

# *2007 Annual State of the Library Address*

*What is our story?*



**Mission Statement:** The Rapid City Public Library provides access to materials and services to help residents of all ages obtain information to meet personal, professional and educational needs

# *Organizational Principles*

- People
  - Provide the why
  - Give and Earn Respect
  - Candid and Open discussion
  - Support and Appreciation
  - Trial and Error

*The success or failure of library services are dependent upon all library employees.*

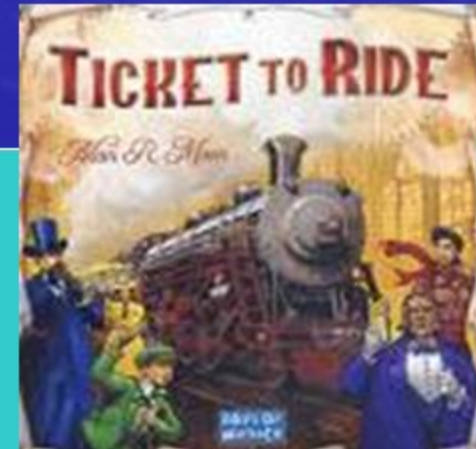


*Where are  
the patterns?  
How do we  
adapt our  
services?*

	2002 – 2006	2005 - 2006
<b>Online Resources</b>	97%	28% aver.
<b>Circulation</b>	26%	7%
<b>Materials Added</b>	-32%	-26%
<b>Borrowers</b>	48%	13%
<b>New Borrowers</b>	-46	-32%
<b>RA and Ref. Contact</b>		
Circulation		23%
Reference		-24%
Youth		8%
<b>Directional Contacts</b>		
Circulation		57%
Reference		1%
Youth		30%

# *The pace of change*

- Why
  - Community Resource
  - Importance of Libraries in a Knowledge-Based Economy
    - Information is raw material
    - A railroad engine and a search engine
    - Searching skills and quality of the information
  - Digital Divides



# *Netflix Business Model*

- What
  - Formats on demand
  - Ease and speed of information – make it easy, make it convenient, make it personal
    - Media and Information Literacy
    - Delivery





# *What they want and where they want it*

- What tools can we use to know we are going where the community wants us to for library services?

- Local

- County Contract – Joint Use Facilities, Library District Legislation
- General Beadle Community School Center

- Trends

- Library 2.0

- Library Comparisons



# *How do we compare?*

- *American Library Association: Public Library Association*
  - population served (city) and facilities (main; or main and branch) and hours open

## *How do we compare?*

- Percentage of salaries to overall budget
  - RCPL +3.4% or 54.5% of budget
- Public service hours
  - RCPL is open 4.8+ more hours per week
- Library cards as a percentage of the population
  - RCPL is 1.5% above the average at 68% of residents are registered patrons
  - FTE population served 5.56 over, hours open including new branch -1.24 under.

## *What is the story for staff support?*

- Organizational Principles
- Scheduling Review of Staffing Resources
- Staff Training
- Employee Interviews
- Strategic Plan Update

*What will people say about the future of RCPL services?*



# Citations

- Abrahamson, Eric. Jan. 17, 2007. *South Dakota Library – Looking Forward.*
- Ayre, L.B. Nov. 2006. *Library Delivery 2.0: Delivering Library Materials in the Age of Netflix.*
- Levine, Locke, Searls & Weinberger. 1999. *The Character of the Web, The Cluetrain*