



LIBRARIES

are about

FREEDOM.

Freedom to read, freedom of ideas, freedom of communication. They are about education (which is not a process that finishes the day we leave school or university), about entertainment, about making safe spaces, and about access to information.

- Neil Gaiman



LETTER FROM THE BOARD & DIRECTOR

What a year for CCPL! We are very proud to have been selected for the first Maryland Library Association President's Award for Excellence in Customer Service and to be honored by our Cecil County Council and Executive in a proclamation recognizing our work advancing education and economic development. The American Library Association acknowledged our staff for their development of highly effective graphics for small business services and announcing library programs. Our citizens kept us busier than ever. See the amazing stats inside.

And, what a year for Cecil County! Last December, Cecil County embraced a new form of government, swore in its first County Executive and Council, and went on to take pivotal steps in planning and creating its future.

At CCPL, as educators, librarians, and leaders, we wanted to do our part to make this time of transition a success for our county and community. We worked to build stronger partnerships with our fellow educators at CCPS and Cecil College to advance the commitment to educational excellence and STEM that would assure a much brighter future for Cecil County students of all ages. We served on the leadership team for the Early Childhood Advisory Council with leaders from CCPS, Cecil College colleagues and the Elkton Housing Authority. We were proud to be asked to serve on the committee charged with drafting a county strategic plan for the future of Cecil County, to strategize on expanding economic development on the Economic Development Commission, and to help build new partnerships for fighting drug abuse. We worked together with our non-profit partners to do a better job of serving our homeless neighbors. We even broke new ground by developing two videos to promote economic development in Cecil County ([Libraries Changing the World](#) & [Beautiful Cecil County—Your Business Belongs Here](#)) and the library's role in creating opportunity for our citizens.

In the process of this work, we learned so much from so many of you—dedicated community members, leaders, and county colleagues, who may not always agree, but are so clearly committed to the same goals—a bright future filled with opportunity to live, work, play, and learn together.

As we end 2013, we plan to be part of a greater future, serving thousands of citizens with 21st century educational, business, and technological services, as well as learning opportunities. All of us at CCPL look forward to making year two of this transition even more successful!

Sincerely,



Mr. Dale DeWeese
President, Board of Library Trustees



Ms. Denise Davis
Library Director

MISSION

The 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.

Economic Vitality and OPPORTUNITY

Giving Cecil County's Entrepreneurs a Competitive Edge

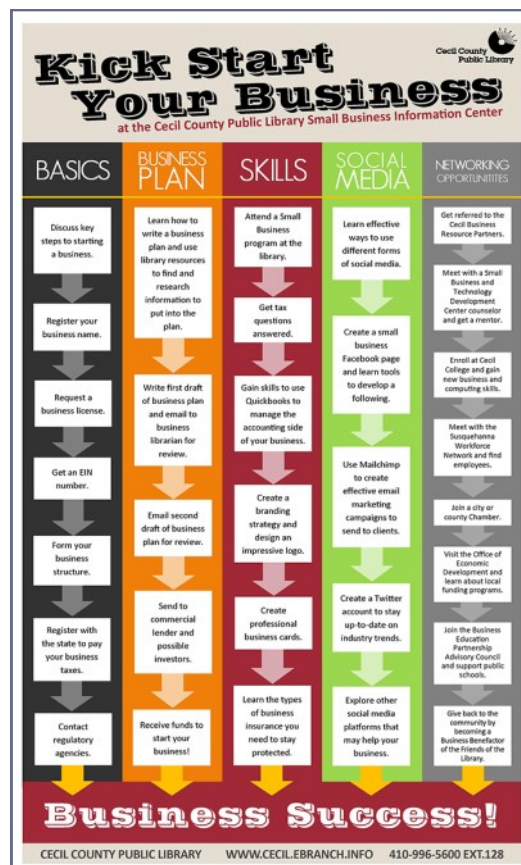
CCPL's Small Business Information Center uses sophisticated business research, the latest technology know-how, and CCPL's community networks to open doors of opportunity for prospective entrepreneurs and local companies. In FY13, CCPL forged expanded partnerships with the Office of Economic Development, in addition to all the Cecil Business Resource Partners (CBRP), to give our local businesses and Cecil County itself a competitive edge! Watch: ["Your Business Belongs Here"](#)

Research & Small Business Development

Our highly-skilled business librarians understand small business, as well as Cecil County and Maryland business. CCPL purchases key business resources and digital library databases that provide reliable data and guidance for entrepreneurs to make key decisions.

