

# 2013

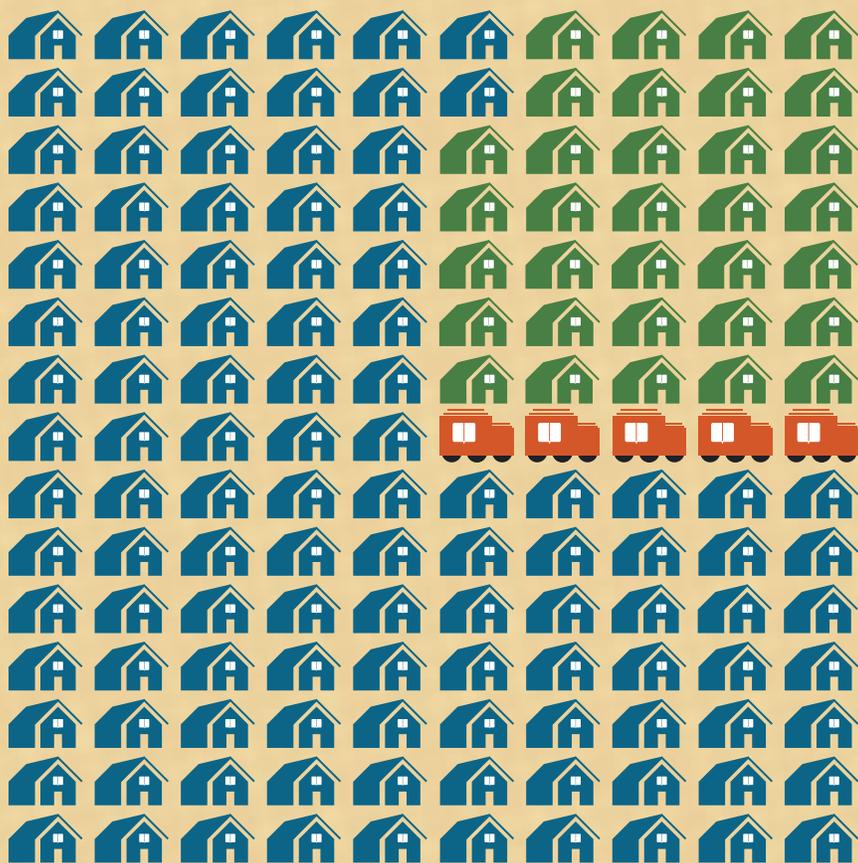
## South Dakota Public Libraries DATA DIGEST



# Public Libraries in South Dakota, 2012

## South Dakota's libraries:

- 112 Central libraries (108 completed the survey)
- 33 Branch libraries
- 5 Bookmobiles



In 2012, SD libraries were open an average of **40** hours a week.

Institute of Museum and Library Services,  
Public Library Survey FY2012

## Internet access:

- Visitors spent nearly 700,000 hours on library computers. Many more used the free Wi-Fi provided by 85 SD public libraries.
- Wi-Fi services allow people to use their own laptops, tablets and e-reader devices in the library.

## Programs:

- Every week 193 programs happened in libraries.
- This year 227,231 children and adults attended free programs in SD libraries.

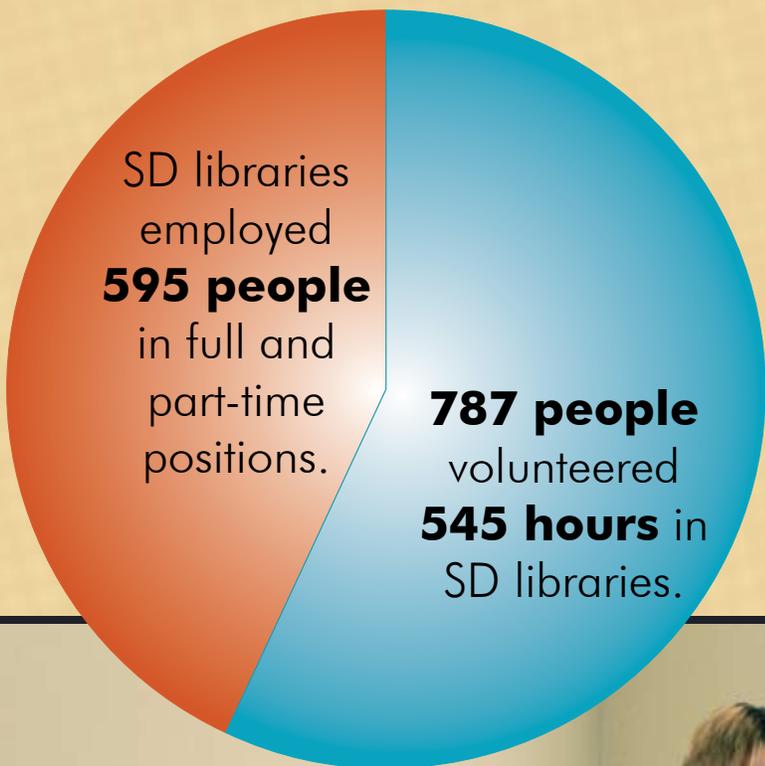
## Service:

