s program to be able to participate in the following week’s program?
- Facilitation – Will you facilitate the entire program on your own? Or would you prefer to have SFPL staff or an SFPL youth mentor lead the program with you?
- Frequency – Do you want to lead a program daily, weekly, monthly, sporadically?
- Mobility – Could your program travel? Do you want to stick to the Mix at Main, or would you like to visit one of our many neighborhood branches?
- Youth Driven – In what ways are youth driving the content of your program? How can you get youth levelled up to be able to lead this program themselves one day?
• During Open Hours or Closed Hours – While we want our programs to take place during our public, open hours, we will on some occasions accept groups that want to host a program during non-public hours.

The Mix on The Move
We have 27 branches, and while we know not every program will work at all of our branches, we do want to see our great programming offered across San Francisco. Could your program travel someday?
• To what degree could the program be replicated by one of our teen librarians?
• Is the technology required portable enough to deliver to our various branches?
• Has the program been tested at The Main, and what was the response by teens?
• Could the program be done simultaneously at multiple branches to include a virtual component?
• Is it possible for a teen to lead the program at one of our branches if they’ve levelled up?

Paying for Programs
We are very fortunate to have some money available for programming, however available funding is very finite. Considerations for funding programming will be made on a case by case basis.

Program Publicity
• We will publicize our programs through the library’s website (both sfpl.org and themixatsfpl.org), fliers, posters, and The Mix social media outlets. Our internal publicity deadline is the 10th of the month two months prior to your program (for example, if your program is Oct. 31st, we’d have to finalize a date by August 9th).
• It is important that you submit all necessary materials for publicity on time. We will need a short 2-3 sentence blurb about your program and images to use in our calendar and on our website and social media.
• Part of your role as a program provider is to assist with publicity. If you have your own fliers or other collateral, please share them with the library. There is a chance we might ask you to add The Mix or The Friends of the San Francisco Public Library logos.

Next Steps to Delivering Your Program

Four+ Months Prior to Your Proposed Program
• Fill out SFPL’s “Presenter Proposal Form” to make sure you’re in our database. You can submit it directly at http://sfpl.org/uploads/files/1/29/PresenterProposalForm.pdf
  • There is a question about which library locations you would be interested in working with. If your proposed program is likely to only be possible at The Mix, please be sure to indicate that on the form. If you do not, you may be contacted by other staff to inquire about providing a program in a different branch.
  • This form is part of SFPL’s vetting process for program providers throughout the system and is in addition to the process that The Mix staff will use to determine our programming. You may receive an email indicating that you have been approved and added to SFPL’s internal directory. This email is automatically generated and is not an indication of whether or not your proposal has been approved by The Mix staff.
• Fill out the “So You Want To Get In The Mix” questionnaire! Available here: tinyurl.com/mixprogram
• The Mix team, along with the Community Programs and Partnerships Division, will review all program presenter proposals. We will let you know once your program has been evaluated.
• **Fingerprinting / Background Check**
  We take the safety of our teens very seriously and therefore require all programming partners to go through the city fingerprinting and background check process. Nothing personal (we all had to do it to work here!). Once you are approved as a program presenter, you will:
  1. Agree to be fingerprinted.
  2. Fill out the fingerprinting form which will be provided for you when you are approved as a program provider. Scan and send to us along with three dates that work for you (please allow for at least two weeks between sending us your form and your first potential date for fingerprinting).
  3. We will submit your form to the Department of Human Resources and work to schedule one of your three requested times.
  4. Attend your appointment to get your fingerprints (the library pays for this, so please be sure to show up!).
  5. We will get results back in a few weeks.

**Two+ Months Prior to Your Approved Program**
• Work with us to solidify a date for your program. Our internal publicity deadline is the 10th of the month two months prior to your program (for example, if your program is Oct. 31st, we’d have to finalize a date by August 9th).
• For The Mix at Main – we’ll need to know which space in The Mix you plan to use.
• Please send us a name for your program (about 60 characters in length) and a description of your program (2-3 sentences) so we can enter it on our calendar at http://themixatsfpl.org/events and onto our Eventbrite page (we use Eventbrite registration for any program in our smaller subspaces).
• Please send some high quality pictures if you have them to use for publicity purposes.

**One Week Prior to Your Program**
• Confirm with us that you are ready to go!

**Day of Your Program**
• Please arrive early to unload equipment and set up your program.
• Metered parking is available around the library and there is a parking lot in Civic Center Square.
• If you have large equipment to unload, you can arrange with your point person to unload at the library loading docks on the lower level, but you will not be able to leave your vehicle in that space.
• Parking permits at the library are very limited and rarely available, so planning for your own parking is recommended.

