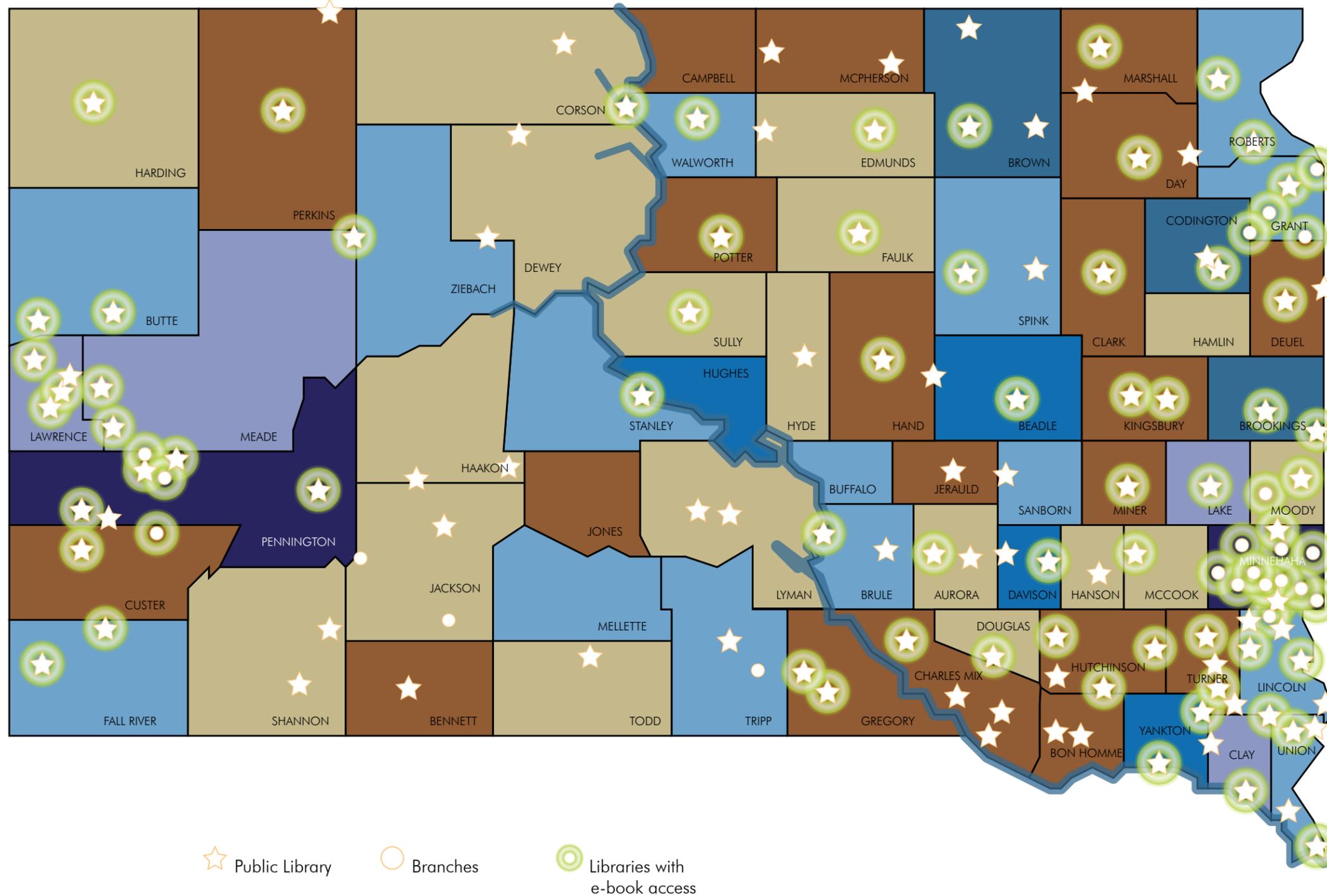




South Dakota Public Libraries
Data Digest
2012



Public Libraries of South Dakota



SD Public libraries:

- 78% are the sole provider of free access to the Internet in their communities
- Average 8 computers / internet workstations available to the public per library
- 58% have wireless availability offered to the public
- 70.5% offer IT training to patrons
- 86.5% provide access to job databases and other job opportunity resources
- 77.6% offer audio content for check-out/circulation
- 70.4% report "adequate connection speed" for Internet access
- 100% have access to statewide accessible subject databases
- 62% (70 libraries) have Braille and Talking Book depository collections.*
- 77% (70 libraries) have access to e-book and audio downloadable titles.**

Statistics taken from The Public Library Funding and Technology Access Survey, 2011 www.plinternetsurvey.org

* Statistic from SDSL Access Services & Development Depts. Percentage of total public libraries

** Statistic from SDSL Access Services & Development Depts. Percentage of total population

access

Growth and Change

Statistics from the first decade of the 21st century reveal that South Dakotans are increasingly using their public libraries. In today's world, even in a rural state, people have many options for information and entertainment. Our public libraries continue to be a popular choice for access to print, video and online resources.