407,225 library patrons checked out 6.6 million items from their local libraries. . .

That's more than **16** items per patron.



**South Dakota library staff:**



What do nearly 50% of all South Dakotans have in common?



They all have a local public library card!



# "Growing Different"

## Transformations in the 21<sup>st</sup> Century

Public libraries are undergoing radical changes in the beginning of the 21st Century. New digital and downloadable library services mean that library users may not need to visit the library to access the library materials and services they need. This is reflected in the statistics that show that library walk-ins are down from 2011, but circulation is up by more than 6%! Obviously libraries are important to communities.

Many South Dakotans take full advantage of library services that can be accessed at home. Outside of the physical library patrons can browse library catalogs and reserve new items; use the State Library's electronic resources for research and homework help; get reference questions answered; download e-books, audiobooks,

magazines and even video materials. Indeed, they are using the virtual library services. Statistics for database usage and reference requests are all up from 2011.

Other indicators are showing a shift in the way South Dakotans are using our public libraries: a slight drop in service hours, public access computer stations and physical holdings. Yet, public computer usage is up by 20% from last year. This increase does not include the number of times visitors have used the libraries' Wi-Fi to access the Internet on their own devices. Computer

▼ 2000

2012 ▼



67%

**South Dakota libraries with Internet access**

98%



385

**Computers with Internet in SD libraries**

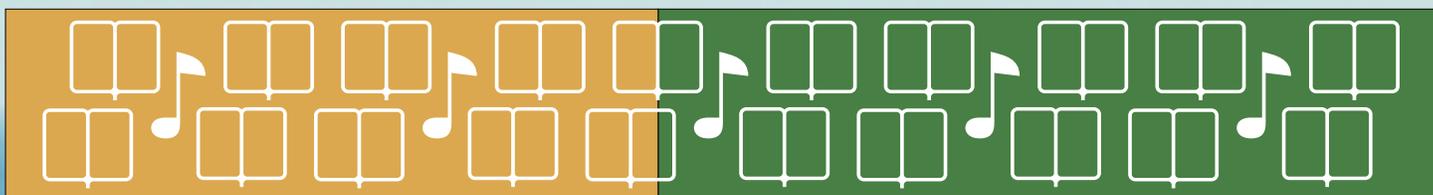
940



195,008

**Hours open to public in SD libraries**

223,389



2,702,713

**Items available in SD libraries' collections**

3,242,076

and Internet access is an important draw for physical visitors to our public libraries.

The statistics show that while we've advanced since the beginning of this century, we are currently in a phase of "growing different". More South Dakota public libraries are able to extend their reach to citizens through digital services and provide the resources that allow everyone in the community to benefit.

In 2010 local public libraries first had an opportunity to subscribe to an audiobook and e-book subscription service called South Dakota Titles To Go. Currently 74 South Dakota public libraries offer e-books to their patrons providing access to more than 78% of South Dakota residents.

