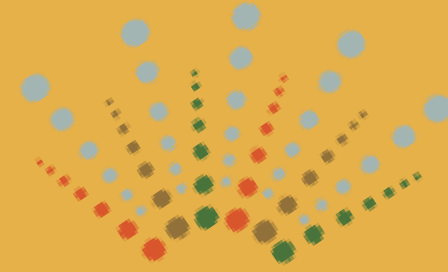




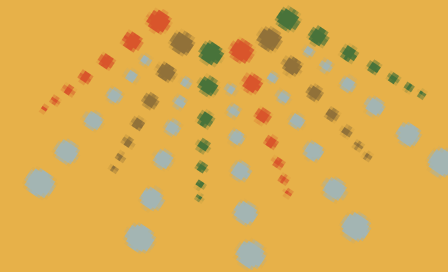
Cecil County Public
LIBRARY

Writing Our Next Chapter

Strategic Plan
2019-2023



Mission Vision Values



MISSION

Champion Reading. Build Knowledge. Inspire Curiosity.

VISION

The Library is the heart of a thriving Cecil County.

CORE VALUES

Community
Access for All
Reading and Literacy
Trust and Integrity
Continuous Learning
Leadership

CORE VALUES STATEMENTS

Community

We put people first, engaging all community members through unparalleled experiences, partnerships, and our commitment to meaningful impact.

Our responsiveness is reflected in everything we do.

Access for All

We serve a diverse community by ensuring open and equal access to information, opportunities, and environments.

Reading and Literacy

We foster a love of reading throughout life. We connect people to multiple types of literacy to bring confidence, meaning, and ability into our daily lives.

Trust and Integrity

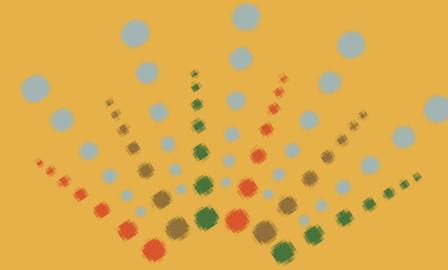
We are the trusted guide for learning and information, protecting freedom of thought and personal privacy while upholding the highest standards of our profession.

Continuous Learning

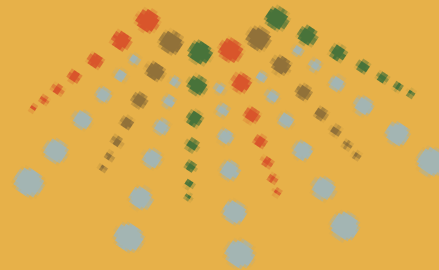
We create pathways for discovery and education that lead people of all ages toward their unique learning destinations.

Leadership

Our collaborative leadership is recognized and sought; we are creative problem-solvers, passionate about connecting our community and transforming lives.



The Plan



Service

Staff

**Areas of
Strategic
Focus**

Support

Spaces

AREA OF FOCUS

Service

Leverage, expand, and extend access to tailored Library programs, resources, and experiences.

7

Strategies

Service Strategies

1. Continuously cultivate a deep understanding of our community.
2. Develop immersive programs that engage, enlighten, and entertain.
3. Connect the community with unique, life-changing experiences around reading.
4. Position the Library as the community's information hub for accessing critical information about health, civic issues, careers and workforce development.
5. Deliver library offerings and expertise beyond the walls of the brick and mortar facilities.
6. Enhance and expand digital access.
7. Offer all community members opportunities to explore, interact with, and be inspired by new technologies.

Service

Leverage, expand, and extend access to tailored Library programs, resources, and experiences.

AREA OF FOCUS

Staff

Equip staff to provide the highest levels of service to an evolving community.

5

Strategies

Staff Strategies

1. Develop new programs and capabilities for staff training and development.
2. Support and engage all staff to achieve both professional and organizational goals.
3. Design staffing and service models to meet evolving community needs.
4. Foster staff diversity that reflects community diversity.
5. Institutionalize the commitment to stellar customer service.

Staff

Equip staff to provide the highest levels of service to an evolving community.

AREA OF FOCUS

Support

Strengthen Library communications to
build awareness and support.

