

Department: Library **Program Contact:** June Bass
Program Offer Type: Existing Operating Program **Program Offer Stage:** As Requested
Related Programs:
Program Characteristics: In Target

Executive Summary

Programming and Community Outreach (PCO) leads the library's public programming and training, community outreach, reader services and Summer Reading programs. PCO ensures that activities align with library priorities, is accountable for resource allocation, coordinates and supports staff engaged in this work and assists in research and evaluation of programs. Responsibilities include program development, scheduling, grant writing, curation, volunteer coordination, staff and public training, event/project management, program coordination, website content, and fiscal oversight.

Program Summary

Programming and Community Outreach meets the needs of library users by providing in-person and virtual activities, experiences, and learning opportunities from the library. Programs include arts and cultural programming for all ages, author and literature programs, book discussions, and creative learning activities for all ages. PCO staff provided the expertise to make nearly 12,000 programs possible that served more than 200,000 people.

Community outreach extends library services and programs to more people by taking services and programs to community members who have barriers to using the library. This work ranges from outreach programs and services for new immigrants and marginalized populations to promoting the library and providing information services, community events and presentations to local organizations. Reader Services is responsible for guiding services related to reading and the library's content offerings. Staff lead systemwide training, program and service initiatives in this area and work with other divisions to engage the community and generate excitement around reading.

Summer Reading oversees Oregon's largest annual youth reading incentive program. More than 112,200 babies, kids and teens participated in the 2019 program, representing 73% of all youth in Multnomah County. The library partners with school districts, businesses, community organizations and The Library Foundation to encourage youth to build their habit of reading during the summer months. By reading during the summer, youth retain or even improve their reading skills gained during the school year. Summer Reading also engages more than 800 youth volunteers who give approximately 17,000 hours of time to support this program at all 19 library locations.

This program will develop a new model for events, classes and performances to shift from an equality to an equity model to increase access to library programming. PCO will also look to implement recommendations from a Library Science and Technology Access grant focused on equitable outreach aligning library outreach work to meet the needs of patrons facing the greatest barriers to library service.

Performance Measures

Measure Type	Primary Measure	FY19 Actual	FY20 Budgeted	FY20 Estimate	FY21 Offer
Output	Number of programs offered	12,200	12,250	12,300	12,300
Outcome	% of attendees who say library programs connect them to their community	49%	43%	49%	49%
Outcome	% of attendees who say they learned something new at a library program	78%	79%	78%	78%
Quality	% of attendees of library programs who rate them as good or excellent	98%	97%	98%	98%

Performance Measures Descriptions

Legal / Contractual Obligation

The budget reflects the passage of Measure 26-143: "Form Library District with permanent rate to fund library services," November 2012 General Election. The district summary states in pertinent part: "If approved, the Multnomah County Library District would be formed with a permanent rate dedicated to library services, operations, books, materials, programs, activities and oversight of the district. Formation of a District would ... prevent reductions in services, programs and activities, and hours."

Revenue/Expense Detail

	Adopted General Fund	Adopted Other Funds	Requested General Fund	Requested Other Funds
Program Expenses	2020	2020	2021	2021
Personnel	\$0	\$1,048,758	\$0	\$1,113,818
Contractual Services	\$0	\$328,000	\$0	\$305,500
Materials & Supplies	\$0	\$394,407	\$0	\$312,275
Internal Services	\$0	\$33,887	\$0	\$33,310
Total GF/non-GF	\$0	\$1,805,052	\$0	\$1,764,903
Program Total:	\$1,805,052		\$1,764,903	
Program FTE	0.00	8.00	0.00	8.00

Program Revenues				
Total Revenue	\$0	\$0	\$0	\$0

Explanation of Revenues

This program generates \$28,180 in indirect revenues.

The revenue allocated to this program offer reflects an intergovernmental service reimbursement from the Library District (99.96%) and resources from the County's Library Fund (0.04%). It represents a pro-rated share of property taxes (98.03%) and other revenues such as overdue fines, interest earnings, grants, and user charges for services provided to library patrons (1.97%).

Significant Program Changes

Last Year this program was: FY 2020: 80008-20 Programming & Community Outreach

No significant changes