### National Comparisons 2011\*

	SD Avg	USA	Ranking
Operating Income	31.47	38.09	34
Op. Expenditures	30.12	35.83	32
Print Materials	4.1	2.6	9
Library Visits	5.6	5.1	24
Total Circulation	8.8	8.1	23

\*per capita

### Regional Comparisons 2011\*

	MN	NE	ND	WY	SD	USA
Total Circulation	11.1	9.7	6.6	9.2	8.8	8.1
Library Visits	5.2	6	3.9	6.8	5.6	5.1
Total Expenditures	37.33	33.36	24.27	52.09	30.12	35.83
Total Income	38.94	35.47	26.15	52.30	31.47	38.09

\*per capita

Institute of Museum and Library Services, Public Library Survey FY2011



**Faulkton**



**Americans go to school, public & academic libraries more than three times more often than they go to the movies.**

ALA Quotable Facts, 2012

## “Staying Connected”

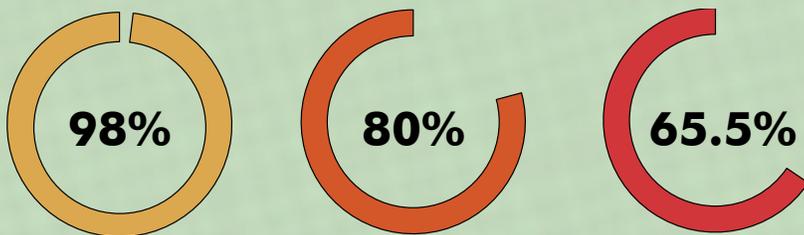
### Networking people to information

Libraries continue to be an important access point for people who need to use computers and the Internet. In many smaller communities libraries provide the only free access to the Internet. Use of public access computers has increased by almost 20% since last year in South Dakota public libraries.

While this year the number of public access computer stations has decreased by 3%, some libraries are making laptops available to their users. Many libraries are providing Wi-Fi enabling visitors to access the Internet on their own devices.

## In 2012, 80% of South Dakota public libraries reported providing free Wi-Fi to their patrons.

### How SD public libraries connect people:



- 98% of SD public libraries provide public access to the Internet
- Average of 9 public terminals per library in SD
- 80% have public Wi-Fi allowing people to use their own devices
- 22 libraries circulate laptop computers to patrons
- 65.5% SD libraries offer the only free access to computers and Internet in their communities\*
- 696,787 hours spent by patrons on library computers... nearly 20% more than last year

## Access to computers and Internet makes a difference in communities.

### Education

100% of SD library patrons have access to statewide subject databases

### Entertainment

78% have access to e-books & downloadable audiobooks through SD Titles To Go

### Government services

94.6% of libraries' staff help people access and apply for government services\*

### Employment

85.2% of public libraries provide access to job databases and job resources\*

### More Internet stats... \*\*

- Using the Internet to search for jobs reduces unemployment time by 25%
- During the 2010 midterm election 54% of adults went online to get information or get involved
- Beginning in January 2014 the GED test will only be available online

Every day  
South Dakotans  
spend 1,909 hours  
on public library  
computers!

\* iPAC [plinternetsurvey.org](http://plinternetsurvey.org)

\*\* OCLC WebJunction: <http://webjunction.org/news/webjunction/the-internet-is-important-to-everyone.html>



Pierre

### What do Americans use library computers and Wi-Fi for? \*\*\*



**16%** Took an online class or completed an online certification program



**16%** Paid bills and other online banking



**36%** Looked for and applied for jobs



**41%** Visited government websites and accessed government services



**47%** Researched health information



**54%** Used email



**66%** Researched for school/work

\*\*\* Bill & Melinda Gates Foundation - Library Services in the Digital Age report, Jan. 2013

# Library Institute

Public Library Institute, coordinated by the State Library, is a four-year continuing education program for public librarians. Students meet for a week in June to attend classes on the campus of Northern State University in Aberdeen. Students take additional classes online between summer Institutes. Classes are led by State Library development staff and guest presenters.

Library Institute is a voluntary program, but is required for individual certification or library accreditation for South Dakota public librarians who do not hold a degree in library studies. Students who attend all four years will study the areas of administration, governance, collection development, reference, young adult services and children's services. Graduates of the program earn a South Dakota Public Library Certificate.

In summer 2013, 30 students attended Library Institute. Four students graduated: LeAnn Kaufman, Freeman; Syrena Maranell, Aberdeen; Lindsey Hansen, Centerville; Jane Abernathy, Piedmont.

This year's focus was on young adult services. Students learned about e-readers, Skype, and they listened to a teen panel who discussed what they felt is important to teens visiting the library. Institute librarians returned to their libraries and implemented and expanded services to their teens.



