

Division: Department Administration

Program Characteristics:

Program Description

Summary: The Marketing and Communications (Marcom) program is essential for enhancing the Library's public image, brand identity, and community engagement through comprehensive strategies. Marcom is committed to equity, centering its work on historically underserved and oppressed communities in line with the Library's service priorities. It ensures broad access by developing multilingual communications in five languages (English, Spanish, Russian, Vietnamese, and Chinese), connecting diverse cultural groups to Library collections, programs, and resources. Marcom continually evaluates the best way to reach the community where they receive their information to effectively share the Library's community impact, resources, programs, and services. This work increases engagement and participation and raises overall awareness of the Library's vital role in providing educational and cultural resources for all community members.

Program activity: Marcom develops integrated marketing and communications strategies to manage and strengthen the Multnomah County Library brand and community relationships. It engages the community through printed materials, wayfinding and promotional signage, advertising, and multiple digital channels including social media, website content, and email marketing. It develops resources to promote Library services, programs, and features. Marcom provides critical guidance and input into systemwide strategic decisions and manages public relations and relationships with the news media. It provides fiscal accountability to the public, communicates about the evolution of Library services and resources, and advances the Library's priorities with Library staff and the community.

Equity Statement

Marketing and Communications (Marcom) uses the County's Community Opportunity Map (layers of statistical demographic measures) and cultural- and language-specific resources to engage diverse communities in ways that are relevant. Marcom also partners with Knowledge, Skills, and Abilities staff to understand community needs and best practices for connecting communities to the Library.

Revenue/Expense Detail

	2026 General Fund	2026 Other Funds	2027 General Fund	2027 Other Funds
Personnel	\$0	\$2,042,206	\$0	\$2,059,637
Contractual Services	\$0	\$100,006	\$0	\$90,000
Materials & Supplies	\$0	\$148,560	\$0	\$157,000
Internal Services	\$0	\$89,784	\$0	\$82,015
Total GF/non-GF	\$0	\$2,380,556	\$0	\$2,388,652
Total Expenses:	\$2,380,556		\$2,388,652	
Program FTE	0.00	11.50	0.00	11.00
Total Revenue	\$0	\$0	\$0	\$0

Performance Measures

Performance Measure	FY25 Actual	FY26 Estimate	FY27 Target
Number of social media followers	59,323	65,000	67,000
Number of Multcolib.org home page visits	2,078,287	2,100,000	2,200,000