Yet in 2011, our public libraries were open fewer hours — a 10% reduction of available hours. Despite those cutbacks, circulation is up 6.3%. Library visits, registered borrowers and computer usage continues to increase.

South Dakota's public libraries are stepping up to the challenge of providing quality access to resources for learning, growing and thriving in a world of information.

Technology is changing the way people use the library. While many still visit in person, others use library resources via their internet-connected home, office computer, or mobile

device. South Dakota's public libraries are embracing these technologies as valuable tools for improving user services. The number of public access computers in libraries has grown significantly over the past decade, making internet resources available to every community resident.

In 2010 local public libraries first had an opportunity to subscribe to an audio and e-book subscription service called "South Dakota Titles To Go." Less than 2 years later, more than 60 rural communities have access to these services, expanding their local options for current reading materials by thousands of books. Three-fourths of the state's population now have access to e-books, well above the national average of 67%.

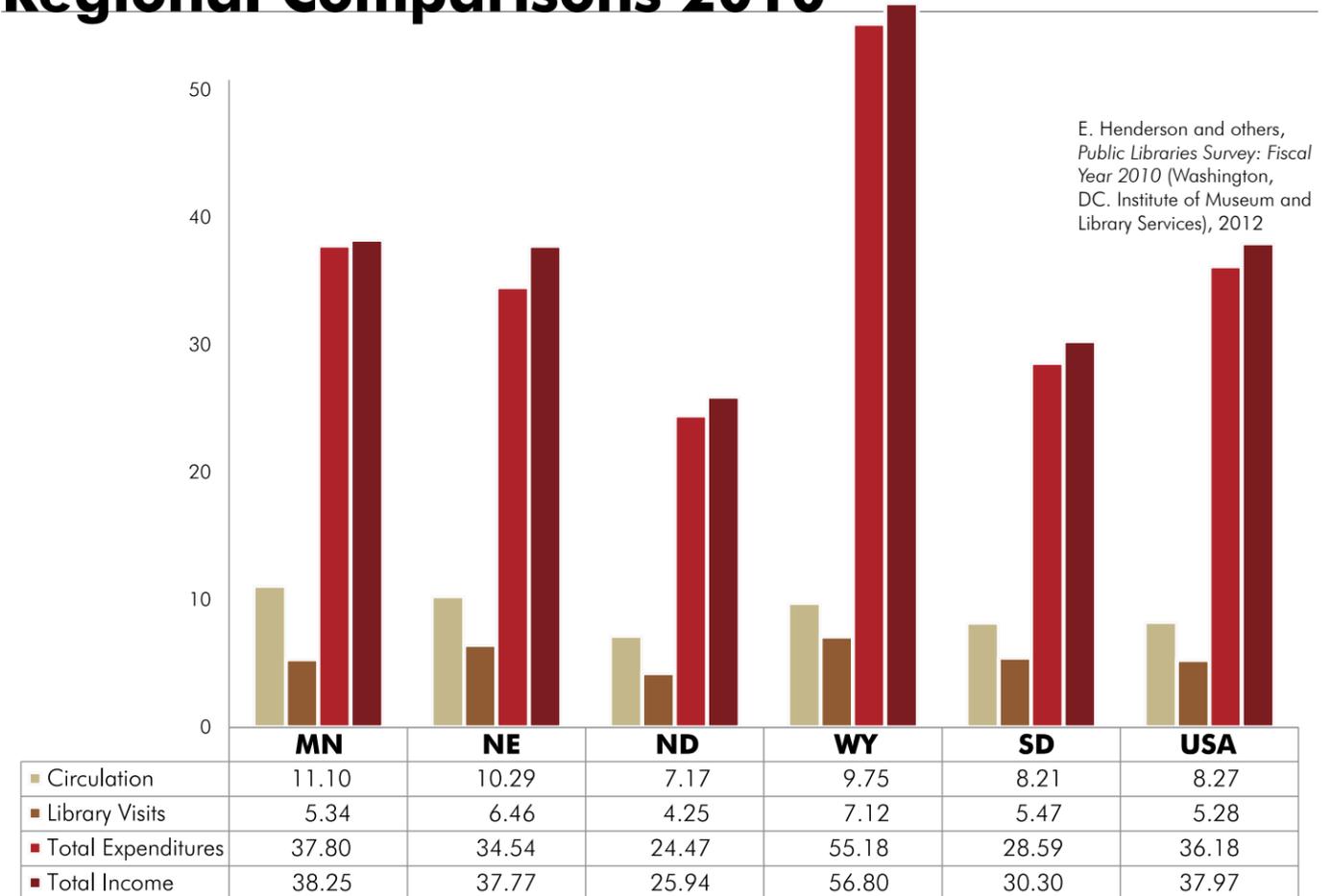
The statistics are strong indicators that our public libraries are vital resources for South Dakota's citizens, and anchor institutions in their communities.