The CCPL SBIC provides monthly free classes on business-related topics ranging from social media and credit cards to effective business and sales presentations, and even on starting a non-profit!

Even well-educated and sophisticated entrepreneurs struggle to navigate the maze of challenges a new business must conquer. There is no better example than the inspiring story of local business, **Operative Experience, Inc.** Despite having a revolutionary and life-saving idea, Dr. Robert Buckman needed reliable business research and insightful guidance as he moved from surgeon to entrepreneur. He turned to CCPL's SBIC. As Dr. Buckman concluded, "The library is a great resource. It is very important, and Cecil County's Public Library is the most dynamic that I've ever seen." CCPL documented this amazing story. Watch CCPL's 2013 video, ["Libraries Changing the World: From Mount Kilimanjaro to Cecil County."](#)



AWARD-WINNING economic DEVELOPMENT

Cecil County Public Library was chosen for the first Maryland Library Association President's Customer Service Award.



Igniting a **LOVE OF LEARNING** in Cecil County



Leadership in Early Childhood Learning and Family Engagement

Since 2011, CCPL staff are certified through the Maryland State Department of Education (MSDE), to present early childhood development training to daycare providers and to parents of at-risk children. In addition, CCPL's children's services manager serves on Cecil County's Early Childhood Advisory Council (ECAC). The Council was formed from an "Early Learning Challenge Grant" as part of the national "Race to the Top" learning initiative. As one of the county's 4-person leadership team, she participated in a results-based accountability and facilitation training provided by the Annie E. Casey Foundation. This year, CCPL integrated the Parent Café—an informal focus group held quarterly at Title I schools or low-income housing neighborhoods—as a method for gathering feedback from parents and caregivers on the services they need to ensure school readiness and educational achievement. All of CCPL's early childhood programs are curriculum-based and designed to enhance developmental milestones and school readiness.

Reversing Slide through Summer Reading and STEM Learning

Cecil County Public Library is a force for school success by offering out-of-school learning opportunities. CCPL applies recent and growing research to our program development to improve school performance. CCPL's summer learning events and STEM activities are curriculum-based, and also fun. 2013 program topics ranged from worm farms to archeology.

CCPL's services for students county-wide, specifically in Title One schools, enable children to grow and retain knowledge throughout the summer. Research is clear that children who do not engage in educational activities during the summer fall behind their peers academically when they return to school in the fall. To combat this "summer slide," CCPL reaches children least likely to engage in summer learning by targeting outreach to Title One schools. **Children and teens read an astounding combined 1.3 million minutes in the summer of 2013.**

Powerful Partnerships Put Reading and Learning in the Homes of Cecil County's Children and Families

Educational partnerships, both private and public, continue to maximize the library's ability to foster a love of learning. **CCPL works with PNC to reach the youngest children.** Since 2011, CCPL has partnered with PNC Bank's "Grow Up Great Foundation" to deliver "My Special Book," which gives books to at-risk children where they live and go to school.

CCPL partnered with APGFCU for the second year in 2013 to present the "Summer Reading Cup Challenge." Thanks to their generous support, CCPL added the "Most Improved" category for the school with the most finishers compared with school enrollment and offered incentives, including a donation to the CCPS school media center and a treat for students.

