

# RAPID CITY PUBLIC LIBRARIES

ALL YOU NEED TO KNOW

## *MISSION*

Rapid City Public Libraries provide access to materials and services to help residents of all ages obtain information to meet personal, professional and educational needs.



**RCPL Downtown**  
610 Quincy St.  
605.394.4171



**RCPL North**  
10 Van Buren St.  
605.716.4098

# Strategic Plan Goals

## **Maintain the libraries as community gathering places for all ages**

### *Next Step*

- Design and programming development for East Library at Western Dakota Tech

## **Increase public & staff awareness of existing and evolving services**

### *Next Step*

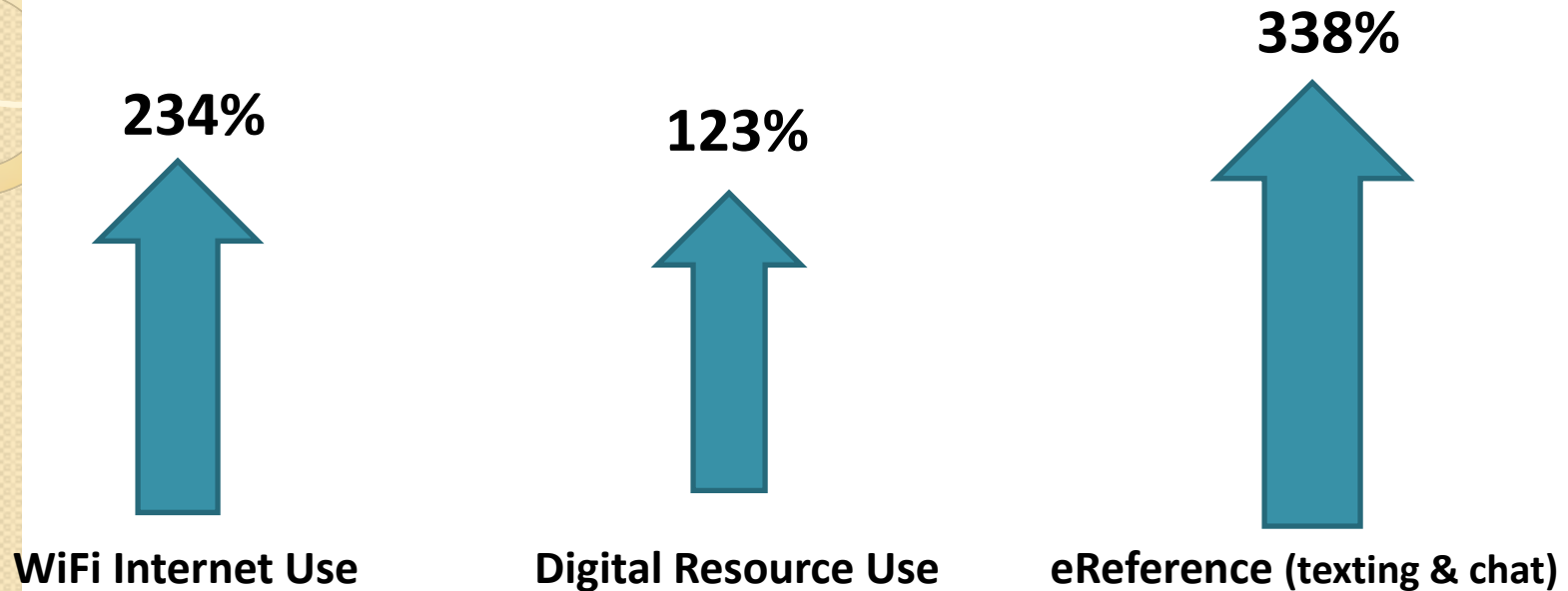
- Research and develop re-branding plan for the libraries for future trends and public awareness