National Comparisons 2010

| | SD Avg | USA | Ranking |
|-------------------------------|--------|-------|---------|
| Operating Income | 30.30 | 37.97 | 36 |
| Operating Expenditures | 28.59 | 36.18 | 36 |
| Reference Transactions | 0.65 | 1.04 | 43 |
| Print Materials | 4.04 | 2.72 | 13 |
| Visits | 5.47 | 5.28 | 27 |
| Circulation | 8.21 | 8.27 | 26 |

per capita

Regional Comparisons 2010



per capita

E. Henderson and others, Public Libraries Survey: Fiscal Year 2010 (Washington, DC: Institute of Museum and Library Services), 2012

ITEMS AVAILABLE (AUDIO/E-BOOKS/PRINT) IN SD LIBRARIES' COLLECTIONS



HOURS OPEN TO PUBLIC IN SOUTH DAKOTA LIBRARIES



COMPUTERS WITH INTERNET IN SOUTH DAKOTA LIBRARIES



SOUTH DAKOTA LIBRARIES WITH INTERNET ACCESS



Staying Connected in South Dakota

All South Dakotans have access to a comprehensive collection of in-depth and reliable online resources, provided to local libraries by the South Dakota State Library. Many libraries supplement this core collection with additional resources of special interest to their local residents.

Using these 38 online resources, South Dakota library users discovered 1.8 million full-text articles and graphics during FY2012. At average commercial rates (\$15 per article) this represents a value of over \$27 million.

#1
place to access the internet:
Public Libraries

Quotable Facts about America's Libraries,
ALA Office for Research & Statistics,
ALA Public Information Office.
All facts compiled in 2010.



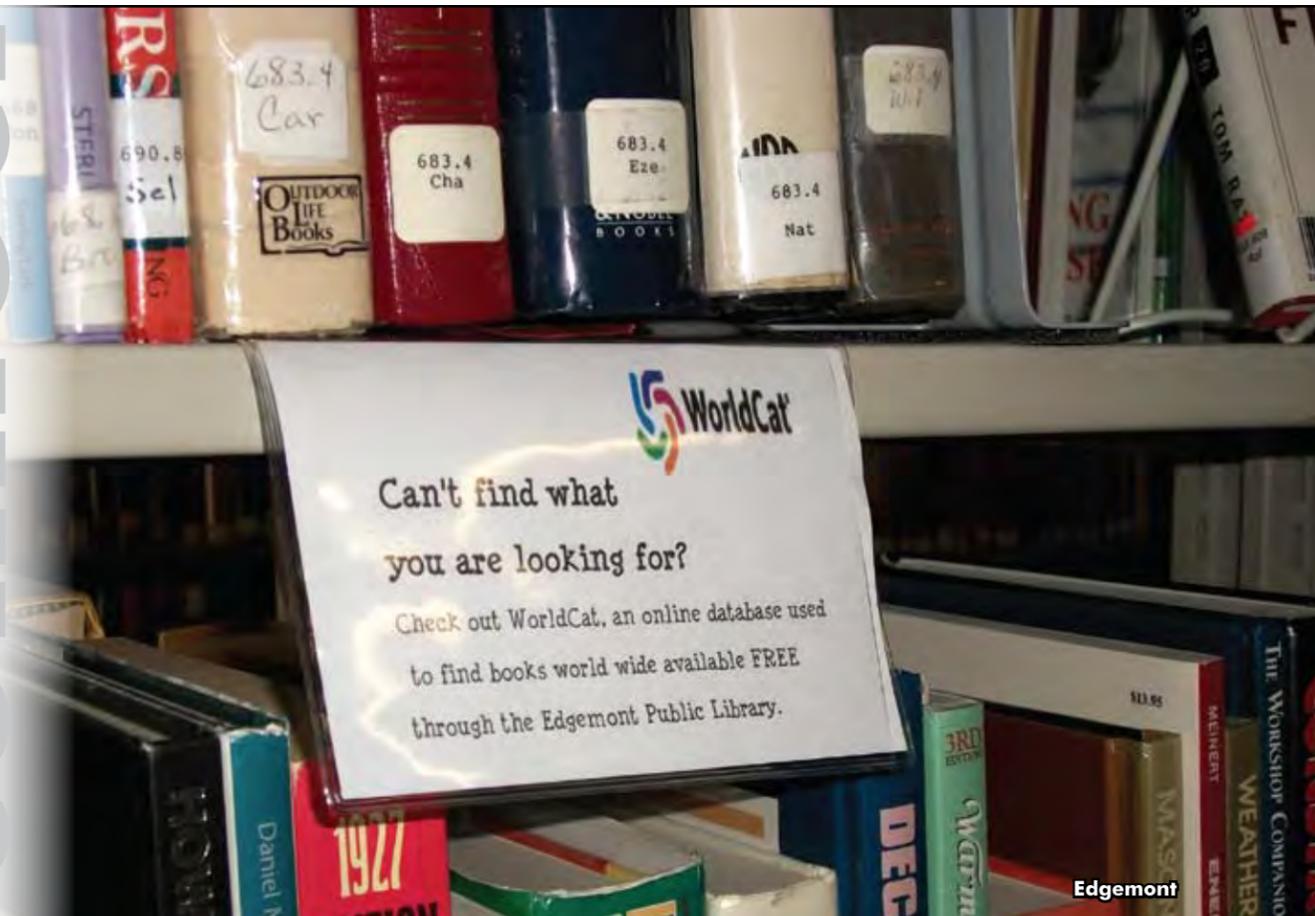
South Dakota's Public Libraries saved **SD citizens over \$14 million in 2011**