“*Reading for pleasure has a powerful influence on children's cognitive development.*”

“ *Average annual income of a high school dropout is less than half of a high school graduate's earnings.* ”

Alexander, Entwisle & Horsey

Cecil's Teens Pick National Top Ten Books

In a nationwide competition, CCPL teens were selected as one of only 16 groups to participate in the Young Adult Library Association's Teens' Top Ten (TTT) program. **In 2013, 60 teens from across the county read hundreds of pre-publication teen novels and wrote reviews that were sent to publishers.** Executive Tari Moore attended a TTT event and presented a County Proclamation recognizing the accomplishments of CCPL's teen readers and the importance of life-long learning.

CCPL's Innovative SPARK Project Expands in 2013

SPARK: *Students Progress and Achieve with Reading Kits* is an innovative summer learning program developed solely by CCPL to solve issues impeding summer reading success. SPARK encourages summer learning and knowledge retention by connecting students with highly-skilled librarians, to select five books based on student interest to read over the summer. **In its second year, SPARK expanded from Elkton to Perryville and reached 600 Cecil County Public School students in 2013.** SPARK overcomes transportation issues for students who cannot get to the library and lends books for the entire summer, fine-free. As CCPL analyzes the success of students and SPARK, CCPL has shared the model with other library systems as a program that can be replicated at state and national levels.

Engaging Teens in Science, Technology, Engineering, and Math

CCPL offers a wide array of STEM classes with high-tech programs on topics such as robotics, electronics and gaming. Our goal is to give teens the tools to have fun while learning about science so they are more likely to explore science concepts and consider STEM-related career choices. Among many CCPL STEM programs for kids of all ages **in 2013, CCPL offered a well-attended, pioneering “Maker Program” on designing game technology as well as presenting at numerous “STEM & Beyond” student exploration programs sponsored by CCPS and Northeastern Maryland Technology Council.**

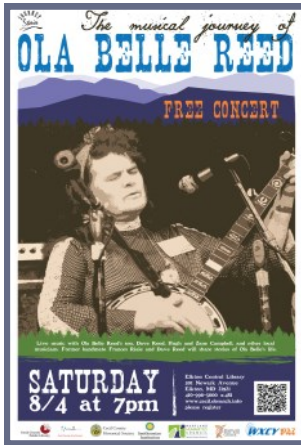
During the spring of 2013, the Perryville Branch Library partnered with Bainbridge Elementary for a trans-disciplinary study of the Chesapeake Bay, its tributaries and effects of pollution on our waterways. Students traveled to the library to use resources for research and exploration. Students formed hypotheses, conducted experiments, researched pollutants and geographical history and wrote, edited and produced class projects that were presented at the Perryville Branch Library.

CCPL offers a safe, constructive environment where teens can explore new concepts and self-expression, as well as foster a love of reading and education. Technologically-savvy teens are engaged through a variety of creative and STEM programs and online research resources.



LIFELONG EDUCATIONAL *Opportunities for All*

Self-Directed, Lifelong Learning **FOR ALL**



Cecil Countians Re-live and Learn their History, and Discover the Powerful and Tragic Lessons of Sarajevo

CCPL, the Cecil County Arts Council, and Historical Society of Cecil County were honored as Smithsonian Institution/Museum on Main Street "Journey Stories" partners in FY13. CCPL hosted programs chronicling local and national journeys with live music, a teen oral history project and thought-provoking discussions.

The Maryland Humanities Council's One Maryland One Book (OMOB) program brings together diverse people in communities across the state through the shared experience of reading the same book. CCPL hosted the OMOB international best-selling and award-winning author of "Cellist of Sarajevo," Stephen Galloway. Hundreds of citizens, adults, teens, and seniors read and discussed this extraordinary historical novel and its lessons of war and the resiliency of the human spirit.

