



**DOWNTOWN LIBRARY**  
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## **DIRECTOR'S REPORT DECEMBER 2023**

### **COMMUNITY, GOVERNMENTAL, AND INTERLIBRARY RELATIONS:**

Five months ago, Creative Media Specialist Deirdre created [Book Description Challenges](#), an original social media content series that has reached beyond our local audience with approximately 1.4 million video views and 76,000 likes, comments, shares, and saves on Facebook, Instagram, and TikTok. Besides being emulated and admired by other libraries across the country and highlighted this month by the nationwide "Geek the Library" advocacy and awareness initiative, this successful content series has significantly increased the ability to expand the library's communication reach by platform algorithms organically favoring the library's content due to its popularity. The library has had a 324% increase in Facebook followers and 212% increase in Facebook putting our posts in users' content feeds. Instagram followers have increased by 1,156% followers, 291% in interactions with the library's posts, and 1399% increase in people sharing the library's original content. The Book Description Challenge has been the library's most successful, consistently engaging content, with a nationwide reach further allowing the library to succeed in its mission to engage, educate, and entertain while advocating and promoting awareness of libraries.

Sam and I met with Alex Purcell of the Rebound program at the Care Campus. We learned about the re-entry programs and services offered to individuals recently released from the jail, and developed ideas about how the library can more completely serve those individuals with our current resources. I have also begun participating in the twice-monthly Care Campus Coordination Meetings, to further build on service opportunities. This community connection meets our strategic plan goals of enhancing service accessibility, expanding community partnerships, and educating the community.

A number of the library's stanchions are on loan to the City Council, for their use in the temporary Council quarters while City Hall renovations are taking place.

### **STAFF TRAINING AND DEVELOPMENT:**

RC Police Department Officer Josh McElroy returned for a follow-up ALICE training on October 6. The training focused on practical methods for responding to an active shooter, and staff participated in a variety of practice scenarios. This training is part of the library's annual safety training.

Nicole Jones joined our team as a new Library Associate I. Nicole recently moved to Rapid City, and has previous customer service and social service experience. In her short time here, she's already proved to be an asset to the team.

## **DIRECTOR'S REPORT:**

Staff members held a holiday potluck at the library. There are many excellent cooks on staff, and many excellent dishes were enjoyed. Staff participated in an activity to tie-dye t-shirts which are imprinted with the bookmobile logo.

The second part of the acoustical remediation was completed, with wall panels installed above the lobby, around the stairwell, and above the elevator on the second floor. The four study rooms were also enclosed to help minimize sound infiltration. We appreciate the Library Foundation funding this project.