## Public Library Institute



**30 Attendees from 26 Communities  
directly impacts 295,651 SD Citizens**



# South Dakota's Star Libraries '13



**Freeman**



**Lennox**

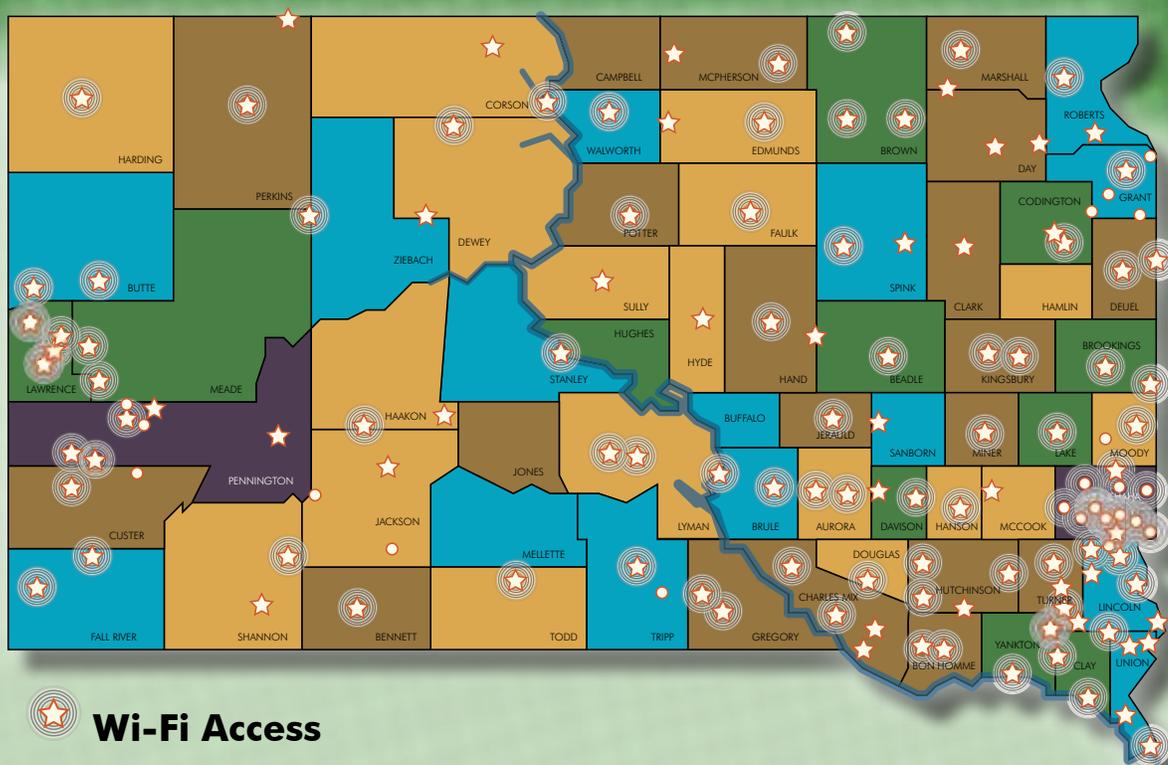


**Centerville**

Congratulations to the four South Dakota public libraries that made Library Journal's 2013 Star Libraries Index. South Dakota Star Libraries award winners are as follows: Centerville Community Library, five stars; Lennox Community Library, four stars; and Beresford and Freeman public libraries, three stars. In fact, Centerville has received a five-star award in every LJ Index since 2009!

