



FY2024 to FY2026

Strategic Plan



INTRODUCTION

In the fall of 2022, we began the process of creating a new strategic plan to guide the library system's work and impact over the course of the next three years. Our last strategic plan saw us through the launch of a new website, expansion of our outreach services, the development of new programs and initiatives, and, most notably, the opening of a state-of-the-art library in North East.

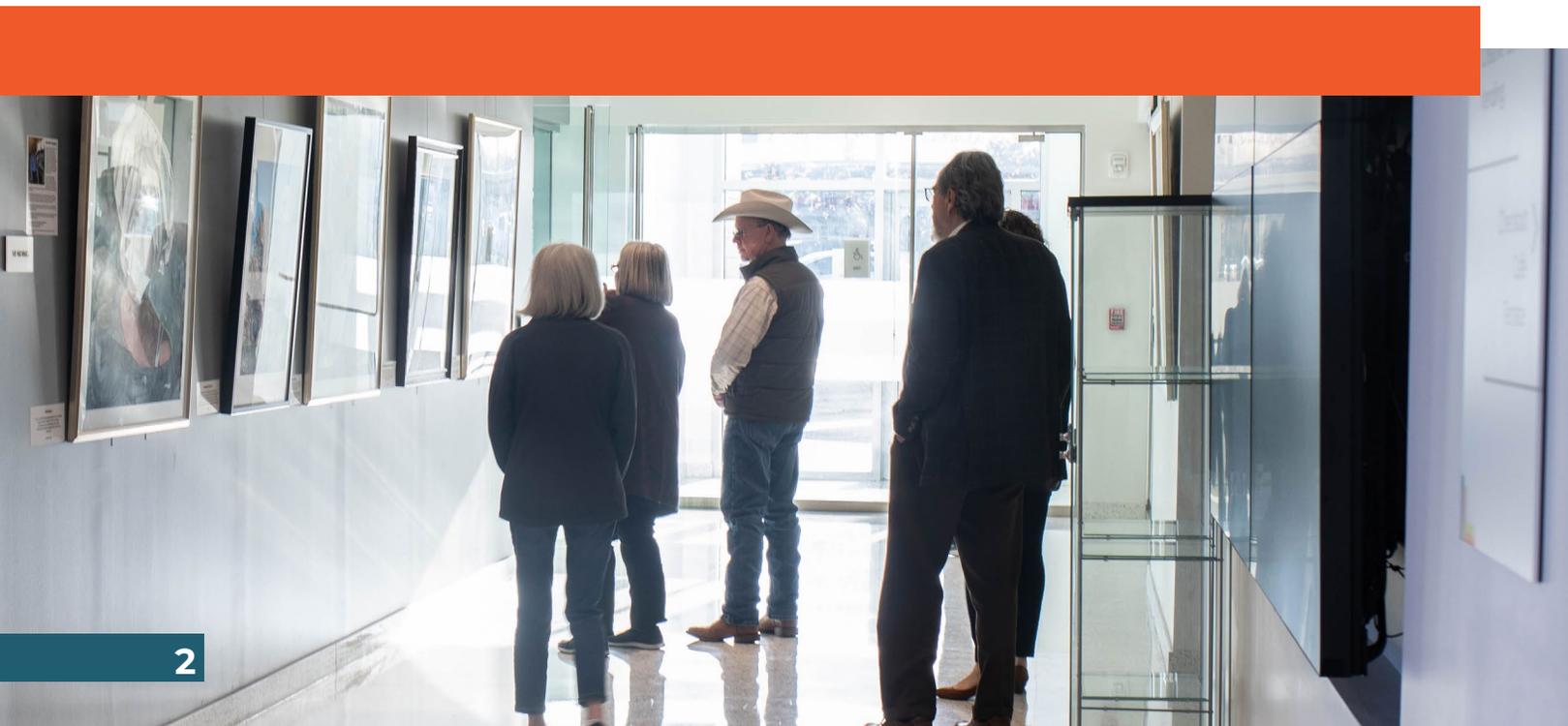
What our last strategic plan could never have envisioned was the global COVID-19 pandemic and how it would come to affect our community. Armed with a purposeful Mission- to Champion Reading, Build Knowledge, and Inspire Curiosity- and a clear set of Values that guided decisions about how to best serve the community and support our staff, CCPL proved its resiliency and relevance. We emerge with renewed strength and reach into the lives of Cecil County's citizens. To honor this commitment, we have added a new component to our mission: "Connect Community."

