

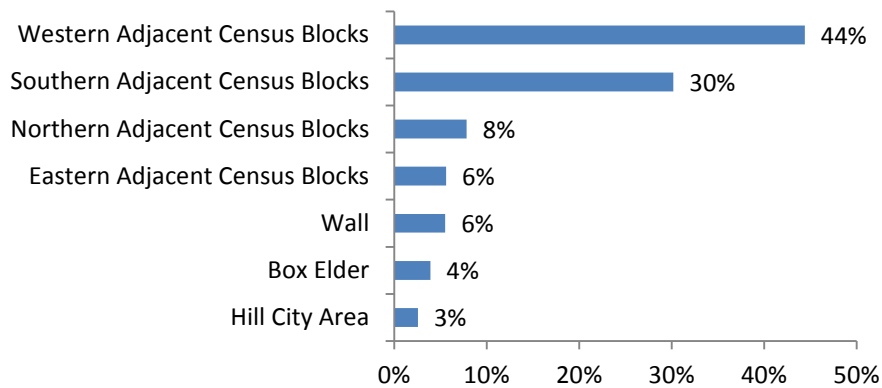


Date: May 9, 2016
 To: Jay Alderman
 From: RCPL Board of Trustees
 Re: Pennington County library use, 1st Quarter 2016

Registered borrowers, January 1st – March 31st, 2016:

	Number of Borrowers	Percentage of Total
Rapid City Borrowers	30,749	81%
Pennington County Borrowers	6,986	18%
Out-of-County Borrowers	479	1%
TOTAL	38,214	100%

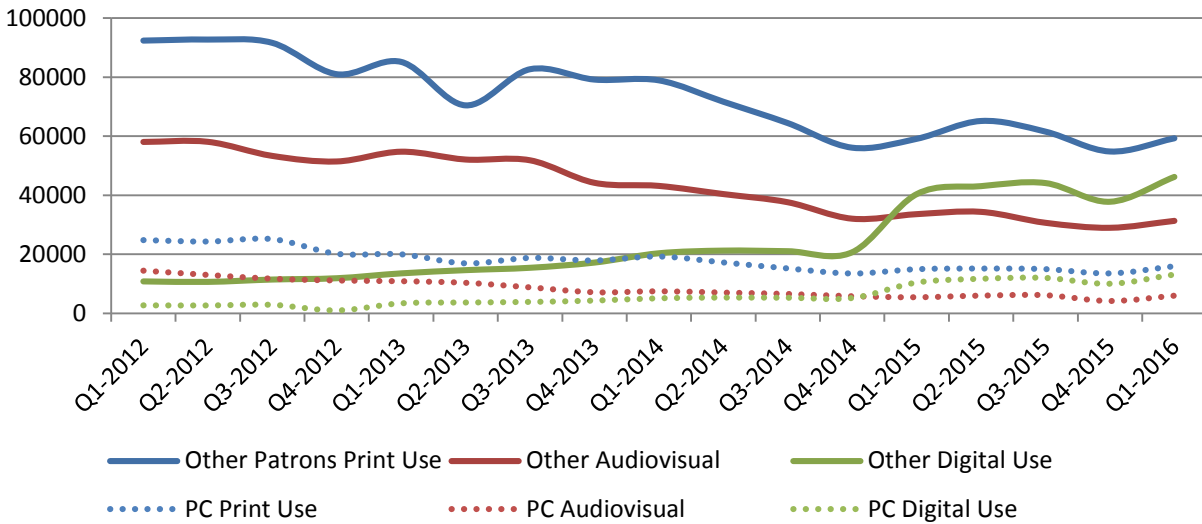
**Percentage of Pennington County Users by Area
 (based on 2012 census tracts)**



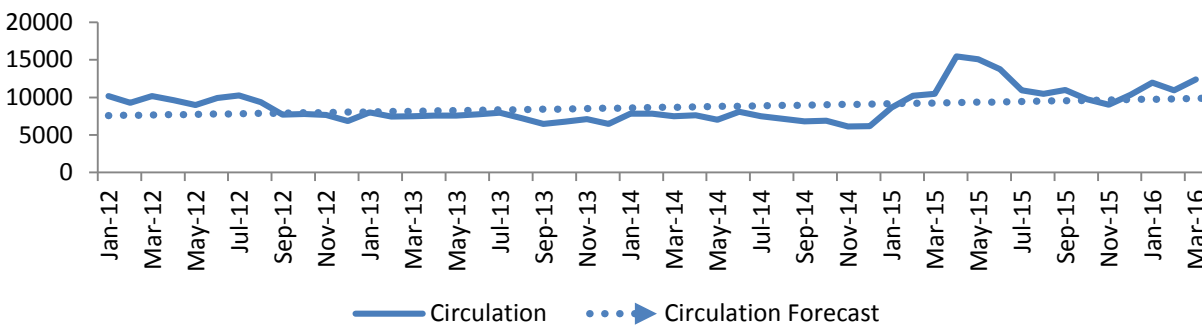
1st Quarter Uses, January 1-March 31, 2016:

	Number of Uses	Percentage of Total
Rapid City Borrowers	118,314	82.6%
Pennington County Borrowers	21,118	14.7%
Out-of-County Borrowers	3,828	2.7%
TOTAL	143,260	100%

Circulation by Patron & Material Type



Pennington County Circulations 2012-2016



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 1st quarter were: Academic Search- 586 uses, ProQuest- 470 uses, Novelist- 339 uses, and Biblioboard- 178 uses.</p>	Individual User Sessions or Logons
Downloadable & 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 & streaming titles are among the most heavily-used, and growing collections. 19,706 eBooks,</p>	Individual Material Downloads

	<p>and 11,008 eAudio were downloaded; 570 digital videos, and 207 music albums streamed or downloaded in the 1st quarter.</p> <p>Pennington County cardholders made up 23% of eAudio and eBook downloads in the 1st quarter.</p>	
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 storytimes and other programs on YouTube, and hard-to-find local community information on the Black Hills Knowledge Network.</p> <p>For example, there were 24 videos created for Vimeo and YouTube during the 1st quarter, with 3,326 views of video content for these two sites. Additionally, this quarter the Black Hills Knowledge Network received 23,512 page visits.</p>	Individual page hits or views of a social network