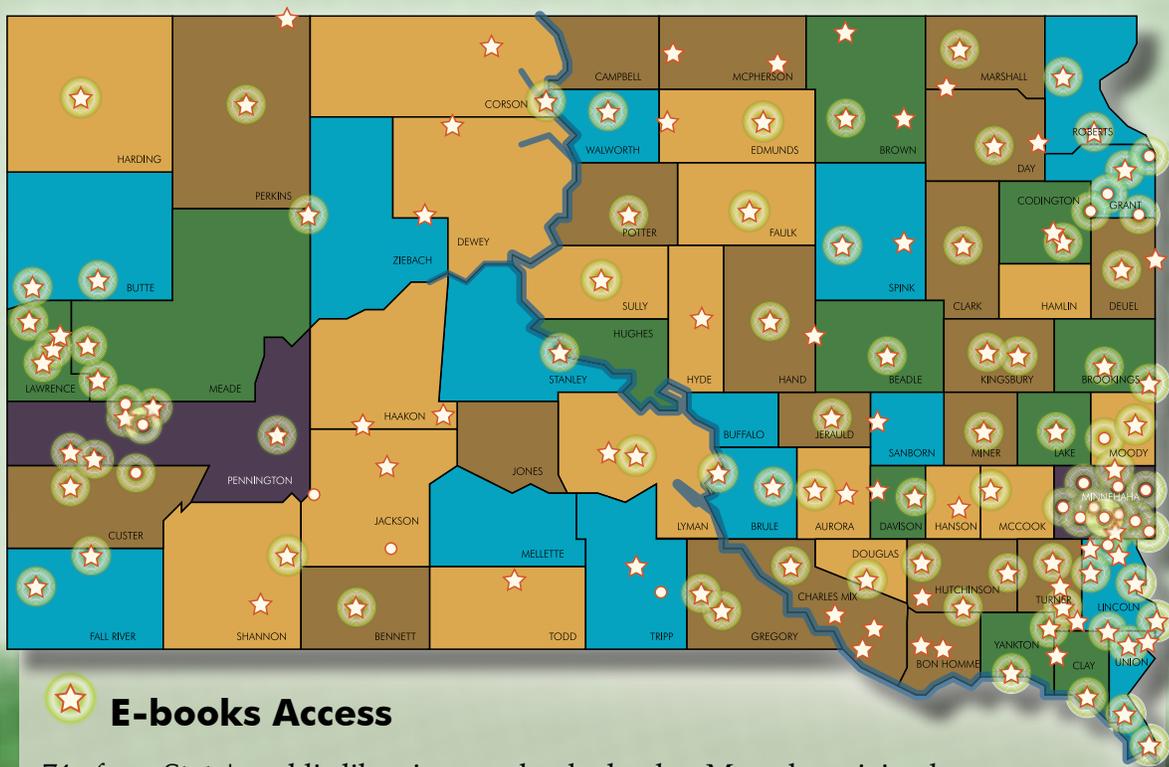


**Beresford**



 **Wi-Fi Access**

South Dakotans have access to free Wi-Fi in 80% of public libraries in the State. Being able to use their own devices in the library allowed more visitors to access Internet services in the library for meetings and training sessions, study, an office away from home and entertainment.



