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Date: February 12, 2018  
To: RCPL Board of Trustees  
From: Lisa DaSilva & Sam Slocum, Librarian Is  
Re: 2017 Statistics Summary

**Summary:** In 2017 the library experienced increases in physical and digital circulation, borrowers, computer use, patron contacts, and event attendance. There were decreases in entry and database use.

### Operations

Total borrowers increased by 4% in 2017, or 1,681 more patrons; this can be partially credited to the Library Card Sign Up Month marketing initiative. Community members spent over 85,000 hours using library computers – a 1% increase from 2016. Use of the wireless network was not able to be tracked until recently; that data will be available for next year’s report.

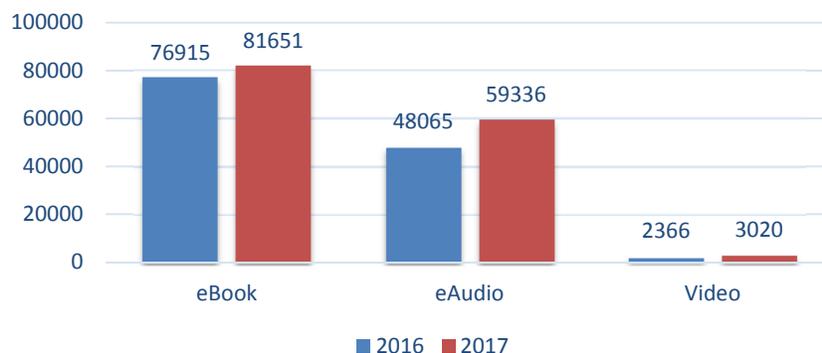
Staff made contact with over 132,000 patrons, a 4% increase. Patron contacts include technology assistance, library account inquiries, reading recommendations, and reference and research services.

Over 29,000 patrons entered the libraries per month. However, total entry count for the year is down 8% from 2016. This decrease was attributed to the library’s main floor remodeling in early 2017 which limited access to much of the library. Once access was restored, increased entry was noted in the 3<sup>rd</sup> and 4<sup>th</sup> quarters.

### Collections

Physical circulation (books, dvds, audiobooks, and magazines) increased by 1%. Digital circulation, which includes downloadable audiobooks, ebooks, streaming movies and music, and electronic magazines increased by 15% or almost 17,000 uses. Year to year comparison for digital circulation is shown below.

### Digital Circulation

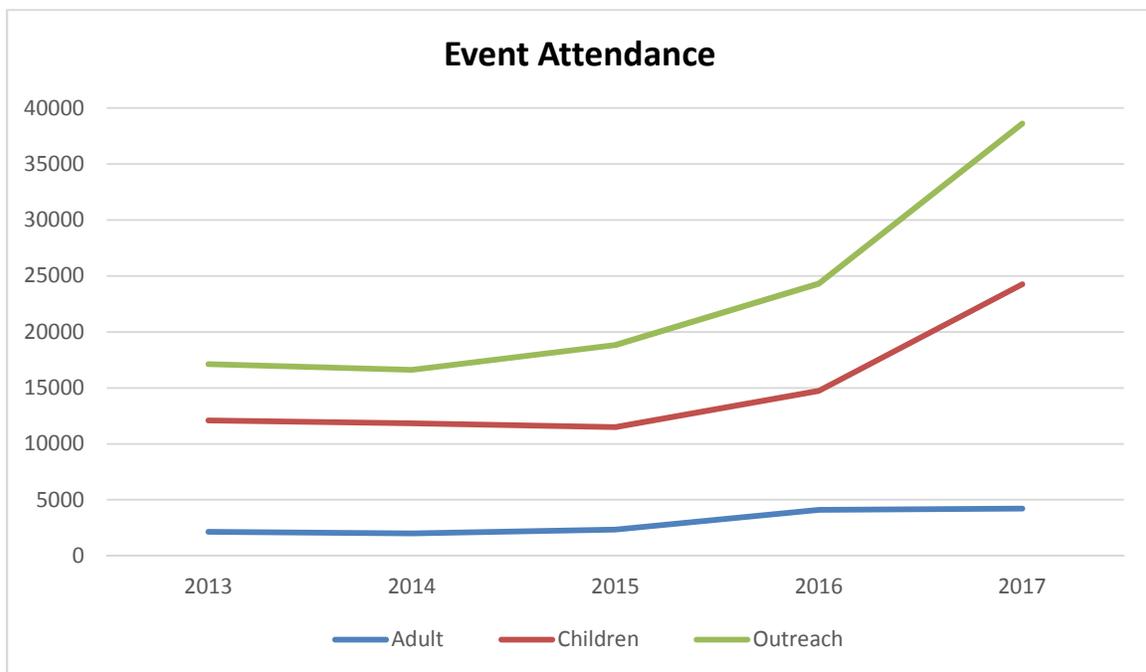


Use of databases decreased by 76%. This is largely due to the Tumblebooks database limiting access to schools, which resulted in the South Dakota State Library discontinuing that resource. Tumblebooks was heavily used by teachers and students in 2016 and has been replaced by BookFlix in 2018. The library began providing the Foundation Center grant database in 2017; it was used over 1,200 times to assist with searching for grants for local businesses and nonprofits. Other online resources that saw increases were Newsbank, Universal Class, and Valueline.

### **Public Awareness and Customer Relations**

Hands-on and CHAOS makerspace related events continued to be a focus throughout 2017 and remained popular with the public. The number of STEM and hands-on activities both inside the library and within the community increased. The 3D printers were used to create nearly 800 projects and brought in \$2,000 in revenue.

The library also increased outreach at community events. Events hosted by the library increased by 34%, and event attendance increased by 29%. This continues the upward trend of both the number of events offered and attendance at library events.



The library engaged over 77,500 times with individuals through Facebook, Instagram, and Pinterest. Engagement includes the number of comments, shares, and likes of the library's social media accounts. Views of YouTube videos increased by 39%, which can be credited to a 17% increase in content and 122% increase in subscribers. The library posted over 1,500 more items of content on Pinterest, which led to a 22% increase in engagement. The library's Instagram account received 3% more likes even though less content was posted. Social media continues to be an effective marketing tool for the library, and Trip Advisor and Snapchat accounts have been added for 2018.