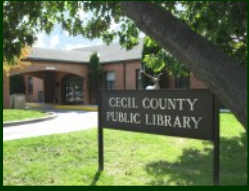


A Medal in every pocket



Courtesy Cecil Whig

MEDAL WORTHY:

"It is a privilege to provide service and it wouldn't be possible without the great community we live in," stated Denise Davis, CCPL Director

We are proud of Cecil County Public Library's accomplishments every year – but it is deeply gratifying to be recognized nationally for our work. Winning the 2015 Institute for Museum and Library Services National Medal is confirmation that we know our community and we have made a profound impact for those who live, learn and work in Cecil County.

As we traveled to the White House for the National Medal Ceremony to represent our library, colleagues and county, we had a momentary pause, "Is this really happening?" Indeed it was. Joining us was Mr. Thomas Cousar, an Army veteran, as our guest and representative of CCPL's community. From homeless in the woods, to a trip to the White House, Mr. Cousar's trajectory of success is emblematic of the transformative opportunities available at your public library.

EDUCATION, ECONOMIC DEVELOPMENT and SERVICE TO VETERANS

These are the key reasons for CCPL's National Medal win. Our intense focus on our mission to provide access to educational and cultural resources for all and to promote individual and community success.

CCPL staff members are innovative educators who proactively address community challenges and opportunities. The library's targeted outreach to lower-income families prevents summer learning loss, a critical factor in fighting the drop-out rate. CCPL's Small Business Information Center has had



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.

A LETTER FROM THE BOARD AND DIRECTOR

local, state and global impact. Our work with veterans has become the Maryland state-level model for public libraries and has made a transformational difference in the community.

After Mrs. Obama thanked and congratulated the award winners she said, "While some of your work may be national in scope, ultimately your most powerful impact is local. Each of you is an integral part of your community. Each of you strives every day to meet the needs of the people who walk through your doors. And that's particularly true in times of challenge and crisis, when many of you offer vital services, stepping up to be there for folks when they need you the most." We couldn't agree more.

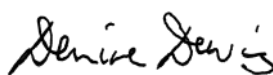
She reinforced that libraries are not luxuries or "extras" to be passed over for economic or educational goals – libraries are a vibrant part of those solutions. "You are working to close the heartbreaking opportunity gaps that limit the horizons of too many people in this country," Mrs. Obama said.

The National Medal recognizes our library system that is comprised of excellent staff, professional librarians, bold leadership and dedicated Board of Trustees. Our Friends and Foundation advocate for the library, raising awareness and funding vital programs such as our summer reading and learning program.

We are deeply grateful for the support of our citizens and elected officials as we work to keep opportunity accessible to our citizens, even in challenging times. We treasure our partnerships within the public and private sectors – and especially the library patrons we work with each day. We look forward to working with all of you in 2016 to continue to achieve our countywide vision of Cecil County as a place of opportunity for all.



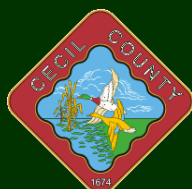
Brigadier General Kennard R. Wiggins, Jr.
President



Denise Davis, M.L.S., J.D.
Library Director

"We are involved in the community; we listen, learn and step up whenever we can to use our resources, skills, and talents to make progress on county issues." —

Denise Davis,
Director



Connecting to Cecil County's Strategic Plan

Economic Development—Goal 2.1: Increase the number of new businesses; Goal 3: Promote a positive County image.

CCPL's innovative SBIC services and resources have gained state, national and international attention for its cost-effective and accessible tools for starting and expanding businesses in our community. CCPL is challenging stereotypes about Cecil County.

A FORCE *for Local Economic Opportunity*

CCPL's Small Business Information Center: Aligning Community Resources for Economic Vitality

SBIC users include citizens who have lost jobs and established business owners seeking to stay afloat and continue to succeed in tough economic times. Founded in 2003, CCPL's Small Business Information Center experienced a surge of activity at the start of the economic recession. Since January 2009, CCPL's SBIC has responded to over 6,000 small business inquiries.

Small businesses constantly evolve with technology, and CCPL is a community partner in providing access to new and developing technologies which create opportunities to conduct business at a higher level.

CCPL's SBIC is a customized experience, connecting to a network of resources and contacts for entrepreneurs. In 2015, CCPL SBIC client Jessica St. Clair achieved her dream of opening her business: *Jessica St. Clair Studio, LLC "Art transcending perception."*



Connecting to Cecil County's Strategic Plan

"Strategic Priority: Cecil County will create an environment that encourages economic growth through job creation, business development, and community revitalization." Goal 2.1 Increase the number of new businesses in the County."

