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
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
Areas of Strategic Focus

Service

Staff

Support

Spaces
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.
Staff

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

Strengthen Library communications to build awareness and support.

AREA OF FOCUS

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