3

Strategies

Support Strategies

1. Develop efficient, effective internal communications.
2. Ensure communications about library resources and services are clear, branded, and extend far into the community.
3. Build viable and robust community support for the Library.

Support

Strengthen Library communications to build awareness and support.

AREA OF FOCUS

Spaces

Create Library spaces that are inspiring destinations, offering all County residents unparalleled opportunities to discover, learn, and connect.

3

Strategies

Spaces Strategies

1. Ensure outstanding environments, services, and up-to-date technologies in all branches.
2. Commit to sustainable and operationally efficient public building design practice.
3. Design, staff, and manage each branch in ways that ensure a safe environment.

Acknowledgements

Elected Officials Interviewed:

*County Executive Dr. Alan McCarthy; Councilwoman Joyce Bowsbey, President; Councilman Dan Schneckenburger, Vice President; Councilwoman Jackie Gregory; Councilman Bob Meffley; Councilman George Patchell
Mayor James Eberhardt, Perryville; Mayor Rich Taylor, Chesapeake City; Commissioner Dave Warnick, Rising Sun
Elected Officials and Community Leaders in North East were engaged through ongoing conversation around the design of the new North East Branch Library throughout the winter and spring of 2018.*

Community Leaders Interviewed:

Sheriff Scott Adams- Cecil County Sheriff's Department

Suanne Blumberg, LCPC- Upper Bay Counseling and Support Services

Rev. Kevin Brown- Wright's AME Church

Dr. R. Joseph Buckley- Cecil County Public Schools

Linda Burris- Delmarva Power

Georgia Clark- Cecil County Public Schools

Colandra Coleman- Meeting Ground

Beth Creek- Youth Empowerment Source

Judge William W. Davis, Jr. - Cecil County Circuit Court

Miles Dean- Cecil College

Bruce England- Susquehanna Workforce Network

James K. Fazzino- Cecil County Public Schools

Anne Gellrich- Cecil County Public Schools

Bonnie Grady- Cecil County Chamber of Commerce

C. Laney M. Hoxter- Cecil College

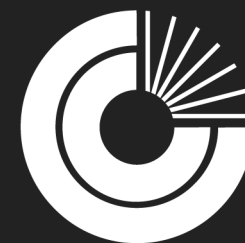
Kathy Kunda- Cecil College Trustee

Lisa A. Lowe- Cecil County Public Schools

Denis Minihane- Local Business Owner

Michael Ratchford- W.L. Gore & Associates

Dr. Cydney T. Teal- Union Hospital



**Cecil
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Acknowledgements

Community Members Who Served on the Planning Committee:

Judge William W. Davis, Jr., Sharon Thomas, Rosella Waters, Jason Zang

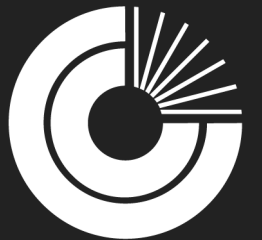
CCPL Staff Members Who Served on the Planning Committee:

*Tracy Alexander, Arne Anderson, Kimberly Anguish, Nicola Bigley,
Jennifer Carter, Allison Charles, Karen Cline,
Megan Coleman, Adele Cruise, Elizabeth Drummond,
Katherine Galbreath, Jessa Gillis, Madison Griffitts,
Laura Hannan, Erica Jesonis, Riley Johnson, Tammie Jordan,
Tyler Koch, Leah Kulikowski, Matthew Lowder,
Cheryl Macomber, Katelyn McLimans, Jamie McCloskey, Tracy Miller,
Katie Moore, Evelyn Ransil, Christy Reynolds, Leah Staab, Kevin Urian, Amelia
Viars, Frazier Walker, Pam Wiseman, Rachel Wright, Catherine Zang*

Cecil County Public Library Board of Library Trustees:

*Brig. Gen. Kennard R. Wiggins, Jr., Chair; Anthony LoRusso, Vice Chair;
Rev. Samuel H. Hartman, Phyllis Kilby, Tiffany Geyer-Lydon,
Joanne Morton, Steven Pearson*

Morgan Miller, Library Director



**Cecil
County
Public
Library**