We have connected with community in so many ways in order to envision a new North Star for the library system, outlined in these pages. We appreciate the thousands of citizens who took time to respond to surveys and attend focus group sessions. We are especially appreciative of our exceptional staff, who have not only helped to envision these goals and strategies, but are ultimately tasked with carrying them out.

With this new Strategic Plan, we dedicate ourselves to advancing a public library system that is centered at the heart of a county where everyone is empowered to thrive.

Morgan Miller
Executive Director

Joanne Morton
Chair of the Board of Trustees



MISSION

Champion Reading.
Build Knowledge.
Inspire Curiosity.
Connect Community.

VISION

The Library is the
Heart of a thriving
Cecil County.

Values

Community:

We listen and act. People come first; we engage all community members and valued staff through meaningful experiences, partnerships, and impact.

Access for All:

We create equitable opportunities by connecting people with diverse resources and environments within and beyond our walls.

Reading and Literacy:

We nurture a love of reading throughout life. We create access to multiple literacies that inspire confidence and ability.

Trust and Integrity:

We are the trusted guide for learning and information, protecting intellectual freedom and personal privacy while upholding the highest standards of our profession.

Continuous Learning:

We cultivate pathways that encourage discovery and imagination, leading people of all ages toward their unique learning destinations.

Leadership:

We are creative problem solvers, passionate about uplifting our community and transforming lives.



OUR SERVICES

Vision:

CCPL is THE PLACE for people in our community to connect with a robust ecosystem of life-changing services, solutions, and experiences.

Strategies:

- Revamp our engagement with adults to align with their needs and aspirations.
- Elevate partnerships and outreach that build bridges to underserved members of our community.
- Sustain the library's strength of services to young children and their families while elevating our work with teens and tweens.
- Amplify resources and partnerships that boldly address the community's reading crisis.



OUR SPACES

Vision:

Libraries are cornerstones for community connection and learning- optimally located, funded, and resourced to best serve Cecil County.

Strategies:

- Engage in facilities development and planning activities to envision a new era for Elkton, evaluate and improve space in the south county, and ensure library branches are responsive to community needs.
- Ensure every library's ability to provide safe, welcoming spaces for all.
- Enhance every library building's ability to support out of school activities for youth.
- Reimagine libraries as creative spaces for the community.



OUR STAFF

Vision:

Every employee is supported with the resources and education needed to carry out the Library's Mission.

Strategies:

- Inspire a culture of organizational excellence and shared satisfaction in the impact of our work through employee empowerment and professional growth.
- Leverage funding resources that allow us to increase staffing, offer competitive salaries, and retain staff.
- Engage our staff's creativity and ingenuity to help address the challenges of our profession and community.



OUR SUPPORT

Vision:

A county that knows the value of the library system and advocates for its support.

Strategies:

- Maximize new and existing partnerships to drive visibility and engagement.
- Show up where people live, work, and play.
- Empower people to tell our story.
- Create opportunities for the community to engage with and support the library.



ACKNOWLEDGEMENTS

CCPL Board of Trustees & Staff

Community Leaders, especially Strategic Retreat Participants Erika Berge (Community Connecting Us) Timothy Danos (Friends Foundation of CCPL), Lynn Dech (Judy Center of Cecil County) and Tyra Kenly (Department of Juvenile Services)

All community participants who attended listening sessions and provided survey responses

Project partner Rethinking Libraries



Engage | Envision | Evolve

Funding for this project was made possible, in part, by the Institute for Museum and Library Services and the Maryland State Library Agency. Grant #1366.



Library Headquarters

485 Mauldin Ave, North East, MD 21901
(410) 996-1055

www.cecilcountylibrary.org