The Small Business Information Center provides FREE information and individual assistance with the process of starting or running a small business. The Cecil County Public Library is unique in providing this no cost, focused service for potential and existing small business owners.



"When I was ready to take serious steps in starting my own business, but felt overwhelmed by a magnitude of questions, I sought answers ...including consulting [CCPL's] start-up guide for direction in officially establishing my business." - Jessica St. Clair

AMERICAN DREAM

Broadband Access **FOR ALL**



Connecting Citizens with High-Speed Internet Access

High-speed internet access is essential to modern, everyday life: applying for jobs, filing taxes, studying and preparing for school and college, “upskilling” for jobs, and developing tech-rich business models.

CCPL branches are uniquely positioned in every county population center to offer high-speed broadband access for all. CCPL gives all our citizens and businesses, regardless of wealth, access to the high-speed internet access that is essential for their success.

CCPL’s increased speeds and convenient hours of operation offer the opportunity for anyone to visit the library for a teleconference, for a quick download of large documents or schematics, to take online testing that is increasingly part of the job application process, to access high-quality investment research or to join distance-learning classes. **And our tech-savvy CCPL librarians are our citizens’ valued partners in navigating the increasingly challenging and opportunity-rich world that fiber makes accessible.**



Connecting to Cecil County’s Strategic Plan

Infrastructure—Goal 2: Expand access to technology and communications throughout the county.

CCPL partnered on the BTOP implementation to create high-speed broadband and WiFi in seven library branches with convenient hours of operation across Cecil County.

“When users have to fill in a knowledge gap, no matter their educational level or economic status, they’re showing up at the reference desk.”

-Brian Kenney, Publishers Weekly, September 2015

Investment in **EARLY CHILDHOOD EDUCATION**

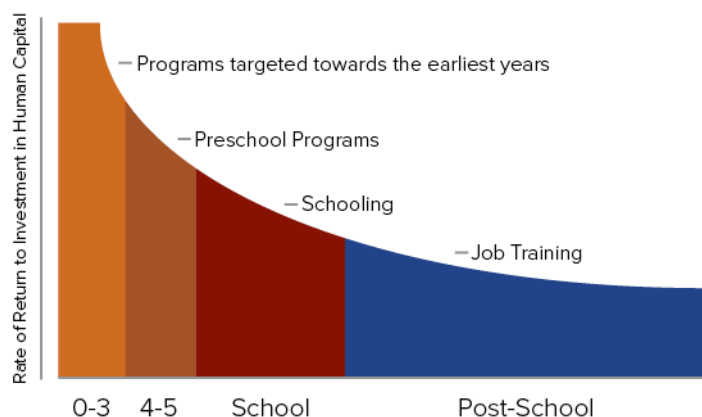


Community Partners Invest in Early Childhood Education for Future Employment Viability

Since 2011, CCPL has partnered with PNC Bank's Foundation to implement "My Special Book." Library staff members visit all Pre-school, Pre-K, and Kindergarten classrooms around the county including Head Start and the Family Education Center in Hollingsworth Manor to deliver the books for students. *My Special Book* reaches young children who are far less likely to have books in their homes. Having a book to keep and reading at an early age can have a profound effect on brain development leading to future educational and economic success.

Young children need to start school with a foundation of learning or they will struggle to succeed. Providing access to quality books in the home, especially to those living in lower-income neighborhoods, is a powerful way the library promotes early literacy skills and school readiness—both strong indicators of degree attainment and future employment.

By investing time at the local and state level listening to parents and applying educational research and curriculum standards, CCPL is making significant impact in early childhood education and school readiness – which are strong indicators of future success.



Based on scientific research in brain-development and children in at-risk homes, the highest rate of return is in early childhood education.

“Children growing up in homes with many books get 3 years more schooling than children from bookless homes, independent of their parents’ education, occupation, and class.”

“Family Scholarly Culture & Educational Success: Books & Schooling in 27 nations,” Evans, 2010

Leading the County in Summer and Out-of-School Learning

Systematically reaching across Cecil County’s communities, CCPL is the summer and out-of-school learning leader in Cecil County. CCPL’s summer learning programs lay a foundation for school graduation and future employment success.

CCPL is transforming the community by increasing school readiness and fighting the cumulative knowledge loss that students experience during summer months — particularly lower-income children.



Connecting to Cecil County’s Strategic Plan

Education—Goal 1.1: Promote the value of education related to ROI in employment viability and income; Goal 2.1: Improve high school graduation rates while lowering the dropout rate; Goal 4.1: Partnership between public schools and public library; Goal 4.2: Support educational activities during summer and out-of-school. Goal 5: Safe, healthy and active communities.