Library computers were used **1.2 million** times in 2011

job searching
video games
school studies
genealogy
work research or simply browsing...

*Commercial rates at \$12.00 per hour

connected



Library Training Institute

Every year during the first week in June two to three dozen public librarians gather in Aberdeen at Northern University's campus to retool and learn the latest trends in library services. Students who attend all four years and study the required areas of administration and governance, reference and collection development, and youth and children's services graduate with a South Dakota Public Library Certificate. It is a voluntary process but all public librarians and local libraries seeking individual certification or library accreditation must graduate from Library Training Institute if they do not hold a degree in library studies. These librarians also attend online courses during the year led by the State Library's development staff. In the past 10 years, 165 librarians have attended Institute. The Library Training Institute had a birthday in 2012. The Institute celebrated 25 years of training South Dakota librarians!



Getting on Social Media

More and more libraries across the nation are joining social media sites such as Twitter, Pinterest, YouTube, and Facebook to reach out to their patrons. These social media sites aren't just for kids anymore! Parents and grandparents join Facebook to stay in contact with their kids and grandchildren as well as sharing photos.

followers — everything doesn't have to be all business; keep your posts fun and informative as well. The best part about social media sites is that they are free.

Many libraries in South Dakota are already taking advantage of these fun resources. Is your library one of them?

Social media sites are fabulous marketing tools for your library events and programs. They are another outlet to converse with your patrons. Remember to engage your

PUBLIC LIBRARY
4,033,375

TOP 10: Reasons to Support Libraries

10. Libraries serve everyone.

In 2011, there were over 4 million library visits in South Dakota. That is nearly 2 million more people than visited Mt. Rushmore!

9. Libraries are places of economic opportunity.

Libraries help people apply for and find jobs. They help people of all ages and backgrounds to lead better, more satisfying lives.

8. Libraries are great places for kids & teens.

229,549 children participated in 6,880 library programs and 57,390 participated in summer reading programs in 2011. Children also checked out nearly 2 million items from South Dakota libraries.

7. Libraries connect us to the world.

In 2011, South Dakota libraries owned over 3 million items including audio, video and magazines. Patrons used library computers 1.2 million sessions!

6. Libraries support democracy.

Libraries are the only public institution whose sole purpose is to provide access to free sources of knowledge, truth, information, and culture regardless of race, creed or economic status.

5. Libraries promote literacy.

In 2011, South Dakota libraries provided 9,668 free programs for their communities.

4. Libraries are essential to education.

From cradle to grave, libraries support lifelong learning. In 2011, Librarians answered 441,891 reference questions for the citizens of South Dakota.

3. Public libraries are partners for vibrant and educated communities.

Libraries are anchor institutions and a cultural center for the entire community. Public libraries support their local schools and provide life-long learning opportunities.

2. Libraries have Librarians!

Librarians are the ultimate search engines, by saving time and money, helping people find the best, most current information in print or online.

And the #1 reason to support libraries...