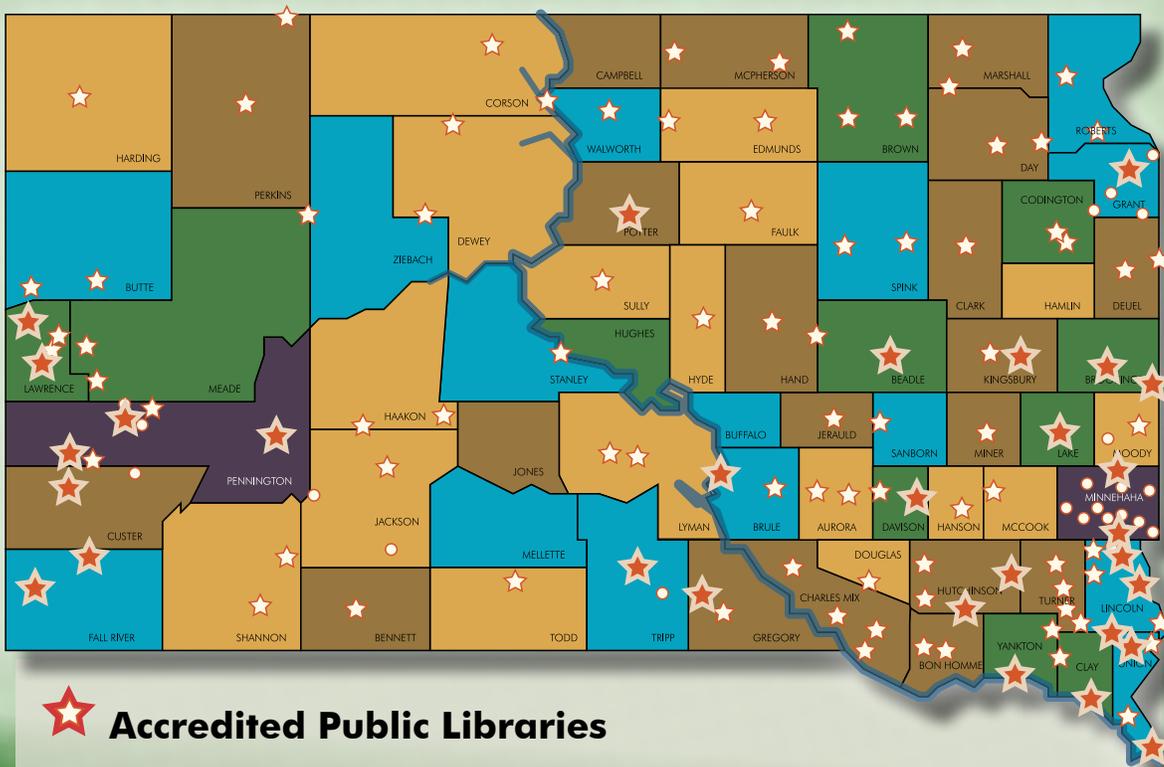
 **E-books Access**

74 of our State's public libraries now lend e-books. Many have joined an independent consortium, SD Titles to Go, that was facilitated by the State Library. This popular service has extended the collections of SD libraries and provided an additional way for patrons to access thousands of popular books and audiobooks online without making the trip to the library.



**SD Braille & Talking Books**

Many of South Dakota's public libraries serve as Braille & Talking Books depositories. The B&TB program provides access to many of the same reading materials found in public libraries in the form of Braille or recorded books and the devices on which to play them. 2,172 persons with visual impairments or reading disabilities are currently enrolled in this program.



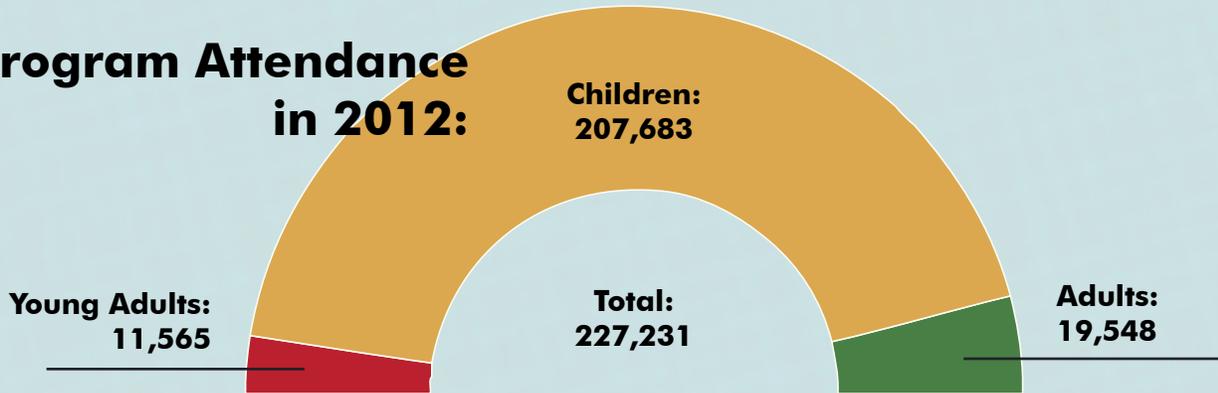
**Accredited Public Libraries**

30 of South Dakota's public libraries have applied for and received accreditation at the Essential, Enhanced, or Exemplary levels. Accreditation standards provide libraries with benchmarks for future planning in the areas of administration, resources and public services.

