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NORTH PARTNER LIBRARY
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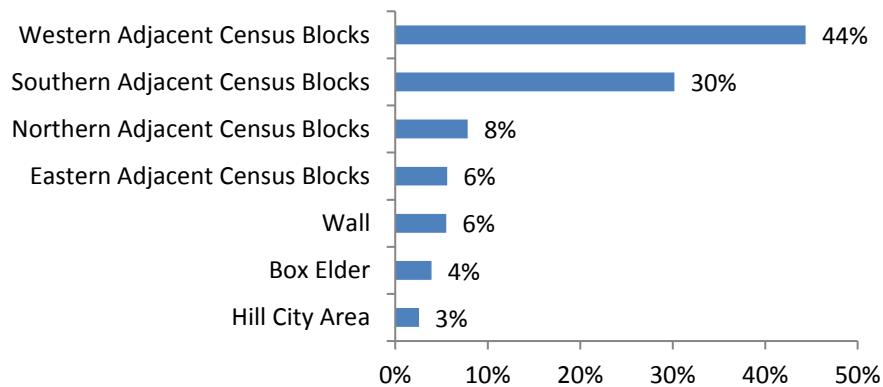


Date: May 15, 2018
 To: Jay Alderman
 From: RCPL Board of Trustees
 Re: Pennington County library use, First Quarter 2018

Registered Borrowers, January 1-March 31, 2018:

	Number of Borrowers	Percentage of Total
Rapid City Borrowers	33,684	80.5%
Pennington County Borrowers	7,548	18%
Out-of-County Borrowers	638	1.5%
TOTAL	41,870	100%

**Percentage of Pennington County Users by Area
 (based on 2012 census tracts)**



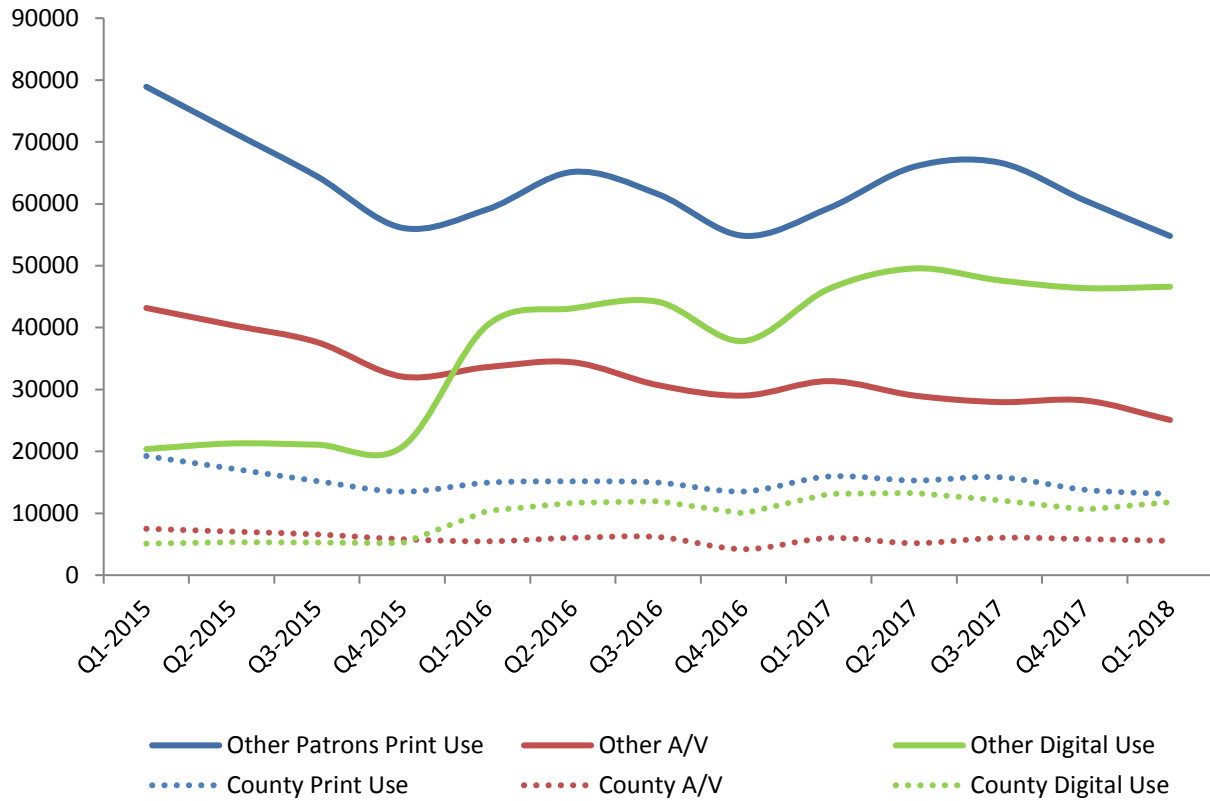
1st Quarter Uses, January 1-March 31, 2018:

	Number of Uses	Percentage of Total
Rapid City Borrowers	82,403	76.2%
Pennington County Borrowers	22,766	21%
Out-of-County Borrowers	3,003	2.8%
TOTAL	108,172	100%

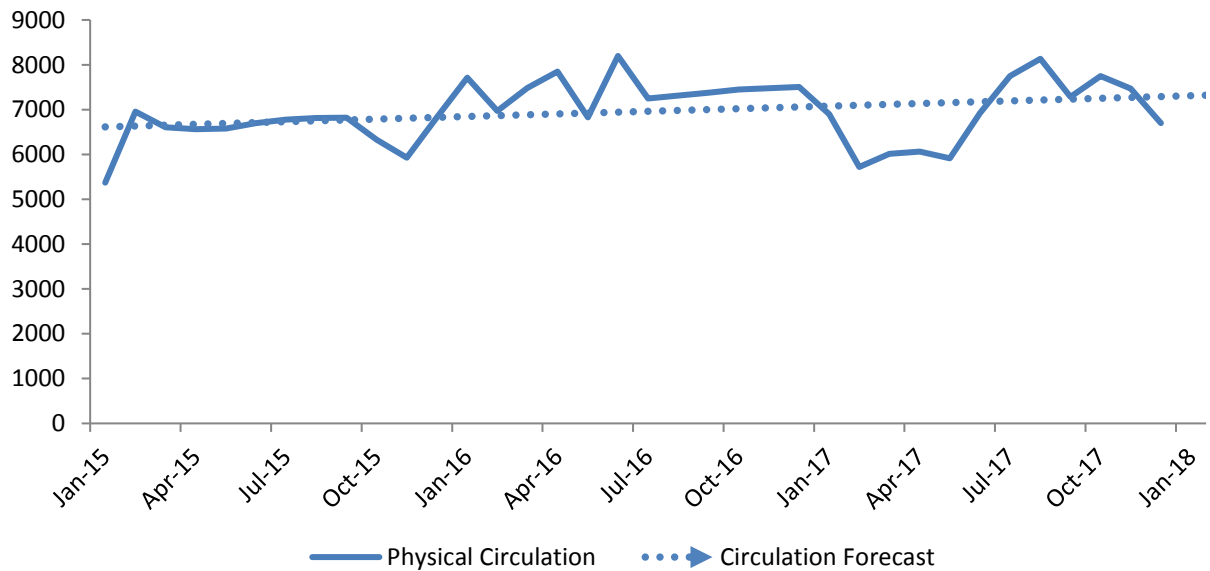


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Circulation by Patron and Material Type



Pennington County Circulation 2015-2018



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Type	Definition	Statistics Tracked
Subscription Databases	<p>Organized collections of information to which the library subscribes and patrons have access to search and view.</p> <p>For example, RCPL databases include magazines and journals, Automotive Repair, encyclopedias, STEM resources, early childhood literacy, genealogy, reader’s advisory resources, and software and technology training classes.</p> <p>Popular databases during the first quarter were: Valueline- 5,288 uses, AtoZ Reference-1,422 uses, Universal Class-405 uses, and Newsbank-271 uses.</p>	Individual User Sessions or Logons
Downloadable and Streaming Materials	<p>Downloadable and/or eBooks, audiobooks, and videos accessed via specialized e-readers, computers, smartphones, or other mobile devices.</p> <p>RCPL’s downloadable titles and streaming titles are among the most heavily-used and growing collections. 36,503 eBooks, eAudio, digital videos, and music albums were streamed or downloaded in the first quarter.</p> <p>Pennington County cardholders made up 21% of eAudio and eBook downloads in the first quarter of 2018.</p>	Individual Material Downloads
Social Networking	<p>An online community which creates content and shares information through the relation of ideas, pictures, posts, events, and interests. For example, Pinterest, Facebook, YouTube.</p> <p>RCPL uses these networks as tools to provide information about library programs, events, and services. Examples are book lists and recommendations on Pinterest, programming announcements on Twitter, videos of story times and other programs on YouTube, and hard-to-find local community information on the Black Hills Knowledge Network.</p> <p>For example, on Vimeo and YouTube during the first quarter there were 3,669 views on RCPL’s video content and 1,274 page views of library created content for the 1972 Flood website. Additionally, this quarter the Black Hills Knowledge Network received 21,890 page visits.</p>	Individual page hits or views of a social network



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