We've been saying it for years: things are changing rapidly in the world of public libraries. Now a new report from the Aspen Institute (© 2014) confirms what librarians have observed at the local level: Things must change and change fast! “Rising to the Challenge: Re-Envisioning Public Libraries,” calls for public leaders to take a fresh look at the economic and social impact public libraries can have on their community’s growth and well-being. No longer can we afford to have a building with “a bunch of books,” with a singular focus on preschool storytime or summer reading. The federal government has labeled public libraries “anchor institutions” along with other essential and enduring services needed to keep a community healthy and thriving. They are anchor institutions along with health facilities, schools, police/fire and churches. Public libraries are essential to success and progress in the digital age.

The process of re-envisioning public libraries to maximize their local impact reflects enduring principles that have always been at the center of a public library’s mission—equity, access, opportunity and broad-based participation. However, public libraries need to be at the center of conversations “promoting economies of scale and broadening the library’s resources reach while preserving its local presence.” In the 21st century they are fundamentally about people, place and platform assets. The report goes on to state, amid societal and technological changes, “there are divides in wealth, digital inclusion and participation that threaten to widen if we as a nation do not commit to new thinking and aggressive action to provide…opportunities for all.”

Challenges that face South Dakota communities are “identifying reliable sources of revenue for daily operations as well as long-term planning and investment, exploring alternative governance structures…that maximizing efficient and sustainable library operations and customer service, and measuring outcomes rather than counting activities…”

Key steps in building community leaders to support the public library include improving conversations with local leadership, strengthening intersections with diverse groups and reaching and engaging young-professional organizations, demonstrating the collective impact of partners working together.

The Aspen Institute findings are an important report for every state and local leader to read. It is available online at http://as.pn/libraries. Forty public libraries recently accepted a free copy of this book and are engaging their boards in a broad conversation with local leaders. We challenge you to join the local conversation to re-envision your local public library’s mission and strengthen its outreach.

If you have questions or comments about our 2014 Data Digest, don’t hesitate to contact me.

Daria Bossman
State Librarian
On a typical day, SD's Public Libraries:

- **Welcome** 11,002 visitors
- **Circulate** 19,133 items
- **Answer** 1,039 reference questions
- **Assist** 3,693 online users

In South Dakota there are:
- 111 libraries
- 35 branches
- 5 bookmobiles

These libraries have:
- **615 staff**
- **954 volunteers**

SD’s libraries are open an average of **40 hours a week**

**SD Libraries'**

- **19%** have Friends of the Library groups
  - a group of people who support the library through fundraising, volunteering, communication and advocacy activities
- **32%** are accredited to SD Library Standards
  - a voluntary self-evaluation tool, developed by the South Dakota State Library, to encourage ongoing development of quality library service
- **29%** have certified Library Directors
  - a voluntary program, developed by the South Dakota State Library, to recognize library directors & staff who regularly update their knowledge and skills
- **10%** have Library Foundations
  - an institution that is supported by endowments to ensure that money is used toward library purposes
South Dakota’s Public Libraries

<table>
<thead>
<tr>
<th>Service</th>
<th>Estimated Value</th>
<th>SD Residents Paid</th>
<th>Return on Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult books borrowed</td>
<td>$2,771,049</td>
<td>$47,141,833</td>
<td>$4.73 for every $1</td>
</tr>
<tr>
<td>Children’s &amp; teen books borrowed</td>
<td>$1,978,002</td>
<td>$23,736,024</td>
<td>$4.73 for every $1</td>
</tr>
<tr>
<td>Magazines borrowed</td>
<td>$92,356</td>
<td>$461,780</td>
<td>$4.73 for every $1</td>
</tr>
<tr>
<td>e-books and audiobooks downloaded</td>
<td>$467,007</td>
<td>$7,005,105</td>
<td>$4.73 for every $1</td>
</tr>
<tr>
<td>Other nonprint borrowed</td>
<td>$1,673,138</td>
<td>$16,731,380</td>
<td>$4.73 for every $1</td>
</tr>
<tr>
<td>Interlibrary loan requests</td>
<td>$27,260</td>
<td>$817,800</td>
<td>$4.73 for every $1</td>
</tr>
<tr>
<td>Adult programs/classes attended</td>
<td>$24,888</td>
<td>$199,104</td>
<td>$4.73 for every $1</td>
</tr>
<tr>
<td>Young Adult programs/classes attended</td>
<td>$13,562</td>
<td>$81,372</td>
<td>$4.73 for every $1</td>
</tr>
<tr>
<td>Children’s programs/classes attended</td>
<td>$226,842</td>
<td>$907,368</td>
<td>$4.73 for every $1</td>
</tr>
<tr>
<td>Computer use (per hour): Internet, office applications, etc.</td>
<td>$673,914</td>
<td>$8,086,968</td>
<td>$4.73 for every $1</td>
</tr>
<tr>
<td>Reference questions asked</td>
<td>$379,263</td>
<td>$2,654,841</td>
<td>$4.73 for every $1</td>
</tr>
</tbody>
</table>