1. Public Libraries are a great value.

Check out an e-book, a couple novels, an audiobook, some picture books for the kids, a CD and a DVD, and the savings quickly add up. At the average cost of \$27 for a hardcover book, and \$22 for a video, purchasing two books and two videos would cost \$98 plus tax.

MOUNT RUSHMORE
2,081,722

STURGIS RALLY
416,727

What did you pay for your last public library card?

stay tuned

did you know?

Did You Know?

In 2011, South Dakota public libraries:

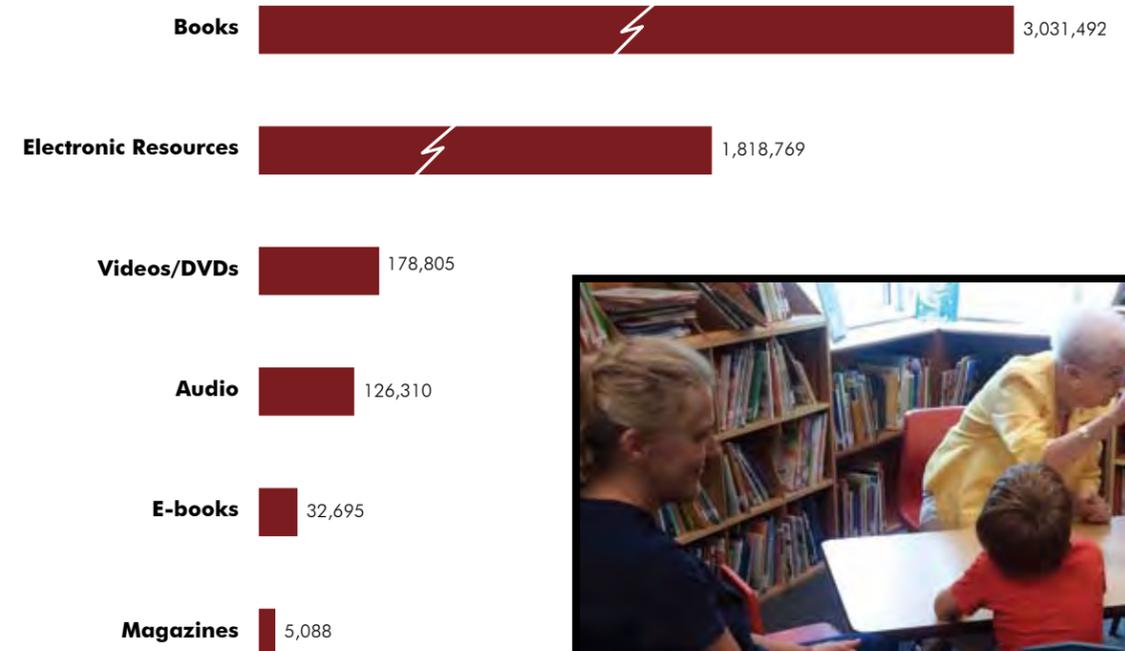
- Were open to the public 228,362 hours (Average 44 hours/week/library)
- Offered 9,668 programs to children, teens, and adults
- Answered 441,891 reference questions
- Had 397,383 registered borrowers
 - Employed 379 people, 45 of whom hold a master's degree in library science

