

2017

Annual Report



YOUR JOURNEY
STARTS HERE

Cecil County
Public Library



LETTER FROM THE DIRECTOR

“The only thing that you absolutely have to know is the location of the library.”

Albert Einstein made this wise observation nearly a century ago. The notion of the library's location has since broadened to encompass new digital and even virtual realms. As the symbolic starting point on the journey toward learning, opportunity, and enlightenment, the role of the public library remains steadfast.

Last year, more than 60,000 citizens used their CCPL library card to start their journeys. They visited one of our seven branches. They came on board the Bookmobile. They used their Student Virtual Library Cards to access our databases from their classrooms. Many downloaded digital books through our website.

Our board and staff are very proud of what we've accomplished this past year at all of our locations - both physical and digital. Our innovative partnership with the Cecil County Public School system brought access to critical library resources for nearly 18,000 students and teachers through the launch of the Student Virtual Library Card. Strategic expansion of our early childhood learning resources, digital books in Hoopla, and online career training through the launch of Lynda.com's video tutorials has created greater immediate access for citizens throughout the county. With inspired financial support from the community, our Friends, and our Foundation, we introduced our new bookmobile. Over the next year, we'll set our sights on a very important location - North East - when we begin the design of a new library that will serve as a center of learning and opportunity for all.

No other county organization or business touches as many lives over the course of a day, or year, as the Cecil County Public Library. While we're extremely driven to deliver on the outstanding responsibility we've been entrusted with, we could not do so without the support of our community, our elected officials, and our many partners. Thank you all.



Morgan Miller
Director



Brig. Gen. Kennard R. Wiggins, Jr.
President of the Board of Trustees



BOARD OF TRUSTEES

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Mission

Cecil County Public Library provides lifelong educational and cultural opportunities and resources for all, promoting individual and community success.

Vision

Transforming the community with indispensable service and recognized leadership.

STORIES FROM OUR COMMUNITY



Katie, MOM OF 3

"MY KIDS BEG TO GO TO THE LIBRARY."

Katie's family dresses up at Cecil Station – these early learning engagement centers are located at all 7 branches thanks in part to local partnerships.

"The library is a place where we can use our imaginations, get special books or movies together, and is a staple in our routine. Cecil County Public Library is a safe place for the whole community, providing the opportunity for learning through classes and online courses and a wonderful place for social interaction for my children."

EARLY CHILDHOOD LEARNING

With our partners IKEA and ODEC, CCPL launched Cecil Station Early Learning centers in our Port Deposit, Elkton, and Perryville Branches this year.



Julene, MEDIA SPECIALIST, CECIL COUNTY PUBLIC SCHOOLS

**"STUDENTS LOVE HAVING THE OPPORTUNITY
TO CHECK OUT BOOKS WHILE THEY'RE AT
SCHOOL."**

"Many of our students can't visit the library for homework or reading materials but now they can have materials delivered directly to school. The library offers teachers many more databases to access resources for class. Because the information is high-quality and vetted, teachers don't have to pre-approve the students' use, which allows more freedom for students to conduct their research."



IVY ACCEPTS FIRST PLACE FROM COUNCIL PRESIDENT JOYCE BOWLSBEY
“I should come back as a judge for Film Fest when I’m too old to participate.”

STUDENT VIRTUAL LIBRARY CARDS

In January 2017, CCPL launched the Student Virtual Library Card, creating access for over 18,000 students and teachers in the Cecil County Public School system. Now, they can access online research, homework help, and check out up to five books fine-free.

Ivy, TEEN FILM FESTIVAL WINNER

“I WANT TO GO TO COLLEGE.”

“The library has helped me to figure out that I need a creative career. I want to go to college and major in art. I am doing culinary arts at the CCPS School of Technology, and I really like it, so I’ll probably continue studying that so that I can work as a chef. I want a job where I will make enough money to be comfortable and enough to buy a house just for me and my mom somewhere out in the country.

For the past 4 years, I thought all year about the stories that I could submit to the Film Fest. So many people came up to me last year at the showcase and said that my film made them start crying. I don’t want people to feel sad, but I was pretty proud of that.”

VISIONARY LEADERSHIP AND EDUCATION

CCPL was honored to receive the 2016 Education Visionary Leadership Award from the Cecil County Branch of the NAACP.



Emily, GILLIS LAW GROUP, LLC

"I LEARNED NEW WAYS OF RUNNING MY BUSINESS AND SERVING MY CLIENTS."

Emily graduated from North East High School and received her law degree & Juris Doctor at Suffolk University School of Law in Boston in 2015.

