



DOWNTOWN LIBRARY
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RAPIDCITYLIBRARY.ORG



Date: November 13, 2019
To: Rapid City Public Library Board of Trustees
From: Sam Slocum, Librarian I
Re: Third Quarter Statistics

Summary: Statistics definitions were updated in July 2019. As a result, the third quarter of 2019 has some variance which will balance out over time. During this quarter, there were increases in new borrowers, physical circulation, interlibrary loans, reference questions, downtown event attendance, electronic access, and library entry. Decreases were seen in total borrowers, database use and library events.

Operations & Library Services

The total number of library borrowers decreased by 10% following a purge of expired borrower accounts earlier in the year. The 13% increase in new borrowers is attributable to a successful library card sign up month in September. Out-of-county borrowers decreased 3%, also due to the purge of expired accounts.

Entry to the libraries increased 13%, which can be attributed to more accurate door count equipment implemented in November 2018; over 100,000 patrons entered the library or used drive thru services.

Patrons asked over 3,000 more reference questions, a 190% increase in reference contacts. As reported in the first quarter, we implemented a more efficient and accurate method to track patron contacts. As a result, staff are now individually accountable for entering statistics and we are seeing an increase in consistency of reporting. Library subscription database use decreased by 6.7% overall which amounts to 757 fewer uses. The difference was caused by a drop in ValueLine access compared to 2018 and indicates a need for marketing of this resource.

Collections

Physical circulation was up 16%, which amounted to over 20,000 more items checked out. Interlibrary loans increased 14% due to material sharing within the Black Hills Library Consortium.

Public Awareness and Customer Relations

The number of library events decreased by 13%, but attendance increased by 2%. Overall, social networking engagement increased, and with updated statistics definitions we will be able to get a more accurate view of these trends in future months.