

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 |