CCPL is an educational institution and partner with public schools and community organizations. Investing in early childhood education creates future ROI for employment and an educated workforce. Investment in early childhood education fights the drop-out rate. CCPL branches, the outreach bookmobile and digital library provide safe environments for educational and learning pursuits for all. All citizens are welcome and actively encouraged to use our libraries.



ECONOMIC FOUNDATION



Teens thrive at Cecil County Public Library

A high school drop-out earns an average of \$7,500 less than a high school graduate—amounting to hundreds of thousands of dollars lost over a lifetime.

United States Census, 2012

Teens: Our Emerging Economic Resource

CCPL's SPARK program is an excellent example of an impactful teen program. Students visit the bookmobile and choose five new books for the entire summer to read and swap with friends, fine free. **In 2015, with the support of grant funding, CCPL's SPARK program continued to serve fifth-grade students at Title One schools in Elkton and Port Deposit.** CCPL will look for expansion opportunities, with a goal to reach all county schools, as funding allows.

CCPL has a dedicated teen services staff member in all branches, who have developed deep connections to the teen community. Our teen classes and activities challenge teens to think, evaluate, create and analyze in a safe, non-critical environment.

CCPL has extensive study and test-preparation resources from traditional texts to online courses and testing modules. Topics include SAT, GED, PRAXIS, ASVAB, MCAT and LSAT. There are tools for college comparisons, scholarship searches and guides for the college application process. Students can even study and practice for the written portion of the Maryland Motor Vehicles Administration exams.

"Adolescence is an age of opportunity."

*Laurence Steinberg, PhD — Distinguished University Professor and
Laura H. Carnell Professor of Psychology at Temple University*

ENGAGING THE COMMUNITY

A Unique & Powerful Mission— Opportunity for All Children and Families

CCPL's and Cecil County's mission is to connect all Cecil County families with educational opportunity and success.

CCPL directs its outreach services to include low-income, geographically disadvantaged and distressed neighborhoods. Children and teens in these locations can't walk to the library.

By focusing CCPL's outreach bookmobile route on more low-income neighborhoods, **in addition to the many programs and activities offered at the library, CCPL encouraged parental engagement and opened the doors to education success for families often left behind.**

*CCPL's efficient
adjustments to programs
and services have
comprehensive impact.*



Connecting to Cecil County's Strategic Plan

Education—Goal 3: Encourage family engagement; Goal 3.2: Systematized outreach in education aimed at lower-income children and families.

CCPL creates opportunity where barriers exist by taking library resources to the children and families who need them most. CCPL's outreach bookmobile serves geographically disadvantaged and lower socioeconomic neighborhoods, which often have the highest concentration of Title One students.

Life-Long **ACHIEVEMENT**

Educational Advancement and Opportunities for All

CCPL offers computer and tech-device training, free resume review services and free, high-quality online resources essential to an educated workforce and the quality of life in a successful community. Citizens need only bring their determination to learn and achieve their dreams. CCPL offers access to a wide array of high-impact services such as testing databases that empower those seeking a career change, 24/7 practice opportunities for the GED and college preparation and industry exams such as ASVAB and Praxis.

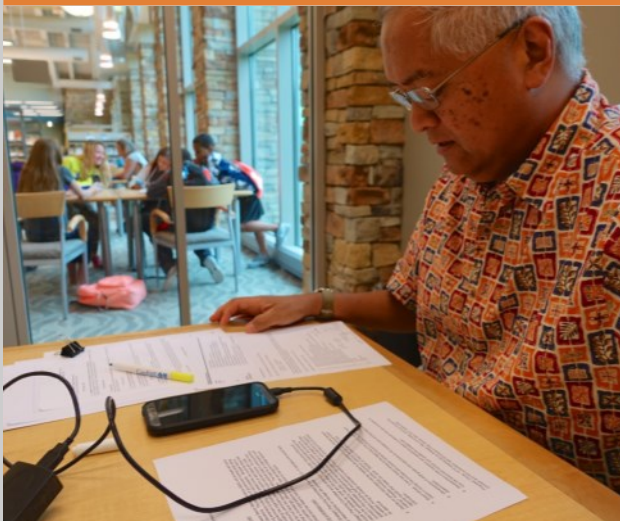
Job-Seekers, Career Changers & Workforce Development

Since CCPL launched “Gale Courses,” an online portal for free, 6-week classes, in 2014, Gale Courses have had over 3,500 enrollees, logging approximately **20,000 hours of classroom time!**

Top courses by enrollment include Accounting Fundamentals, Medical Terminology, and Microsoft Excel. New courses added include Quick Books for Contractors and a Certificate in Global Healing Systems.