98%
of South Dakota's Public Libraries provide internet access

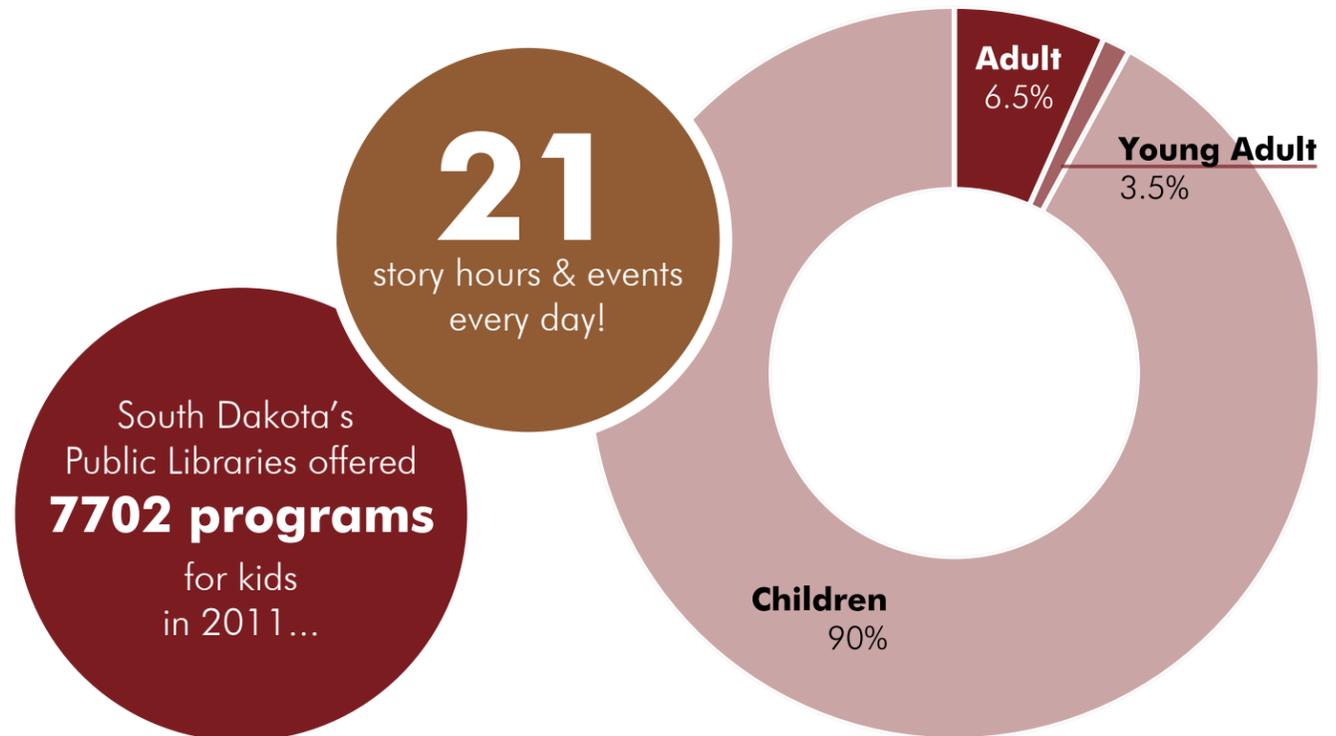
58%
of South Dakota's Public Libraries serve populations of 2,000 or less



