



Date: November 14, 2017
To: Rapid City Public Library Board of Trustees
From: Lisa DaSilva, Sam Slocum, and Danielle Reynolds
Re: 3rd Quarter Statistics

Summary

The library saw several increases during the third quarter, including the number of new borrowers, library entries, and patron contacts. Digital materials, library events, computers, and wireless access continued to be popular services. Decreases occurred in overall circulation and database access as well as services at the North library (entries, reference contacts, and circulation).

Material Use

A decrease of 3% was seen in DVD use, and audiobook checkouts were down by 10%. Partially offsetting these decreases, print material circulation was up 3% Downtown and 88% at the North library and magazine use increased by 133%. Interlibrary loans also increased 11%.

Digital circulation increased 9%; this includes an increase of 28% in digital video use, 17% increase in digital audiobook use, and digital magazine use increased by 52%.

Library Access

New borrowers increased by 1,516, a 20% increase over the same period last year. The increase can be attributed in part to a successful Library Card Sign-Up Month in September.

Library entries are up 4%. Downtown library visits increased 6%, while North library visits decreased 29%. Drive up window use increased by 15% and website access increased 5%.

Patron contacts have increased 26% since 3rd quarter 2016. This includes a 41% increase in contacts at the North library, a 50% increase at the Downtown library and a 16% increase in social networking and online contacts.

Computer use increased 33% at the Downtown library and 83% at the North library. This includes the addition of wireless use, which could not be tracked prior to September 2017. Overall electronic access increased by 37%.

Database access was down 75% this quarter; much of the decrease comes from the State Library's elimination of the popular Tumblebooks children's picture book resource. We are already reviewing replacement services for 2018.

The number of events, 156, and attendance, 8,086, are up from the same quarter last year by 38% and 39% respectively.



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