*Return on Investment: $4.73 for every $1 spent on library materials and services!*

*SD residents receive the value of $127.62 for local library services.*

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**A year’s subscription of:**

- **Amazon Kindle Unlimited**
  - $120

- **Netflix Streaming Video**
  - $96

- **Audible Audio Books**
  - $180

- **Your Local Library—Unlimited**
  - $27*

*Average per capita revenue for South Dakota residents as reported on SD Public Libraries Survey, FY2013.*

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*South Dakota Public Libraries Survey, FY2013.*
South Dakota’s Public Libraries

Data Digest 2014

There are more than 3 million items for patrons in SD public libraries.

Print books, e-books, audiobooks, music, magazines, movies and more!

A great value!!
South Dakotans spent $26.95 per resident on public libraries (the cost of a hardcover book).

At this price, South Dakotans can use their local library to work, study, visit, relax, be entertained, play, access Internet, research, catch up on the news, and much more!

WiFi access
82% of public libraries provide free WiFi access, and you don’t have to buy a cheeseburger or a cup of coffee!

computers
South Dakota’s public libraries offer 1,093 computer workstations and laptops for their patrons. Public access workstations have productivity hardware and software for word processing and other activities. Visitors spent 700,000 hours on library computers!

A great place to...

Work
• comfortable work spaces
• Internet access
• online databases
• reference books

Relax
• attend a program
• read the newspaper
• meet up with friends and family
• bring home a movie

for everyone

81% of SD residents have access to downloadable e-books and audiobooks from home.

27% of collections from SD libraries are accessible online (includes research databases).

South Dakota’s public libraries

Prairie West Branch Library, Sioux Falls

Something

South Dakota Public Libraries

Survey, FY2013.

Prairie West Branch Library, Sioux Falls

3 million items for patrons in SD public libraries.
South Dakota’s Public Libraries

a great place

In 2013

185 programs
for children and young adults available weekly.

Library programs have increased 75% in the last decade!

265,292 people found entertainment and information at public library hosted programs.

Data Digest 2014

Year-Round Reading
PROGRAM PARTICIPATION

84%

93 public libraries
hosted or participated in Summer Reading programs

70%

parents said their child visited a library in the past year...

What do kids do in US libraries?*

87%

borrow books

55%
do school work

46%
borrow DVD/CD

46%
attend events

37%
use the Internet

37%
meet friends

32%
join a program (e.g. bookclub)


Homework help is provided to students by knowledgeable library staff.

In 2013

2 million children’s & teen books were circulated in South Dakota’s public libraries.

Libraries provide a safe place for our children.

Homework help is provided to students by knowledgeable library staff.

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 authored by

Madison Public Library
Institute '14

Public Library Institute, coordinated by the State Library, is a four-year continuing education program for public librarians, support staff and trustees of small public libraries. Institute is a voluntary program for South Dakota public librarians who do not hold a degree in library studies. Students meet for a week in June to attend classes on a South Dakota college campus and take additional classes online between summers that are led by State Library development staff and guest presenters. Students who attend all four years will study the areas of administration, governance, collection development, reference, young adult and children’s services. Graduates of the program earn a certificate in Public Library Management.

In summer 2014, 26 students attended Institute. Five students graduated from the four year program: Jackie Aspelin, Sully Area Library, Onida; Rhonda Hardina, Britton Public Library; Diane Althoff, Gregory Public Library; Stacy Kvale, Bison Public Library; Kathy Connell, South Dakota State Library.

This year’s studies focused on children’s services and programming. Students learned about teaching and training on early childhood literacy resources, Common Core information, STEM resources, Lego Play, policies, and much more. Institute librarians took what they learned back to their communities to share with patrons and the local school librarians.

In summer 2014, 26 students attended Library Institute.

children's programming

Data Digest 2014

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children's programming
South Dakota’s Public Libraries

Data Digest 2014

Library Visits

Total Expenditures

Total Income

Total Circulation

Public Computers **

Institute of Museum and Library Services, Public Libraries Survey, FY2012.

2012 National Comparisons*

SD Libraries
Thank you for supporting your local public library!

The information contained in this digest reflects the activity of 111 main libraries, 35 branch libraries, and 5 bookmobiles providing service in South Dakota.