

RAPID CITY PUBLIC LIBRARY

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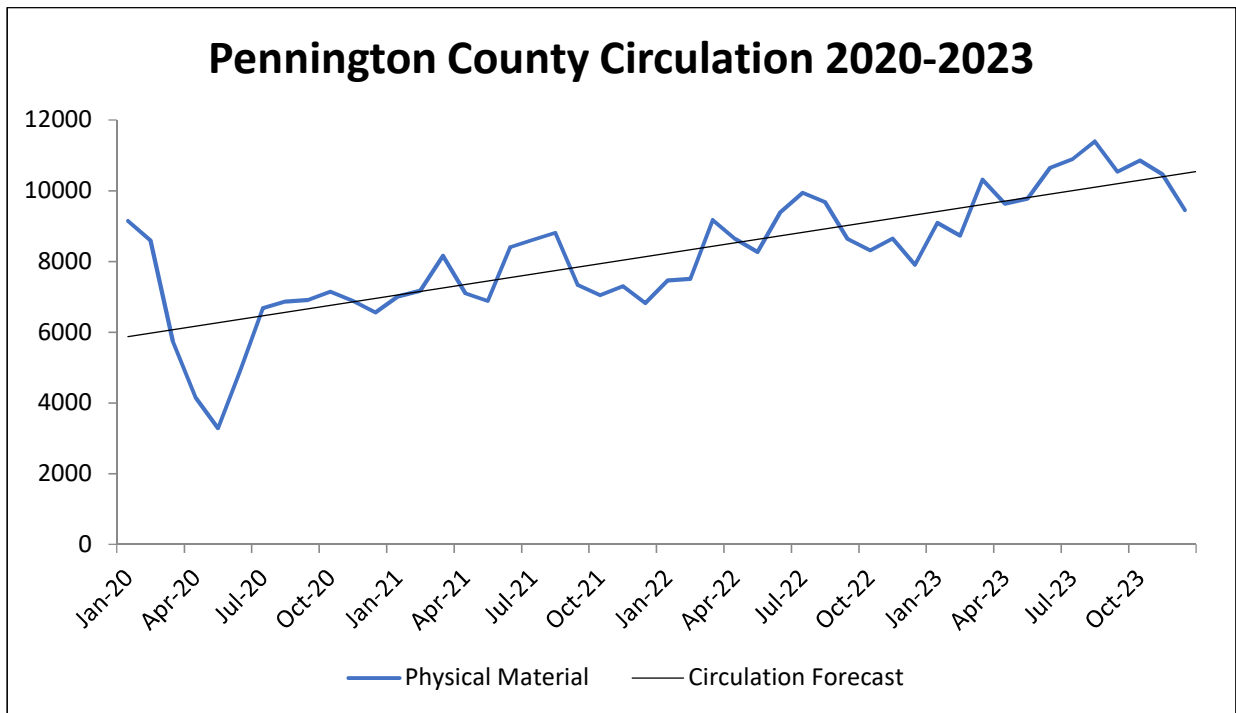
RAPIDCITYLIBRARY.ORG    

