

RAPID CITY PUBLIC LIBRARY

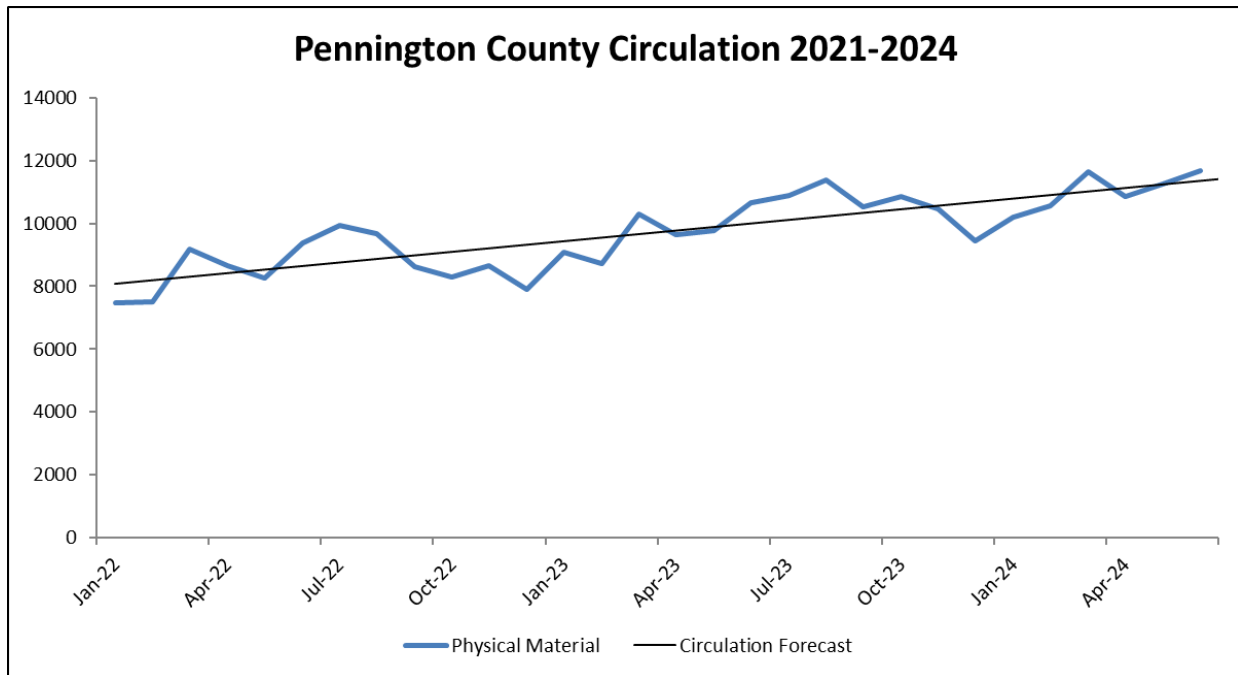
610 QUINCY ST. | RAPID CITY, SD 57701 | 605.394.6139

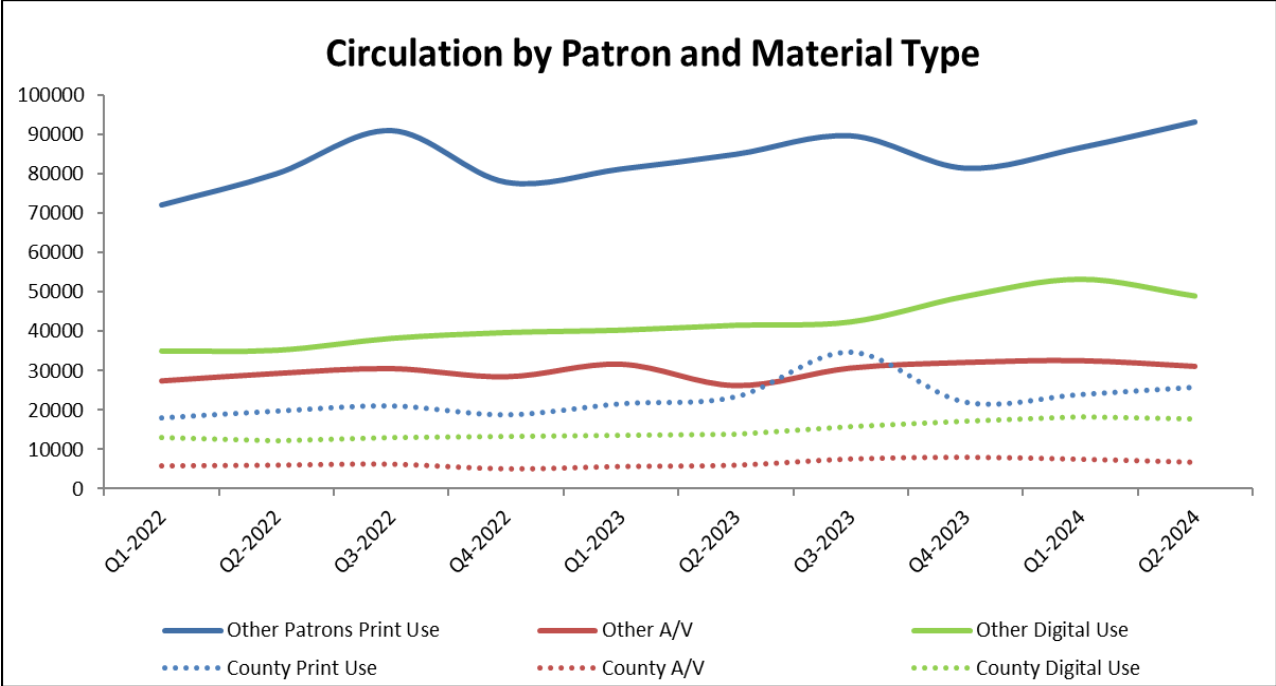
RAPIDCITYLIBRARY.ORG    

Date: August 12, 2024
 To: RCPL Board of Trustees
 From: Lisa DaSilva, Senior Librarian
 Re: County Statistics

Registered Borrowers and Material Use, April 1 – June 30, 2024

	Borrowers	% of Total	Material Use	% of Total
Rapid City Borrowers	24,035	78.3%	127,638	78.4%
Pennington County Borrowers	6,358	20.7%	33,797	20.8%
Out of County Borrowers	321	1 %	1,386	0.8%
Total	30,714	100%	162,821	100%





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 Q2 include: AtoZ name and address directories, 8,449 uses; Black Hills Flood archive, 5,586 uses; Valueline, 5,349 uses; and Tumblebooks (children’s animated picture books), 413 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>62,073 digital items were downloaded or streamed in Q2.</p>	Individual material downloads
Social Networking	<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>These tools are used to provide information about library services, such as book lists and recommendations on Pinterest, or storytime and event videos on YouTube and Facebook.</p> <p>In Q2 there were 3,039,069 social networking engagements; one viral post featuring library staff earned 2.8 million views.</p>	Individual page hits or views of a social networking site