"I learned about the Small Business Information Center through the Division of Rehabilitative Services. I needed to write a business plan, so I took an online course and learned new ways of running my business and serving my clients. I am the only lawyer in Cecil County accredited by the Veterans Administration. We also provide legal services in the area of criminal defense, family law, simple estate planning, and collections."

Photo Credit: Cecil Whigg



Tiffany, LIFELONG LEARNER, LIBRARY USER, AND MOM OF 3

"THE LIBRARY HAD A HAND IN MAKING ME THE PERSON I AM TODAY."

"There was a time in my life when I was a single mother to three young daughters and we were on an extremely fixed income. There was no place better than the library to simultaneously provide them with a love of books and activities that I could afford. During this time, I utilized the computers for job searches and resumé writing to improve our station in life. I took full advantage of the databases available to improve myself while slowly working toward my degree. While these were difficult times, the library remained a bright spot. If I needed inspiration, motivation, or a mental change of scenery, all was provided at one place. My family is grateful to have better days than back then. The library's resources made our trials shorter, and truly had a hand in making me the person I am today."



Calvin, VETERAN AND PERRYVILLE BRANCH USER

"I SAW A BETTER WORLD FOR MYSELF AND A BRIGHTER FUTURE."

Reading freed my mind to dream of big things and to achieve them. Easy? Not at all. Possible? For me, absolutely.

"The library helps to connect patrons with community resources. I am but one of many veterans who use the library to connect with resources such as employment services and computer skills. I have been introduced to new genres that have enhanced my reading repertoire since becoming a Perryville patron. I have been able to add both Lynda.com and Gale courses to my resume, which has actually helped me to secure employment. My "real world" was not a very friendly, kind, or caring place to grow up. Reading showed me that there was more to life than what I was exposed to. I saw a better world for myself and a brighter future."

CAREERS AND ENTREPRENEURSHIP

CCPL HAS CONNECTED MORE THAN 1,400 USERS to Lynda.com. This tool makes it easy to learn skills anywhere, anytime with unlimited access to expert-led video courses, such as Excel, HTML, and customer service skills.



lynda.com

CCPL'S SMALL BUSINESS LIBRARIAN WAS AWARDED the 2017 Cecil County Chamber of Commerce's IMPACT Award (Individuals Making Positive Additions and Changes to Cecil County).



Jeff, RISING SUN BRANCH USER

"KNOWLEDGEABLE, CARING, WELL-TRAINED STAFF."

"The library's most important service is the knowledgeable, caring, well-trained staff that greets you at the door each day. Public service is about relationships – without them, you get few return customers."



Gudrun, CECILTON AND CHESAPEAKE BRANCH USER

"THE JEWELS OF THE LIBRARY SYSTEM ARE THE LIBRARIANS."

"The material we borrow from the library is phenomenal for our family's diverse interests: one likes historical nonfiction, one likes manga and graphic novels, one likes epic high fantasy, a fourth likes adventure novels, and I like to read what is assigned to the kids in school. Reading is education, growth, self-improvement, and understanding the world and different points of view. The library is a window on the world for the community."



Michael, NORTH EAST BRANCH USER

"NOURISHMENT FOR THE SOUL."

"Please know that you were, in no small measure, important to my healing and growth. Your smiles and warmth provided me nourishment at a crucial time in my life. In the supermarket of life, folks like you are found in the specialty section... on the top shelf. Thank you."



Amanda, CHAIR OF THE FRIENDS FOUNDATION

“LAYING A FOUNDATION OF LEARNING.”

“The Friends Foundation is 100% volunteer, and we rely heavily on the dedication of our Board and generosity of members and the community. We support the Summer Reading and Learning Program every year and last year we raised \$30,000 towards the new Bookmobile. We will continue to evolve and expand our horizons so that we can support CCPL enhancements that are not covered by the operating budget. I believe the Friends Foundation can help CCPL continue this necessary work, especially with regards to laying a foundation of learning for young children.”



Evelyn, LIFELONG LEARNER, READER AND LIBRARY USER

“READING MADE A BIG IMPACT IN MY LIFE AT AN EARLY AGE.”

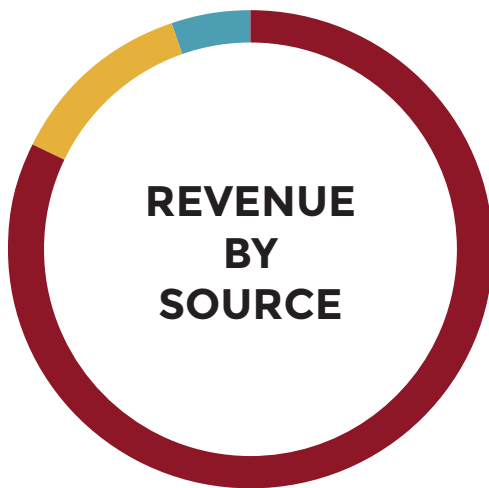
“I have been privy to so much learning in an enjoyable way that would not be possible if not for the free library system, having been raised in the Depression era.”