## **MEDIA COVERAGE:**

- November 1, KEVN Mention: [City of Rapid City prepares for its annual food drive](#)
- November 3, Newscenter1 Coverage: [Rapid City Public Library](#)
- November 4, Rapid City Journal Mention: [Rapid City offices adjust schedule for Veterans Day holiday](#)
- November 6, Rapid City Journal Mention: [Rapid City to host public meeting on housing needs for the 2024 annual action plan](#)
- November 6, KEVN Mention: [Having no Internet at home can cause issues for kids while in school](#)
- November 8, Rapid City Journal Mention: [Rapid City adjusts services for Friday and Saturday for Veterans Day](#)
- November 8, KOTA Radio Mention: [Veterans Day closures and adjustments](#)
- November 9, KOTA Radio Mention: [Rapid City committee vacancies](#)
- November 9, SDPB Mention: [Rapid City housing need spurs public comment session](#)
- November 10, Rapid City Journal Mention: [Rapid City seeks public input through board vacancies](#)
- November 11, Rapid City Journal Coverage: [Cookie excavations with South Dakota Mines Paleontology Club](#)
- November 13, Rapid City Journal Mention: [Friday is last day to donate to Rapid City food drive](#)
- November 14, KOTA Radio Mention: [Food Drive deadline approaching](#)
- November 14, KOTA Mention: [It's time to get your food donations in if you haven't already](#)
- November 15, Rapid City Journal Mention: [City services, operations adjusted for Thanksgiving holiday week](#)
- November 15, Rapid City Journal Mention: [Public input sought at Rapid City housing, community development meeting](#)
- November 15, KOTA Mention: [Rapid City seeks community input on using community development block grant dollars](#)
- November 15, KEVN Mention: [Rapid City seeks community input on using community development block grant dollars](#)
- November 16, All3DPro Mention: [Libraries with 3D Printers: How it Works](#)
- November 19, KOTA Mention: [City services, operations adjusted for Thanksgiving holiday week](#)
- November 20, KOTA Radio Mention: [Thanksgiving city closures](#)
- November 20, Rapid City Journal Mention: [Rapid City trash collections adjusted for the holidays](#)
- November 21, Newscenter1 Mention: [Community food drive in Rapid City collects nearly 1,700 pounds of food](#)
- November 21, KOTA Radio Mention: [Food drive greatly exceeds goal](#)
- November 21, Rapid City Journal Mention: [Locals donate nearly a ton of food to Feeding South Dakota](#)
- November 21, KEVN Mention: [The Rapid City food drive finishes with more than triple donations than last year](#)
- November 22, Live KOTA Noon Show: Reader's Advisory
- November 22, KOTA Mention: [Adjusted holiday schedules at landfill, Rapid Transit, and library](#)
- November 22, KEVN Mention: [Adjusted holiday schedules at landfill, Rapid Transit, and library](#)

- November 29, KOTA Radio Mention: [Christmas light recycling program](#)
- November 30, Rapid City Journal Mention: [Rapid City Christmas light recycling program continues](#)

**ONLINE REVIEWS:**

- November 7, Instagram comment: I am nowhere near you, but wanted to say how much it warms my heart to know bookmobiles are still a thing. My childhood was rough, but the bookmobile is one of my happiest and most enduring memories, and I am a voracious reader and a patron of multiple libraries to this day. Thanks for everything you do to bring information, community and joy to the public! – Leigh
- November 3, Google 5-Star Review: My favorite place to hang out and destress but savoring the quiet. Sitting alone and reading – Elaine MatoTamaHecha
- November 21, Google 5-Star Review – Angela Giffin
- November 25, Google 5-Star Review: I love our library. It's roomy and the layout makes it easy to find the different sections and genres of the plethora books, movies and video games. The computer catalog is very simple and easy to use and the librarians and assistants are very knowledgeable and always ready to assist you if you can't find what you're looking for and to answer any questions you may have. They can also order books that they don't have and put your name on the list so they can call you when it arrives so you'll be able to check it out as soon as they get it. I'm a lover of books and reading is my favorite pastime so I enjoy my quiet time at the library. I definitely recommend checking out the Rapid City Public Library. It's a great place for families too, as they have wonderful children's and young adult sections. – Dana Sherman

**VACANCY REPORT:**

<b>Vacancy Status as of 12/1/23</b>					
<b>DEPARTMENT</b>	<b>MINIMUM REQUIREMENTS</b>	<b>TOTAL POSITIONS</b>	<b>CURRENT EMPLOYEES</b>	<b>VACANCIES</b>	<b>STATUS</b>
Management	Master's in Library Science	2	2	0	
Senior Librarians	Master's in Library Science	2	2	0	
Coordinators	Bachelor's Degree	3	3	0	
Business Office	Associate's Degree	1	1	0	
Facilities	Custodial experience	2.75	2.75	0	
Library Associate I	Bachelor's Degree	15.75	15.75	0	
Library Associate II	Bachelor's Degree	8	5	3	<i>Position advertisements for all three positions have been rewritten, and are being posted.</i>
Library Technicians	Associate Degree	2	2	0	
Outreach	Bachelor's Degree	2.75	2.75	0	
<b>TOTALS</b>		<b>39.25</b>	<b>36.25</b>	<b>3</b>	