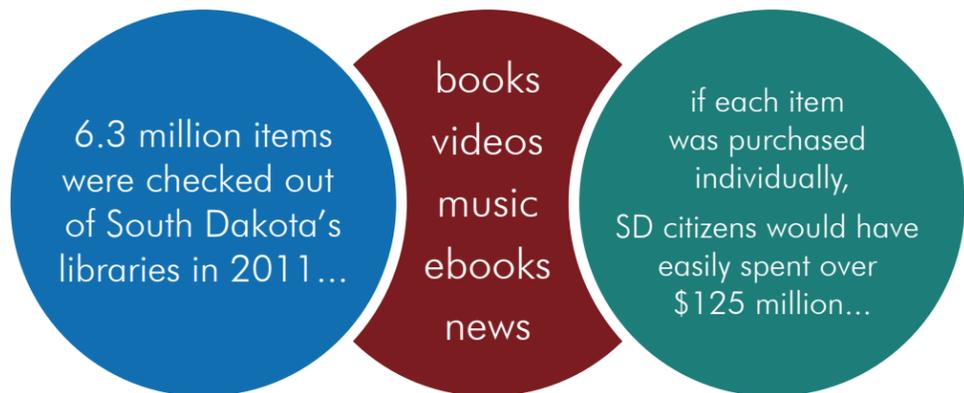
Public Collections



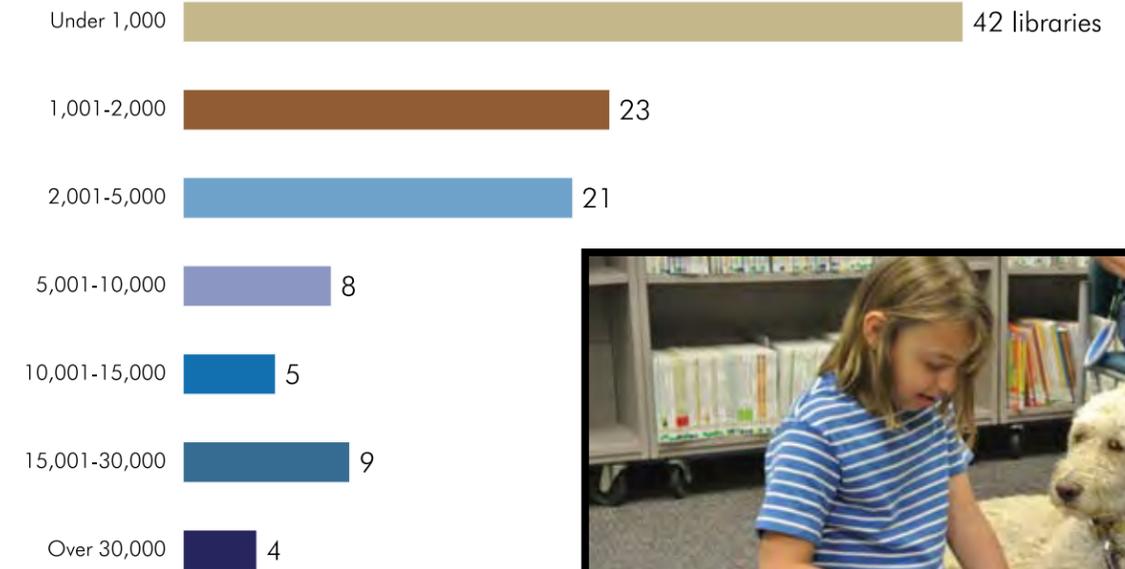
Program Attendance



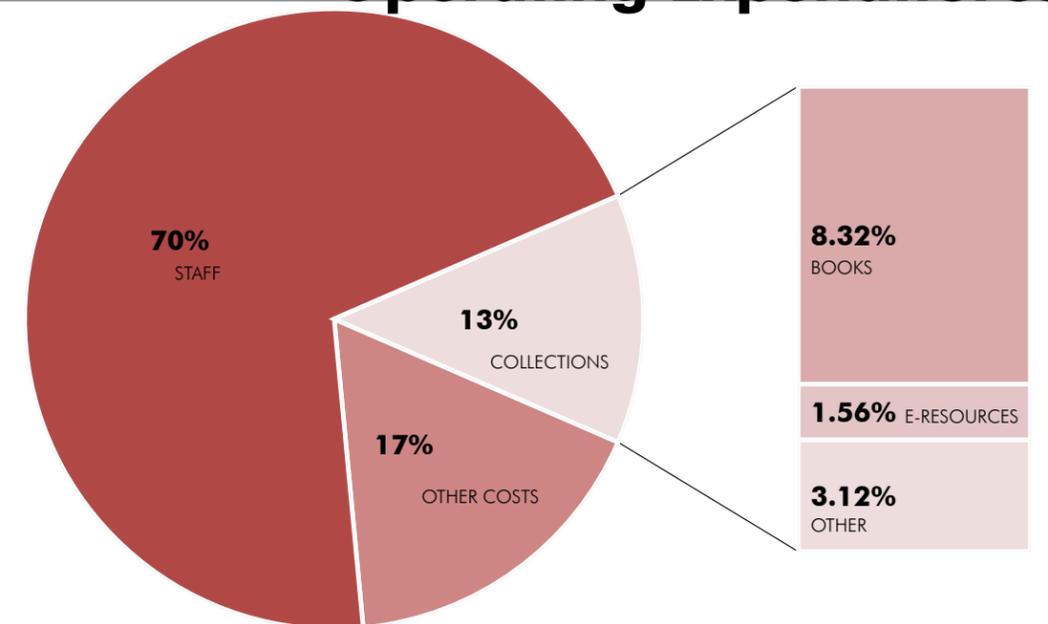
day in the life



South Dakota Public Library's Population Served



South Dakota Public Library's Operating Expenditures

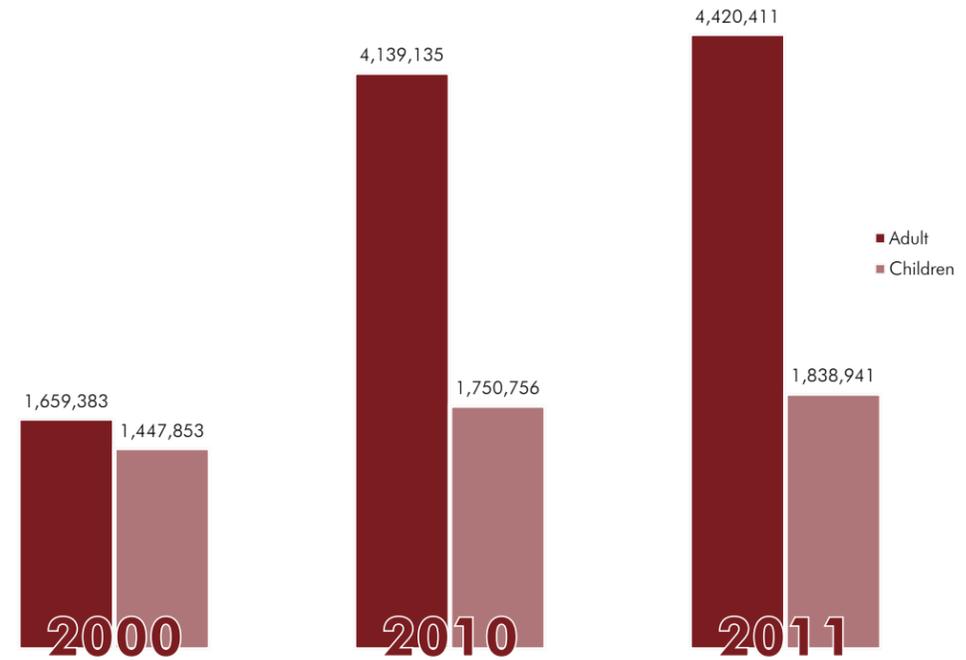


per capita

Growing...