FOSTERING A LOVE OF READING

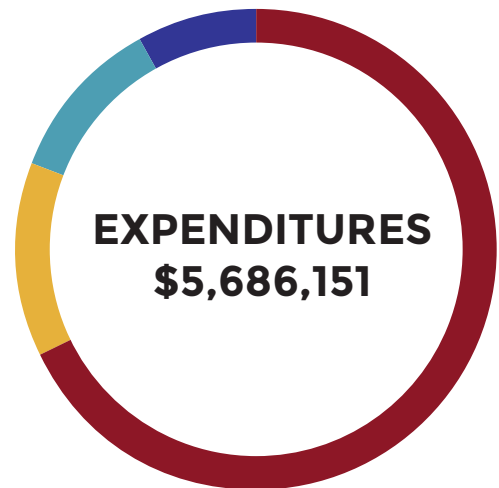
In early 2017, CCPL launched Select Reads, an innovative new service that gives readers wonderful ways to discover their next great read. Users can sign up for email lists of new books in favorite genres, get alerts about their favorite authors, or browse great lists.

Financials

Actual FY 2017 Revenue and Expenditures.

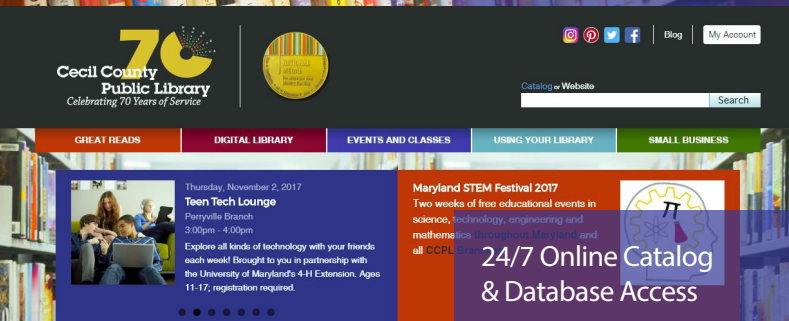


- County (82.42%)
- State (12.38%)
- Other (5.20%)



- Personnel (67.90%)
- Facilities & Equipment (12.93%)
- Books & Materials (11.22%)
- Other (7.95%)

Organizational Reach



Does not include \$765,783 state pension contribution or capital expenditures for FY17.

Annual Library Usage

279,291

Materials
Owned
(Physical)

40,379

Patrons Attended

1,477

Programs

100,000+

Access to
Digital Items

780

Meetings in CCPL
Meeting Rooms

953,674*

Materials
Checked Out

4,766

Meeting Room
Attendees

64,500

Library Card Holders

16,116

InterLibrary Loans Received

18,481

Student Virtual Library
Card Holders

7,784

InterLibrary Loans
Loaned

3,660

New Library
Cards Issued

109

Public Access
Computers

112,010

Questions
Answered

141,906

Public Access
Computer Sessions

420,074*

Library Visits

140,126

WiFi Connections

Our Locations

Administration
301 Newark Avenue
Elkton, MD 21921
410-996-1055

Elkton Central Library
301 Newark Avenue
Elkton, MD 21921
410-996-5600

Cecilton Branch
215 E. Main Street
Cecilton, MD 21913
410-275-1091

Chesapeake City Branch
2527 Augustine Herman Highway
Chesapeake City, MD 21915
410-996-1134

North East Branch
106 W. Cecil Avenue
North East, MD 21901
410-996-6269

Perryville Branch
500 Coudon Boulevard
Perryville, MD 21903
410-996-6070

Port Deposit Branch
13 S. Main Street
Port Deposit, MD 21904
410-996-6055

Rising Sun Branch
111 Colonial Way
Rising Sun, MD 21911
410-658-4025



www.cecil.ebranch.info



THANK YOU TO OUR CHIEF 2017 PARTNERS

Aberdeen Proving Ground Federal Credit Union
Cecil County Government VLT Community Grant Program
IKEA
Old Dominion Electric Cooperative
PNC Bank
Cecil Business Resource Partners
Cecil County Arts Council

Cecil County Branch NAACP
Cecil County Public Schools
Union Hospital of Cecil County
Univ. of MD Cooperative Extension Program
Friends Foundation of the CCPL
Friends of the Rising Sun Branch Library
Maryland State Library Agency