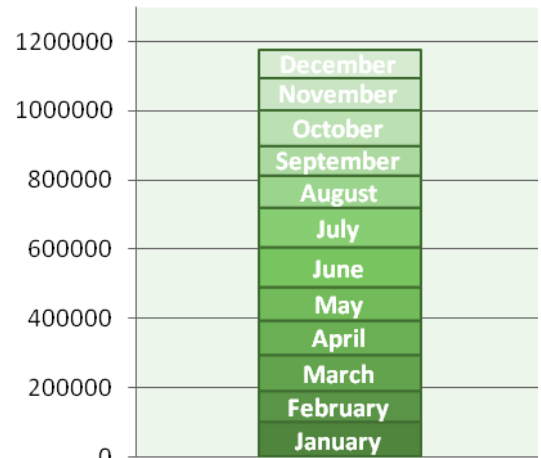


# Rapid City Public Libraries 2010 IN REVIEW

## Nearly 1.2 Million Circulations in 2010!

For the second year, circulations hit a record level and exceeded the 1 million mark; a total of 1,176,015 circulations showed a **15%** increase over 2009.

There was a **70%** increase in digital material circulations as this format continues to gain in popularity.



(Total Circulations for 2010)

## Connecting Patrons with Relevant Services

### New Services in 2010

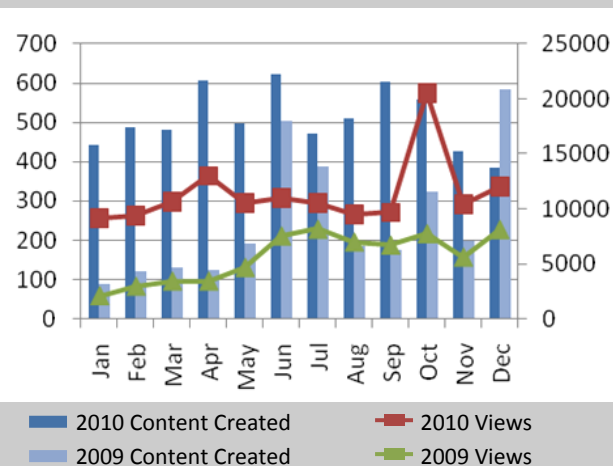
Webpage for Mobile Devices | Education & Information about Handheld Devices  
Text-A-Librarian Service | New streamlined Online Catalog

### Increased Statistics for 2010

Adult Programming Attendance **+223%** | Online Reference Contacts **+150%**  
Wireless Use **+121%** | Digital Materials Circulation **+70%**

## Content Delivery through Social Networking

The amount of content created and number of views of our social networking sites are both up **102%**.



## RCPL Branch Locations

**RCPL North** (At General Beadle Elementary School)  
Compared to 2009, there were increases in number of computers and patron contacts which were **+15%** and **+16%** respectively.

**RCPL East** (At Western Dakota Technical Institute)



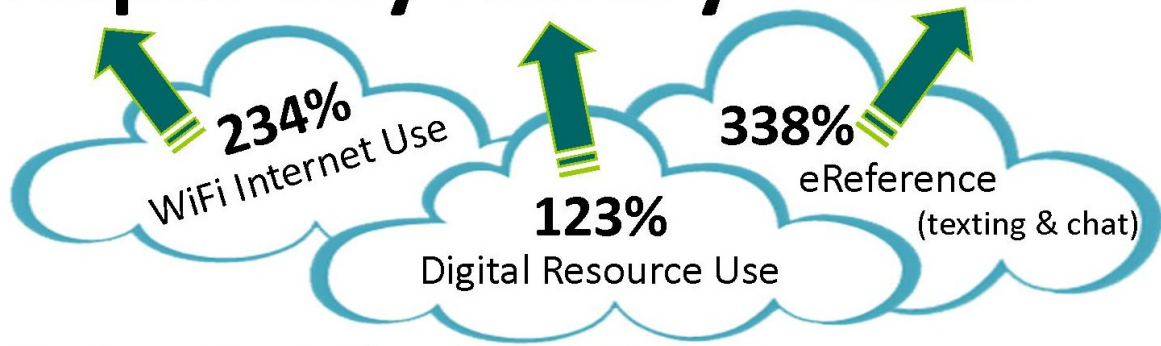
RCPL Downtown | 610 Quincy St. | 605.394.4171

RCPL North | 10 Van Buren St. | 605.716.4098



[www.rapidcitylibrary.org](http://www.rapidcitylibrary.org)

# Rapid City Library Trends



## Factors Contributing to these Increases

1. Compared nationally to libraries serving similar patron bases, the Rapid City Public Library has...

- 30% higher than average circulation
- 11% higher than average library visits
- 11 points higher than average % of population with library cards

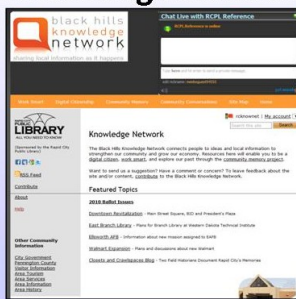
2. Research states local information is hardest to find. Rapid City Public Library provides comprehensive local resources through the online Knowledge Network.

### 1972 Flood



[http://www.rapidcitylibrary.org/lib\\_info/1972Flood/index.asp](http://www.rapidcitylibrary.org/lib_info/1972Flood/index.asp)

### Knowledge Network



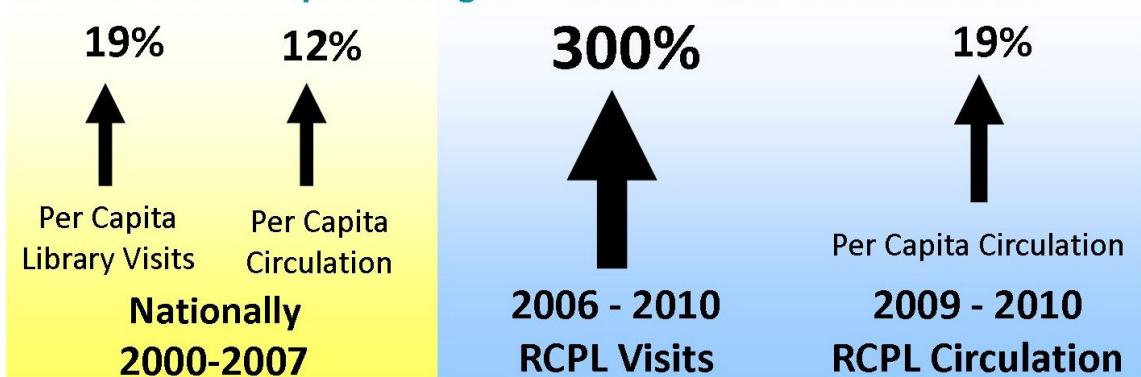
<http://www.blackhillsknowledge.com/>

### DUSEL Wiki



<http://dusel.wikidot.com/start>

3. Libraries are experiencing increases in visits and circulation.



4. Increased number of card holders and circulations.