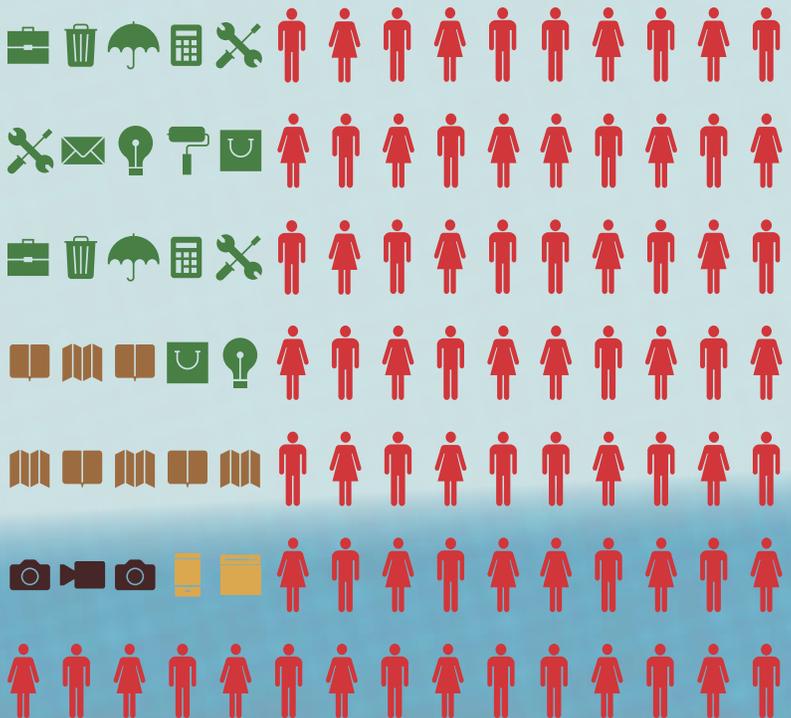
# A Day in the Life of a South Dakota Public Library:

<p><b>A Day in the Life...</b></p> <p>10,715 Patrons visited</p> 	<p><b>A Day in the Life...</b></p> <p>18,213 Items checked out</p> 	<p><b>A Day in the Life...</b></p> <p>3,818 Online users assisted</p> 	<p><b>A Day in the Life...</b></p> <p>1,284 Reference questions answered</p> 	<p><b>A Day in the Life...</b></p> <p>4,514 Searches conducted on State Library e-resources</p> 
<p><b>A Day in the Life...</b></p> <p>27 Programming events hosted</p> 	<p><b>A Day in the Life...</b></p> <p>622 Children and adults attended library program events</p> 	<p>In 2012, SD public libraries welcomed 227,231 guests at 10,036 programs and events.</p> <p>Every day public libraries offered more than 21 storytimes and events for kids.</p>		

## Program Attendance in 2012:



**Average spent per day per public library in SD is \$78**



Operating Expenditures	
Staff	\$15,489,219
Other Costs	3,612,128
Print	1,828,764
E-Resources	607,274
Other Materials	640,578

## What can you get for under \$4?

South Dakota public libraries spent \$3.70 per resident on new library materials last year

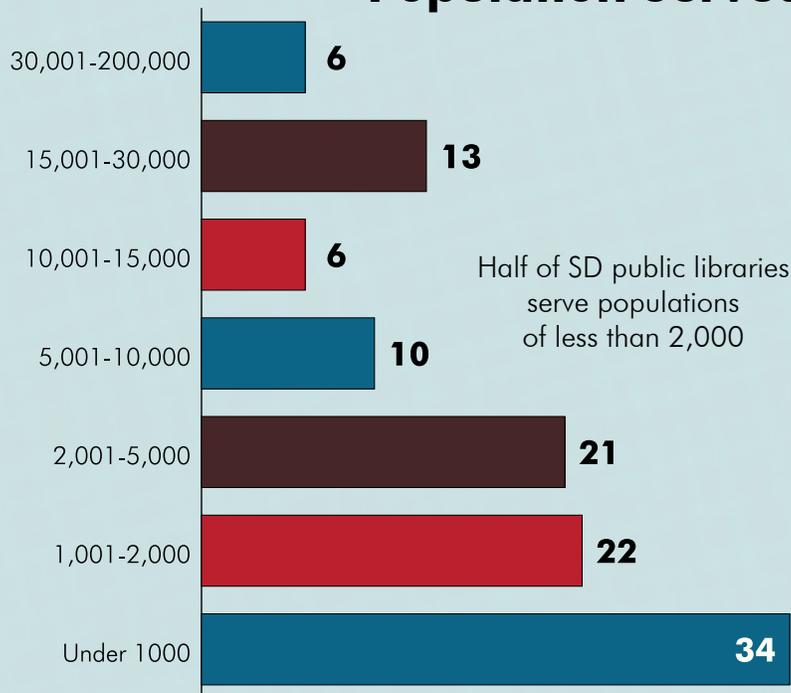
AND checked out more than 6.6 million items to patrons.

That's almost 8 items per resident—a value of over \$120 per resident.

