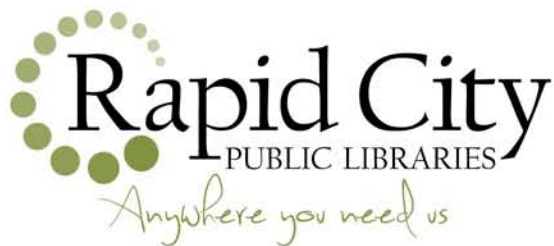


2012 Annual Report



OUR MISSION:

Anticipate needs, Build relationships and communities, and Connect our community to a global world.

OUR VALUES:

- Empower library users with learning that engages change and addresses challenges, yet honors tradition
- Connect people, learning, and innovation
- Have a passion for what we do

AREA SERVED:

The Rapid City Public Libraries serve Pennington County in South Dakota, an area of 2,784 square miles and home to a population of 90,079.

Anywhere you
need us!



Statistical Milestones

1.6 million up 29% from 2011

Circulations in 2012



Featured Statistics

72% Increase in Entry at RCPL North

56,152 Digital Materials **Downloads**

60% Increase in Computer Usage

229% Increase in Social Networking

38% Increase in Homebound and Institutional Deliveries

A Day in the Life...

On a typical day, the Rapid City Public Libraries:

Welcome 1,471 visitors

Check Out 4,548 items

Answer 333 patron questions

Log 542 computer hours

Highlights of 2012



Opening of our East Branch Library on the Western Dakota Tech campus

Services added for patrons' convenience:

Texting and **Reminder Notices** 

Customized Reading Lists

Self-Serve Computer Reservations



New Programming and Events



Offered **eReader clinics** and **eReader Lending Program** as the public adopted this format preference

For teen engagement, a **teen librarian** position was created along with targeted website and programming for teens.

Provided **training** for regional librarians and trustees

Commemorated 40th anniversary of the 1972 Flood with **interview sessions** and **oral history programs** to collect the survivors' memories.

Library sponsored **Smithsonian's New Harmonies Exhibit** featuring American roots music

New with the Black Hills Knowledge Network

- * Increased usage - **26%** from 2011
- * **Website redesign** that includes a content manager
- * **3 new Library partners** joined the project including local media
- * Project **History Pages and Flood of 1972 page** added



2012 Patron Quotes

"This was my first time in the library since it was redone. It is so beautiful! Everyone was so nice. The layout is so awesome!"

"I am proud to be a member of the library. I hope it is here forever."

"You're doing a great job in everything that you do at the library. Please keep it up."

"The Library staff and website are outstanding. We have used virtually every service available over the years with great service. Any problems are always fixed personally and accurately. Well done!"

Library Board of Trustees



Rod Pettigrew
Chair



Maryanne Rohrer
Vice Chair



Ron Sasso
City Council
Liaison



Vera Kowal
County Liaison



Monte Loos



James Olson



Library Director
Greta Chapman

Strategic Plan Goals

Collections | Objectives:

- Continue to develop intuitive, mobile and user-friendly library services for all ages
- Implement local information for government public policies and historical archive and to increase public awareness

Facilities | Branch libraries objectives:

- Continue to develop intuitive, mobile and user-friendly services for all ages
- Maintain the libraries as community gathering places for all ages

Library Operating Systems | Objectives:

- Continue to develop intuitive, mobile, and user-friendly library services for all age
- Maximize use of Integrated Library System (ILS)

Public Awareness | Objectives:

- Address demand and increase public use of existing and evolving services
- Complete and implement a public awareness plan

Customer Relations | Objectives:

- Maintain the libraries as community gathering places for all ages
- Develop and implement a plan to further customer relations

Branches

RCPL Downtown | 605.394-6139
610 Quincy St. Rapid City, SD 57701

RCPL North | 605.716-4098
10 Van Buren St. Rapid City, SD 57701

RCPL East (CCPLE) | 605.718-2904
800 Mickelson Dr. Rapid City, SD 57703

