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DIRECTOR'S REPORT FEBRUARY 2019

COMMUNITY, GOVERNMENTAL, AND INTERLIBRARY RELATIONS:

KOTA has invited the library to have a spot on their live noon show the last Wednesday of each month to promote library services, events and discuss books.

The Library has received great support from the Rapid City Rush and their mascot Nugget in promoting the library's Rush Scavenger Hunt starting February 1. Prizes for the scavenger hunt were 10 vouchers for Rush game tickets, donated by Marco. Besides multiple cross-promotional social media posts and appearing at a KOTA live noon show interview with the library, Nugget starred in a [library commercial](#) promoting the scavenger hunt. The promotion's goal was to attract non-library users and increase Facebook followers, and was successful in doing so. Since the promotion, the library exceeded 4,000 Facebook likes, gained 67 new page followers, and two of the winners obtained their library cards.

The Sturgis library has expressed an interest in a pilot project for reciprocal borrowing. We are beginning initial conversations for preliminary planning, and anticipate an MOU coming forward in the near future.

The library's contribution to literacy and community engagement was noted in the [Mayor's Progress Report](#) for January – December 2018.

NEW SERVICES:

The library has partnered with Ancestry.com in their goal to complete digitization of the Rapid City Journal. 225 reels of newspaper microfilm were lent to Ancestry for 8 weeks so they can complete scanning. After finished, the searchable images will be available to our patrons at no cost.

The library now offers the Book-A-Librarian service at the General Beadle Library in addition to the downtown location. Expansion of this popular service will be able to more conveniently serve those on the north side of town.

We have made a subtle, yet hopefully user-friendly, change to the names of our meeting rooms. Conference Room A is now simply called the Conference Room, and Meeting Room B is now known as the Community Room. We are gradually changing our publications and information, and plan to have the changes complete by June.

The change of hours has been generally positively received. While there have been some negative comments about opening one hour later on Fridays, people are pleased with the extended hours on Fridays, Saturdays, and Sundays.

STAFF TRAINING AND DEVELOPMENT:

We welcomed Casey Martin as the new Education and Technology Coordinator on January 7. Casey has begun expanding plans for some of the training and education programs that have been on hold for several months.

Russ Conklin attended the Electro-Technology Expo on January 17. Energy efficiency was discussed through changes and updates to solar and LED lighting and commercial lighting control solutions. The library is considering automated lighting and new breaker panels in 2019.

Jennifer Read began an online certification program on Library Financial Management, offered through the University of Georgia. The first course is on Internal Controls.

Krista Licht has been accepted into the online Master of Library Science program with Emporia State University; she will begin classes this fall.

DIRECTOR'S REPORT:

A number of people usually gather in front of the library each day, waiting for opening time. Because of the bitterly cold temperatures, which are forecast through the coming week, we have begun to let people into the vestibule until the library opens. We expect that any resulting behavior incidents will be minimal, as people are generally quite appreciative for the opportunity to warm up.

The North library was closed on December 31 due to the blizzard conditions; we were short staffed due to the holiday, illnesses, and people not being able to get to work. It was also closed on February 7; the school closed due to weather and was reluctant to allow library staff to clear snow there. I advised the Board Chair of the decision to close the Beadle location, and posted the closings to social media and the city's PR venues.

The UMS collections service has already shown benefit, both in payment for lost items and recovery of long-overdue materials. From mid-November to January 31, patrons have paid a net of \$1,813.95 for lost materials. At this point, we are unable to determine the number of long-overdue materials returned, as those may be returned anonymously. Recently though, 40 long-overdue items were returned to the General Beadle library in one day.

Since transitioning the covered parking area on January 1, the usage has increased from a 25% fill rate to approximately 75%.

The Community Room was painted per the maintenance schedule, and installation of the room darkening blinds installation was also completed.

MEDIA COVERAGE:

1/6/19 [KOTA News coverage – Board Game Event](#)

1/8/19 [Rapid City Journal COMPASS Article – January Events](#)

1/16/19 [KEVN News coverage - Marathon runner and motivational speaker visits Rapid City Public Library](#)

1/16/19 [KOTA News coverage – Lunch & Learn Event](#)

1/21/19 [Newscenter1 coverage – Martin Luther King, Jr. Event](#)

1/21/19 [KEVN coverage – Martin Luther King, Jr. Event](#)

1/21/19 [KOTA coverage – Martin Luther King, Jr. Event](#)

1/22/19 [Rapid City Journal COMPASS Article – Book-a-Librarian Promotion](#)

1/24/19 [SDPB coverage – Donuts & Documentaries Event](#)

1/28/19 [Newscenter1 event promotion – RCFD Rescue Dog Library Story Time](#)

1/28/19 [Newscenter1 event promotion – Rush Scavenger Hunt](#)

1/29/19 [Rapid City Journal COMPASS Reader's Advisory](#)

1/30/19 KOTA News Live Noon Show – Rush Scavenger Hunt promotion