Our patrons say it best:

Thank you for introducing me to the different types of resumes and other valuable protocols...this course will [help] show my skills and background that a future employer will value...”



Connecting to Cecil County's Strategic Plan

Education—Goal 4: Foster opportunity for all citizens to learn throughout life by leveraging community educational resources; Goal 4.4: Support free and low-cost self-directed lifelong learning opportunities for all.

CCPL offers the highest quality free educational tools and resources, creating opportunity for all.

VISION *for the Future*

The North East Branch serves over 26,000 citizens, a quarter of Cecil County's population, with inadequate parking, limited seating and just two tables. The meeting room is too small to accommodate the number library users who wish to attend our educational and cultural programs. The new North East Branch Library will be equipped to handle current and future needs.

CCPL accomplished a first step toward the construction of a new North East Branch Library with the purchase of land in joint cooperation with Cecil County Government and 50% matching state grant funds.

Located in the "North East Station," a vibrant shopping center anchored by Lowes and Food Lion, it is a prominent location along Route 272 at the southwest corner of Route 40.

This location offers high-visibility and will enable citizens to combine shopping and library errands. Utilities, parking, pedestrian access and public transportation are already in place.

The current North East Branch Library is located on West Cecil Avenue next to the North East Police station. This library's small size lacks adequate space for studying, reading, programming, technology or parking. North East is a growing and dynamic community of nearly 30,000 citizens, similar in size to Elkton – yet the community's current library is about one-tenth the size of Elkton's.



The North East Library experiences heavy usage by all ages.



BY THE NUMBERS

Current North East Branch: Lost Opportunities

- 2 tables, 8 computers for adults and none for children.
- Limited access— Cannot accommodate large cultural events or public meetings
- "Hidden" location of branch
- Only 1 North East child registers for summer reading for every 3 children that register in Elkton, compounding the effect of summer learning loss in a Title I school community

Future North East Branch:

- Visible, convenient, accessible and centrally located
- Dedicated children's room with extensive classes and programs
- Enclosed study and work areas for teens and adults
- Branch building sized to serve the 26,000 citizens of the North East region
- Full-service 21st century library for all citizens to access educational materials, services, technology and high-speed broadband.

FY15 STATISTICS

LIBRARY USAGE

- **51,217** registered borrowers
- **4,961** new library cards issued
- **514,743** visits to the library
- **108,125** information questions answered
- **1,158,294** materials checked-out
- **161,071** public access sessions on our **114** public access computers
- **125,148** and WiFi connections (unique devices per day)
- **42,843** people attended **172** classes and events
- **5,986** people attended **800** community meetings

Director:

Ms. Denise Davis

Board of Trustees:

Brigadier General

Kennard R. Wiggins, Jr.

President

Mr. Anthony LoRusso,

Vice President

Ms. Katherine McCormick

Treasurer

Rev. Samuel H. Hartman

Tiffany Geyer Lydon

Mr. Stephen Naughton

Mr. Stephen Pearson

Ms. Denise Davis, Ex officio

ORGANIZATIONAL STATISTICS

- **7** branches and **1** Outreach Bookmobile
- **24/7** catalog and databases via Online Branch
- **596,211** materials in our collection
- **69.98** full-time equivalent personnel

Administration Building:

301 Newark Avenue

Elkton, MD 21921

410-996-1055

TDD: 410-996-5609

FINANCIAL STATISTICS

| Revenue by Source: | | Expenditures:\$5,512,199 | |
|--------------------|--------|--------------------------|--------|
| County | 81.63% | Personnel | 65.93% |
| State | 12.89% | Books and Materials | 11.14% |
| Other | 5.48% | Facilities & Equipment | 15.85% |
| | | Other | 7.08% |

Actual FY 2015 Revenue and Expenditures:

Does not include \$752,383 state pension contribution or capital expenditures for FY15



Elkton Central Library
301 Newark Avenue
Elkton, MD 21921

Cecilton Branch
215 East Main Street
Cecilton, MD 21913

Chesapeake City Branch
2527 Augustine Herman Highway
Chesapeake City, MD 21915

North East Branch
106 West Cecil Avenue
North East, MD 21901

Rising Sun Branch
111 Colonial Way
Rising Sun, MD 21911

Perryville Branch
500 Coudon Boulevard
Perryville, MD 21903

Port Deposit Branch
13 South Main Street
Port Deposit, MD 21904

eBranch
www.cecil.ebranch.info
ask@ccplnet.org