**During Your Program**
• We will need to be sure all youth in the program have a signed waiver form, available here: http://themixatsfpl.org/more-about-the-mix. This will be included on the online publicity listings.
• Take lots of pictures! Maybe post one of them on Instagram and use the hashtag #themixatsfpl
• At the end of your program, ensure the teens fill out the “Track Your Progress” survey, linked in the orange box at themixatsfpl.org
## Presenter Proposal Form

### Presenter Information

**Presenter Name (Name as it would appear on marketing materials):**

**Contact Name:**

**Current address:**

<table>
<thead>
<tr>
<th>City:</th>
<th>State:</th>
<th>ZIP Code:</th>
</tr>
</thead>
</table>

**Email:**

**Website:**

### Target Audience (check all that apply):

- [ ] Children (0-5 years)
- [ ] Children (5-12 years)
- [ ] Teen (13-17 years)
- [ ] Adult
- [ ] Senior
- [ ] Intergenerational

### Event Type:

- [ ] Author Talk/Reading
- [ ] Craft Workshop
- [ ] Educational Workshop
  - Please specify type:
- [ ] Film Screening
- [ ] Lecture/Panel Discussion
- [ ] Musical Performance/Dramatic
- [ ] Other: ____________

### Length of Program: ________

Most of our performers offer their services for free. Are you requesting an honorarium?  
- [ ] Yes  
- [ ] No  
If yes, what amount? ________

### Description of Activities

Please provide a detailed description of what you offer. Please attach any publicity/brochures/marketing materials.

---

*Mission Statement: The San Francisco Public Library is dedicated to free and equal access to information, knowledge, independent learning and the joys of reading for our diverse community.*
**Marketing Description**

Please provide a 60-word (or less) statement that could potentially be used on marketing materials to describe your project/ performance to the public.

<table>
<thead>
<tr>
<th>Please provide a reference that has used your performance services or is familiar with you professionally.</th>
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<tbody>
<tr>
<td>Name:</td>
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<tr>
<td>Email:</td>
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<tr>
<td>In what capacity do you know this reference?</td>
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</tbody>
</table>

What library locations are you interested in working with?

Have you performed at the Library before and if so, when?

☐ By checking this box, I certify that all of the information I have provided on this form is true and accurate.

__________

Date

Please email or mail form to:

San Francisco Public Library  
CPP, Attn: Performer Vetting Committee  
100 Larkin Street, 6th Floor  
San Francisco, California 94102  
programming@sfpl.org

**Official Use Only:**

Date Received: ____________________

Approved/Declined: ____________________

Entered Into Database: ☐

Sent To: ____________________

Mission Statement: The San Francisco Public Library is dedicated to free and equal access to information, knowledge, independent learning and the joys of reading for our diverse community.
Memorandum of Understanding
Between
Your Organization
And
Partnering Organization
For Application To
specific program, if necessary

This Memorandum of Understanding (MOU) establishes a type of partnership between your organization and partnering organization.

I. MISSION

Brief description of your organization’s mission.

Brief description of partnering organization’s mission.

Together, the Parties enter into this Memorandum of Understanding to mutually promote describe efforts that this partnership will develop and promote. Accordingly, your organization and partnering organization, operating under this MOU agree as follows:

II. PURPOSE AND SCOPE

Your organization and partnering organization - describe the intended results or effects that the organizations hope to achieve, and the area(s) that the specific activities will cover.

1. Why are the organizations forming a collaboration? What are the benefits?
2. Who is the target population?
3. How does the target population benefit?

Include issues of funding if necessary. For example, .Each organization of this MOU is responsible for its own expenses related to this MOU. There will/will not be an exchange of funds between the parties for tasks associated with this MOU.

III. RESPONSIBILITIES

Each party will appoint a person to serve as the official contact and coordinate the activities of each organization in carrying out this MOU. The initial appointees of each organization are:
List contact persons with address and telephone information

The organizations agree to the following tasks for this MOU:

Your organization will:

● list tasks of your organization as bullet points
● Make sure to include a mention of branding and recognition

Partnering organization will:

● list tasks of partnering organization as bullet points
● Make sure to include a mention of branding and recognition

Together, the organizations will:

● list tasks such as regular meetings, promotion of program, join youth efforts, etc
● Cross promotion is important to designate here

IV. TERMS OF UNDERSTANDING

The term of this MOU is for a period of insert length of MOU, from the effective date of this agreement and may be extended upon written mutual agreement. It shall be reviewed at least insert how often, usually annually to ensure that it is fulfilling its purpose and to make any necessary revisions.

Either organization may terminate this MOU upon thirty (30) days written notice without penalties or liabilities.

Authorization

The signing of this MOU is not a formal undertaking. It implies that the signatories will strive to reach, to the best of their ability, the objectives stated in the MOU.

On behalf of the organization I represent, I wish to sign this MOU and contribute to its further development.

<table>
<thead>
<tr>
<th>Name</th>
<th>Date</th>
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<tr>
<td>Title</td>
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<tr>
<td>Your Organization</td>
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<tr>
<td>Title</td>
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<tr>
<td>Partnering Organization</td>
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