## **Continue to develop intuitive, mobile & user-friendly library services for all ages**

### *Next Steps*

- Implement user-friendly interactions such as the new integrated library system and online catalog
- Increase mobile services such as texting and e-books
- Focused development of RCPL's Knowledge Network with the Black Hills Area Community Foundation
- Collaborate with other libraries to digitize and compile local government and community public policy issues and Black Hills area history
- Support traditional print resources and evolve collections with user expectations

# *Rapid City Library Trends*



## **Factors Contributing to these Increases**

**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**



# *Trends: libraries increasingly engage with the public through technology*

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.blackhillsknowledgenetwork.com/>

## SURF Wiki



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

# *Trends: libraries are experiencing increases in visits and circulation*

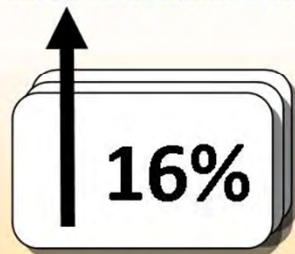


**300%**



**2006 - 2010  
RCPL Visits**

**Increased number of card holders and circulations.**

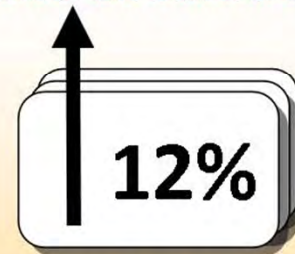


**Card Holders**

**Pennington County**



**Circulations**



**Card Holders**

**Rapid City**



**Circulations**

County cards: 9,867    Circulations: 8,776    City cards: 43,955    Circulations: 33,873

*These numbers reflect cards and circulations as of 2010*



## *Increases are due to:*

- **Employment:** access to enhanced collections for workforce development, career information resources, improved access to technology and staff trained in information retrieval
- **Global and local communities:** access to digital and specialty databases, to aid entrepreneurs and support the start-up and sustainability of local small businesses
- **Technology and Information Resources:** promotion and development of emerging trends in technology and information. Public access computers, WiFi and community space allow for equalization of information across social, economic and cultural spectrums
- **Local community resources:** connections with local institutions to bolster the education and technical skill set of the local workforce
- **Education and Recreation:** libraries are an essential part of local education networks, building school readiness, increasing educational attainment and encouraging life long literacy



# Community Partnerships

- Rapid City Public Libraries serve 88,835 city and county residents
- Cost effective, neighborhood branch libraries
  - RCPL-North at the General Beadle School-Community Center, 2008
  - RCPL-East at WDT, opening scheduled for fall of 2012
  - Proposed RCPL-West at West Middle School





# Cost-Benefit Analysis

- The *Public Library Data Service* identifies that similar size communities have one main library with 3 branches to sustain services today and for growth in the next 25 to 30 years
  - **Cost-benefit analysis:** City & County Funding
    - **\$238,208 annual operational costs for joint-use library**
      - No additional for cost for East
    - **\$437,131 annual operational costs for stand-alone library (In addition to construction costs)**





# *Implementation of East Branch Late Summer – Early Fall 2012*

- To accommodate a growing population in the Rapid Valley area, RCPL-East is made possible by
  - Reallocation of current city and county funding
  - \$1,000,000 capital investment by Pennington County
  - 1 additional FTE from WDT
  - WDT's *Library Technician program* will also provide opportunities for internships



# *Performance Measures*

- Strategic Plan completed work
  - Knowledge Network – focus groups, steering committee, staff workgroups, Knight grant management
  - East Branch (RCPL-East) groundbreaking
  - Radio-frequency identification for improved materials handling and inventory
  - New Integrated Library System (ILS)
  - Customer relations training
  - Marketing plan for Social Networking resources
  - Revision and enhancement of safety procedures
  - Reconfiguration of public spaces in downtown library





# 2012 Budget

- RCPL's operational budget has maintained zero growth in 2010, 2011, and 2012
- In the past 3 budget years, RCPL has identified \$125,000 in cost-saving efficiencies and increased revenue to offset zero growth and maintain services in areas of double digit increases
- RCPL will continue to maximize resources through efficiencies, increased revenue, community partnerships, and the taxpayer's support



# *Rapid City Public Library: Service Motto*