South Dakota Public Library's Circulation Trends



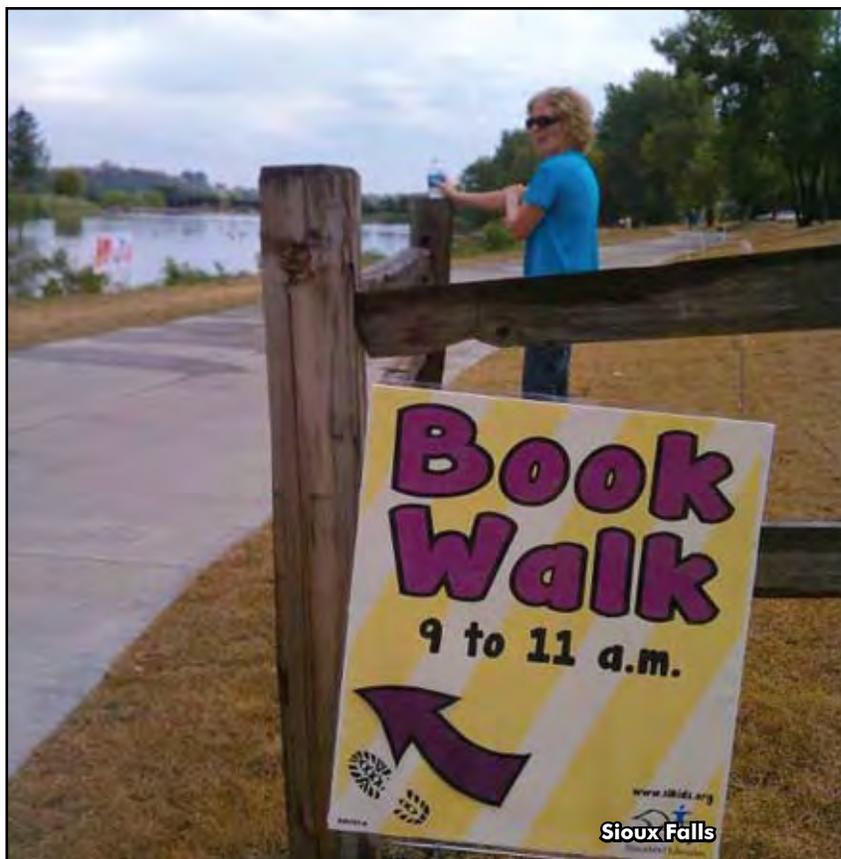
South Dakota Public Library's Trends 2008-2011

| | 2008 | 2009 | 2010 | 2011 |
|--------------------------|-----------|-----------|-----------|-----------|
| Total Library Visits | 3,772,204 | 3,919,773 | 3,984,088 | 4,033,375 |
| Total Circulation | 5,674,081 | 5,876,300 | 5,892,889 | 6,259,352 |
| Total Print Collections | 2,970,538 | 3,031,064 | 3,038,336 | 3,031,492 |
| Total Program Attendance | 252,804 | 253,173 | 274,014 | 255,328 |

| per capita | 2008 | 2009 | 2010 | 2011 |
|-------------------------|---------|---------|---------|---------|
| Total Library Visits | 5.40 | 5.35 | 4.90 | 4.90 |
| Total Print Collections | 4.25 | 4.14 | 3.73 | 3.68 |
| Circulation | 8.12 | 8.02 | 7.24 | 7.60 |
| Operating Income | \$29.94 | \$30.77 | \$27.69 | \$28.05 |
| Operating Expenditures | \$27.83 | \$28.29 | \$26.11 | \$26.86 |

Trends

Thank you for supporting your local public library!



The information contained in this digest reflects the activity of 112 main libraries (111 reporting), 33 branch libraries, and 6 bookmobiles providing public library service in South Dakota.

State data comprises information collected and submitted via the 2012 Public Library Survey for public libraries' fiscal year completed December 31, 2011.

Cover photo: Siouxland's Caille Branch Library

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