## Now that's value!

Based on SLJ's Average Book Prices 2013 - \$15.32  
<http://www.slj.com/2013/06/research/sljs-average-book-prices-2013/>

## South Dakota's Public Libraries' Population Served:



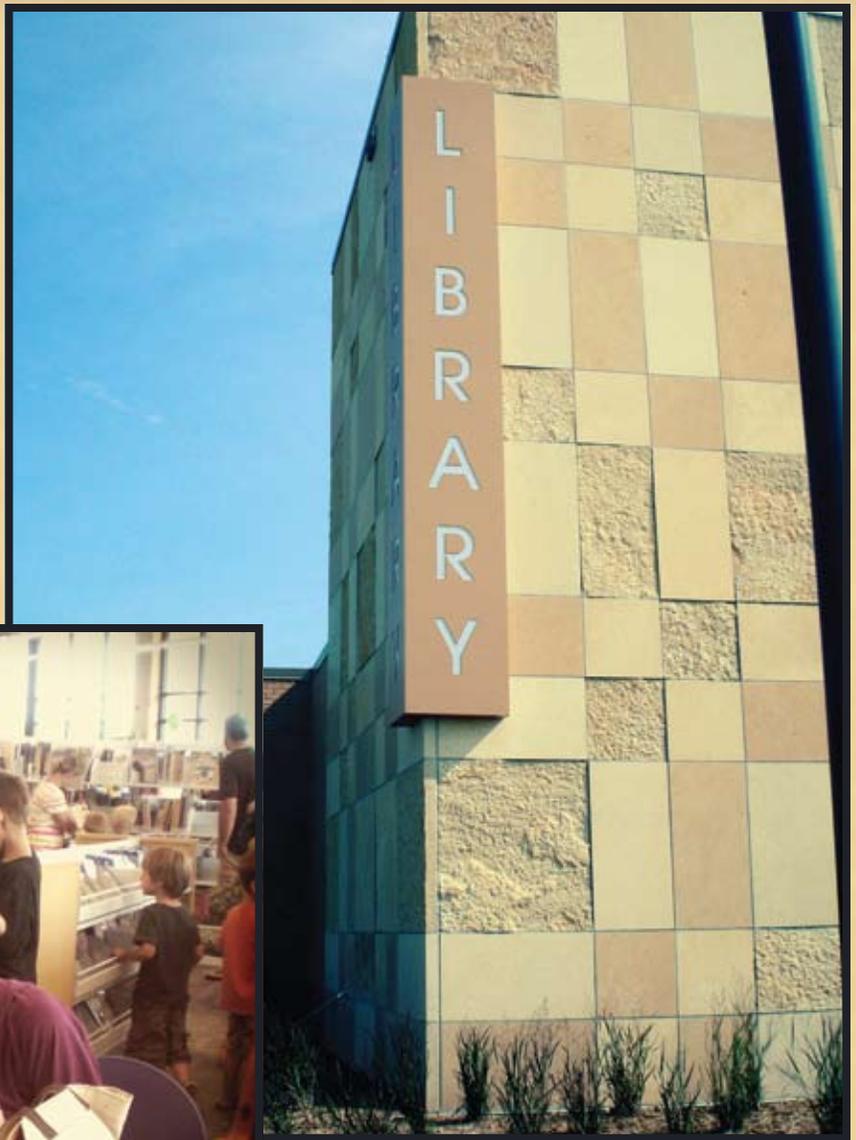
Based on population of legal service area



Gettysburg

New  
Beginnings...

**Siouxland's  
Prairie West Branch  
Sioux Falls**



**Expansion at  
Vermillion  
Public Library**





**Expansion at  
A. H. Brown Library  
Mobridge**



**Sisseton  
Wahpeton  
Community  
College  
Public Library**



Pierre

## Thank you for supporting your local public library!

The information contained in this digest reflects the activity of 112 main libraries (108 reporting), 33 branch libraries and 5 bookmobiles providing service in South Dakota.

State data comprises information collected and submitted via the 2013 Public Library Survey for public libraries' fiscal year completed December 31, 2012.

Cover photo: Brookings Public Library



south dakota  
**STATE LIBRARY**  
Leadership. Innovation. Excellence.



INSTITUTE of  
**Museum and Library**  
SERVICES