



DOWNTOWN LIBRARY
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NORTH PARTNER LIBRARY
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RAPIDCITYLIBRARY.ORG



Date: March 11, 2019
To: RCPL Board of Trustees
From: Lisa DaSilva & Sam Slocum, Librarian Is
Re: 2018 Statistics Summary

Summary: In 2018 the library experienced increases in borrowers, computer use, patron contacts, entry, circulation, and event attendance. There were decreases in database use and website visits.

Operations/Library Services

- Total borrowers increased by 4%, with 1,742 more library accounts than 2017
- Library users spent over 325,000 hours using library computers and Wi-Fi
- Staff engaged with over 134,000 patrons
 - Patron contacts include technology assistance, library account inquiries, reading recommendations, and reference services
- Entry counts increased by 6%, with over 22,000 more visits than last year
- Website visits dropped by 21%
 - Website improvements are being researched, including a possible revision of the entire website, and other methods of reaching patrons online

Collections

- Checkouts of physical materials, including books, dvds, audiobooks, and magazines, increased by 10%, or an increase of over 46,000 items
- Digital material checkouts increased by 16%, or 47,000 more uses
 - Digital materials include downloadable audiobooks, ebooks, streaming content, and electronic magazines
- Database use decreased by 12% overall, although AtoZ Directory Reference, Law Depot, Newsbank, and Universal Class all showed increased use
 - Low performing databases were discontinued, consolidated, or replaced

Public Awareness and Customer Relations

- Library-hosted events increased by 6%, with 43 more events than 2017
 - Event attendance increased by 15% , with over 44,000 attendees
- Social networking engagement increased 18% with over 13,000 more people interacting with the library via Facebook, Instagram, and Pinterest