

Department: Library **Program Contact:** Jeremy Graybill
Program Offer Type: Support **Program Offer Stage:** As Adopted
Related Programs:
Program Characteristics:

Executive Summary

Marketing + Online Engagement connects the community to library services, resources, programs and collections. As the library's in-house creative and digital strategies team, the section serves the public by maintaining the web portal to library services; creating helpful, effective and compelling informational and promotional materials; analyzing and deploying emerging digital communication strategies; and developing and leveraging the library's brand into more powerful connections with the community.

Program Summary

Marketing + Online Engagement provides essential services to the library and the thousands of patrons who use it each day, either online or in person. The section employs integrated strategies to create lasting, meaningful relationships with the community; oversees the library's public website, online presence in social media, email marketing and other channels to create rewarding and beneficial online experiences and value; oversees the library's brand and identity; develops strategies to promote library use; creates mechanisms to gather patron feedback and input; maintains the library's mobile experience; and provides critical guidance and input into systemwide strategic decisions.

Marketing + Online Engagement will conduct usability and accessibility testing that will improve website accessibility for patrons with disabilities. Patrons with visual barriers, deaf/hard of hearing, motor barriers, and cognitive barriers will test the website for usability that will inform a redesign of the library's website in the next fiscal year. This program designs the annual equity report and seeks ways to make that report more inclusive and accessible.

Performance Measures

Measure Type	Primary Measure	FY19 Actual	FY20 Budgeted	FY20 Estimate	FY21 Offer
Output	Active cardholders	260,664	260,000	261,400	260,000
Outcome	Market penetration (active cardholder households as a percentage of all households in the service area)	46%	44%	46%	46%

Performance Measures Descriptions

Active cardholders are those who have used their library card to check out materials or use the library's computers in the past 12 months.

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	Adopted General Fund	Adopted Other Funds
Program Expenses	2020	2020	2021	2021
Personnel	\$0	\$1,373,604	\$0	\$1,435,423
Contractual Services	\$0	\$94,500	\$0	\$104,700
Materials & Supplies	\$0	\$125,760	\$0	\$156,360
Internal Services	\$0	\$41,964	\$0	\$40,545
Total GF/non-GF	\$0	\$1,635,828	\$0	\$1,737,028
Program Total:	\$1,635,828		\$1,737,028	
Program FTE	0.00	9.50	0.00	9.50

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

Explanation of Revenues

This program generates \$36,316 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: 80019-20 Marketing + Online Engagement

No significant changes