Resources and Technological Access for All

CCPL is open and available to everyone 24/7 via our website. WiFi and public access computers are provided in all seven branches. **CCPL's high speed WiFi is used by local small business owners, children, teens, adults and seniors across the county.** Through CCPL, all citizens have web access to online resources such as consumer, demographic, historical and DIY databases, GED and a vast array of interactive career and academic testing preparation, and even high-quality investment research via Morningstar. **E-books and e-Audiobooks are available for download, and in 2013, CCPL added magazines sent digitally and directly to tablet devices with the remarkable Zinio service.**

CCPL's professional librarians offer computer and tech device training, free resume review services and free online testing databases. These testing databases empower those seeking a career change, and provide 24/7 practice opportunities for the GED, college preparation and industry exams such as ASVAB and Praxis. These resources are vital for life-long, self-directed learning, and the development of an educated workforce.

CCPL has been a founding partner in a major innovation for Cecil County - delivering BTOP fiber to all libraries and county anchor institutions. During FY 2013, the fiber backbone was established. **In FY 2014, the fiber will begin offering dramatically improved broadband capabilities, which will be accessible to the public in every single CCPL branch.**

CCPL consistently offers high-quality programs, providing the community with free, cultural and educational events.



Our staff answered **104,882** *information questions.*

- **5,667** new library cards issued
- **516,727** visits to the library
- **1,099,397** check-outs
- **51,639** people attended **1,742** programs
- **104,882** information questions answered
- **47,531** registered borrowers

LIBRARY USAGE

- 7 branches and 1 bookmobile
- Online branch with 24/7 catalog and databases
- **335,953** materials in our collection
- **5,689** people attended **760** community meetings
- **6,856** interlibrary loans received
- **6,470** interlibrary loans lent
- **73.83** full-time equivalent personnel
- **117** public access computers

ORGANIZATIONAL STATISTICS

Actual FY 2013 Revenue and Expenditures: \$ 5,586,492

Revenue by Source:

County	77.21%
State	18.18%
Other	4.61%

Expenditures:

Personnel	62.08%
Books and Materials	11.27%
Facilities & Equipment	13.96%
Other	12.69%

FINANCIAL STATISTICS

Figures do not include \$121,715
for building projects in FY 2013.

ADMINISTRATION & BRANCHES

Director:

Ms. Denise Davis

Board of Trustees:

Mr. Dale K. DeWeese, President

Mr. Harry Hammond, Vice President

Mr. Anthony LoRusso, Treasurer

Rev. Samuel H. Hartman

Ms. Katherine McCormick

Mr. Stephen Naughton

Brig. Gen. Kennard R. Wiggins, Jr.

Ms. Denise Davis, Ex officio

Administration Building:

301 Newark Avenue

Elkton, MD 21921

410-996-1055

TDD: 410-996-5609

Elkton Central Library

301 Newark Avenue

Elkton, MD 21921

410-996-5600

Cecilton Branch

215 East 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 West Cecil Avenue

North East, MD 21901

410-996-6269

Perryville Branch

500 Coudon Boulevard

Perryville, MD 21903

410-996-6070

Port Deposit Branch

13 South Main Street

Port Deposit, MD 21904

410-996-6055

Rising Sun Branch

111 Colonial Way

Rising Sun, MD 21911

410-658-4025 or 410-398-2706

eBranch

www.cecil.ebranch.info

ask@ccplnet.org



LINKS & SOURCES

Page 3—Your Business Belongs Here Video:

<http://www.cecil.ebranch.info/small-business/your-business-belongs-here/>

Page 3—Libraries Changing the World:

<http://www.cecil.ebranch.info/small-business/libraries-changing-the-world/>

Page 4—"Social Inequalities in Cognitive Scores at Age 16: The Role of Reading" by Sullivan and Brown, Institute of Education, CLS, October 2013.

Page 5—"From First Grade Forward: Early Foundations of High School Dropout" by Alexander, Entwisle and Horsey. *Sociology of Education*, Vol. 70, No. 2 (April 1997), pp. 87-107.

Page 5—Perryville Branch Library Partnered with Bainbridge Elementary

http://cecil.ebranch.info/files/114_BainbridgeArticle.pdf