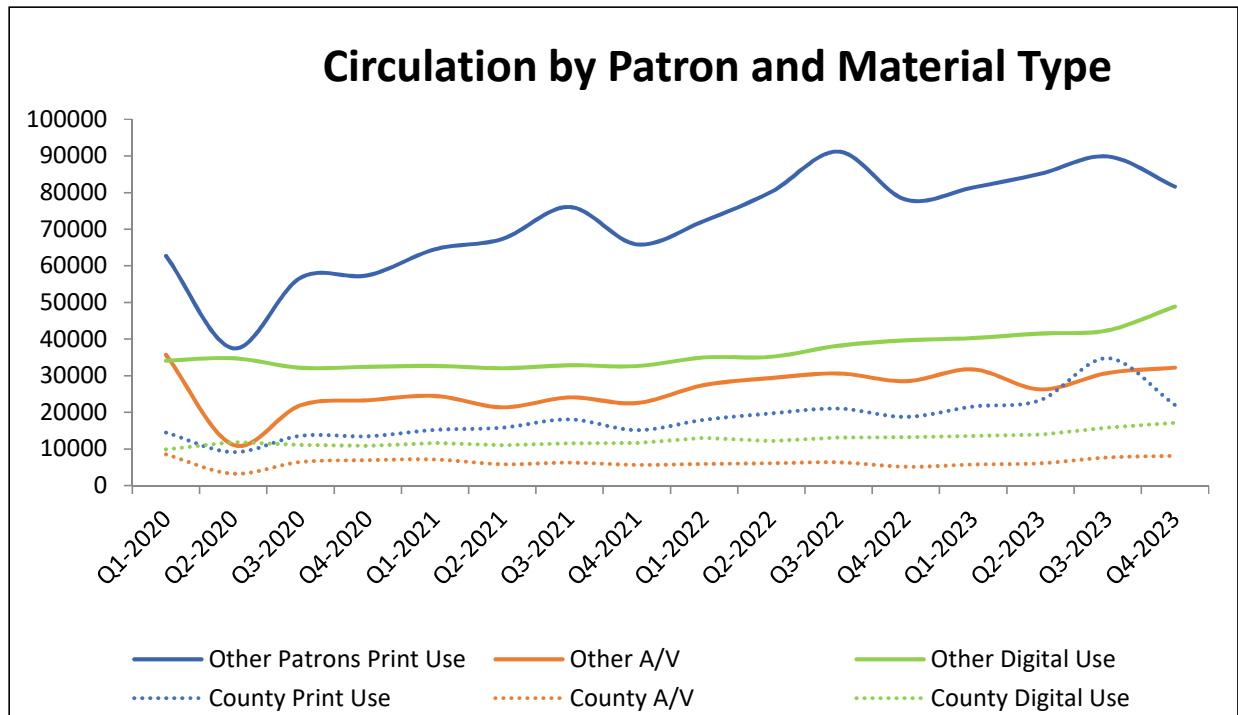
Date: February 12, 2024
 To: RCPL Board of Trustees
 From: Lisa DaSilva, Senior Librarian
 Re: 2023 County Summary

Summary: Pennington County residents made up 21.6% of library users and borrowed 23.1% of the items checked out in 2023. This is an increase from 2022, when Pennington County residents accounted for 19.8% of library users and borrowed 20.7% of the items checked out.

Registered Borrowers and Material Use

	2022	% of Total	2023	% of Total
Rapid City Borrowers	28,872	77.5%	24,248	76.5%
Pennington County Borrowers	7,366	19.8%	6,862	21.6%
Out of County Borrowers	1,014	2.7%	606	1.9%
New Pennington County Borrowers	573	15.7%	865	20.7%
Material Use by Pennington County Borrowers	152,438	20.7%	189,828	23.1%





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, library databases include magazines and journals, automotive repair, encyclopedias, STEAM resources, early childhood literacy, genealogy, reader’s advisory resources, and technology training classes.</p> <p>Popular databases in 2023: Valueline – 19,879 uses, Bookflix – 6,342 uses, AtoZdatabases – 3,829 uses, Newsbank – 2,819 uses, Newspapers.com – 2,787 uses, Tumblebooks – 1,389 uses.</p>	Individual user sessions or logons
Downloadable Materials	<p>Downloadable and/or eBooks, audiobooks, videos, and magazines accessed via e-readers, computers, smartphones, or other mobile devices.</p> <p>Downloadable titles are among the most used collections at the library.</p> <p>Library users downloaded or streamed 225,123 digital items in 2023.</p>	Individual material downloads

<p>Social Networking</p>	<p>An online community that creates content and shares information through the relation of ideas, pictures, posts, events, and interests. For example, Facebook, Instagram, Pinterest, TikTok, and YouTube.</p> <p>The library uses these networks as tools to provide information about library services. Examples are book lists and recommendations on Pinterest and videos of story times and other events on YouTube and Facebook.</p> <p>In 2023, the library engaged with people 2,357,743 times with social networking tools. Social media engagement increased significantly due to the addition of a new social media platform and changes made by social media companies that broadened reach.</p>	<p>Individual page hits or views of a social networking site</p>
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