

Priority: Accountability

Lead Agency: Library

Program Offer Type: Support

Program Contact: Penny Hummel

Related Programs:

Program Characteristics:

Executive Summary

Library Communications helps residents use their Library by offering accurate, up-to-date information about library hours, locations, services, programs, and events. By offering opportunities for community members to provide input, the program maintains the trust of the voters who approve the Library's operating levy.

Program Description

By coordinating accurate and current information about the Library, Library Communications ensures that the public understands what the Library is doing, why and how well it is doing it, and how to get involved. Library Communications serves the community's information needs through numerous activities, including writing, editing, graphic design, printing, and media relations. Library Communications also oversees and maintains the Library's intranet and public web site, ensuring that the Library's online presence is dynamic, useful, and relevant to all members of the community.

Program Justification

The program supports Accountability strategy #1 by giving county residents the opportunity to provide input about Library-related issues of community-wide importance through surveys, regular Web updates, and community meetings. The Library's usage rates, which rank at the top of all national indicators, affirm the very high level of engagement county residents have with their Library system.

The program also supports Accountability strategy #4 by providing county residents with up-to-date information about Library hours, services, and programs through a variety of means, including an annual report, the Library's Web site and e-newsletter, a quarterly print newsletter (@yourlibrary), monthly event flyers, booklists, service brochures, and promotional materials for Library events. To ensure that TV, print, and online media provide the public with regular and timely information about Library services and programs, Library Communications proactively and regularly communicates with local and national news outlets.

Performance Measures

Measure Type	Primary Measure	Previous Year Actual (FY05-06)	Current Year Purchased (FY06-07)	Current Year Estimate (FY06-07)	Next Year Offer (FY07-08)
Output	Visits to the library's website	86,262,554	130,000,000	90,000,000	95,000,000
Outcome	% satisfied with library communications	0.0%	85.0%	87.0%	88.0%

Performance Measure - Description

Website visits do not include visits to the Library's online catalog. The Library launched a redesigned website in September 2005 which significantly affected the statistics. As the new website is less graphically intensive and the overall site is less deep (fewer overall web pages), page hits are fewer and there are fewer pages to visit.

In January 2007, Library customers completed an online survey (available on the Library's website) about their satisfaction with Library communications.

Legal/Contractual Obligation

Measure No. 26-81 "Renew Five-Year Local Option Levy to Continue Library Services", November 2006 General Election – The levy language reads: "Continue programs for school age children, story hours for babies and toddlers, summer reading, literacy services for children in child care, programs for teens; Help teachers and students use library resources; provide homework helpers to assist children with school work; Maintain free access to information; Update books and materials; Continue books delivery to homebound seniors and nursing home residents; Open planned libraries in underserved neighborhoods of East County and North Portland: Keep libraries open; maintain current hours and services at Central and neighborhood libraries."

Revenue/Expense Detail

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
Program Expenses	2007	2007	2008	2008
Personnel	\$142,821	\$333,248	\$148,975	\$347,610
Contracts	\$16,050	\$37,450	\$11,250	\$26,250
Materials & Supplies	\$65,775	\$153,475	\$66,976	\$156,278
Internal Services	\$7,766	\$18,121	\$6,007	\$14,016
Subtotal: Direct Exps:	\$232,412	\$542,294	\$233,208	\$544,154
Administration	\$0	\$0	\$0	\$0
Program Support	\$0	\$0	\$0	\$0
Subtotal: Other Exps:	\$0	\$0	\$0	\$0
Total GF/non-GF:	\$232,412	\$542,294	\$233,208	\$544,154
Program Total:	\$774,706		\$777,362	
Program FTE	2.00	3.25	1.50	4.00
Program Revenues				
Indirect for dep't Admin	\$3,354	\$0	\$0	\$0
Program Revenue for Admin	\$0	\$0	\$0	\$0
Total Revenue:	\$3,354	\$0	\$0	\$0

Explanation of Revenues

Significant Program Changes

Last year this program was: #80010, Public Communications
Net increase of .25 FTE.