



2020 ANNUAL REPORT

CHARTING NEW WATERS

IN THE ERA OF COVID





A MESSAGE FROM OUR DIRECTOR AND TRUSTEES

Last March, we all found ourselves- unpreparedly and unexpectedly- docked. The sudden ill-winds of the pandemic, and emergency decisions made since, have left us all swirling in a sea of unpredictability.

While the winds may have changed, we at the Library know where we are heading, because our mission to Champion Reading, Build Knowledge, and Inspire Curiosity remains our compass. During this most challenging time, our staff has shown incredible commitment, creativity, and resilience to pivot critical services that meet our community members where they are. At the same time, their innovative thinking and new ideas are helping us to move forward, one day at a time. Throughout these pages, we are delighted to share with you just some of the highlights of these past several months.

We are thankful to our elected officials and community partners for navigating these challenges with us, and for continuously collaborating in new ways that deliver better solutions for our community. We appreciate and applaud the dedication of our Friends Foundation directors and volunteers, who have continued to raise the funding support needed to deliver our many youth literacy programs to thousands of children and teenagers.

We are most thankful for you- our patrons, readers, and friends from across the entire county, who have shown us support and patience every day. Your notes of thanks and appreciation have meant the world to us. Whether they were sent through the mail, posted on our Facebook and Instagram pages, slipped through a contactless pickup window or tucked tenderly into the pages of a returned book, your words have cheered our hearts and inspired our service. We have included just a small fraction of the messages we received from you in the pages of this report.

Better days are on the horizon. We will continue to weather the storm together and look forward to the day when dark clouds give way to sunnier skies.

Sincerely,

Morgan Miller, Director

BOARD OF TRUSTEES

Steven Pearson, *Chair*
Joanne Morton, *Vice Chair*
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IN THE SPRING: AT ANCHOR

In the Spring, we closed our buildings and delivered fully digital services.

“ The Business Information Center worked with me every step of the way, from getting my business registered, to obtaining all of the necessary licensure. ”

- **Gigi Ewusi**, Owner of *Light Life Yoga & Nutrition*

A Business Information Center client, Gigi opened her studio in January and then worked with Business Librarians to shift her business to online services.



We created more than 500 new online cards and increased access to more than 100,000 eBooks and online classes.



We expanded free Wi-Fi into all branch parking lots to assist students, families and those with no reliable internet at home.



Librarians created more than 100 Learn from Home videos to share STEM experiments and StoryTimes.



IN THE SUMMER: CHARTING OUR COURSE

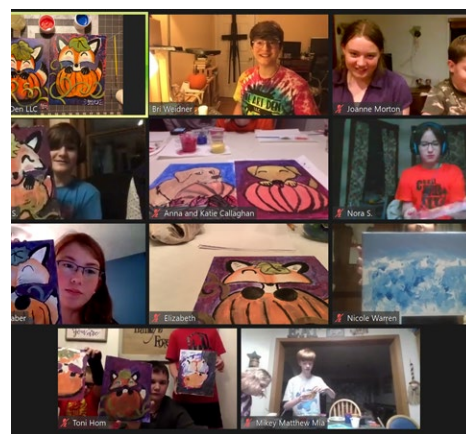
In the Summer, we increased services and introduced Contactless Pickup and Printing



We introduced the 1st StoryTrail in partnership with Cecil County Parks and Rec, inviting families to read a story while walking the trail.



Contactless Pickup and Printing launched across the County in June.



We held over 75 online programs for all ages, including the Summer Reading and Learning program.

“ My daughter, Jocelyn, struggles with reading. The highlight of her week is reading to the dogs. I can’t thank the PAWS program enough and she looks forward to her time each week. I’ve seen a drastic improvement at home. ”

- Cassie, on Online Programming





IN THE FALL: SETTING SAIL

In the Fall, we opened to the public in a limited and safe capacity.

“ Please extend my appreciation to all library employees who have gone WAY beyond expectations. ”

- Sue, on *Limited Library Reopenings*

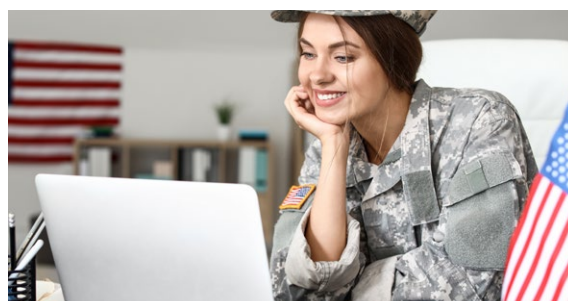


We've given out over **5,000 Activities to Go kits** for children and teens since mid-September.

We opened **3 branches** for in-person visits continuing to expand access to collections, computers, printing, scanning and faxing. Contactless Services continues at 5 locations across the county.



The Bookmobile has visited schools, grocery stores and community spaces to provide books and technology in a new, outdoor model.



We invested in live, online support services for students, veterans and jobseekers.



WEATHERING THE STORM *Together*

Words from the community on how our services have impacted them.



“ Thank you! My three-year-old has been missing the library and absolutely loved these! ”

- Amy, on *Online Programming*

“ As a mom of many with a wide age range I am LOVING the activities online! It allows my teen to feel connected while I am nurturing my littles. ”

- Toni, on *Online Programming*

“ CCPL rocks. I have relied heavily on audiobooks while I sew masks. Thank you for all you do! ”

- Cathryn, on *Contactless Pickup*



“ We ♥ and appreciate the effort CCPL is making to help us get materials. I can't imagine this is easy! Cecil County residents should be both grateful and proud of our library system. ”

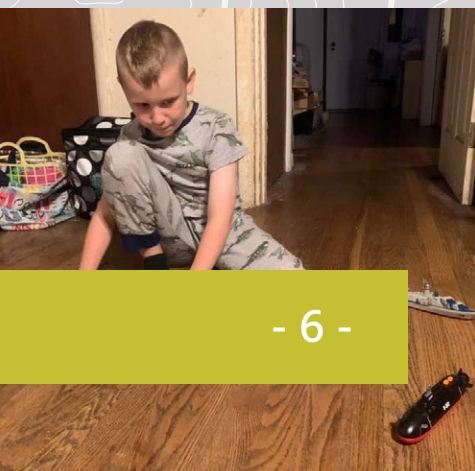
- Shawn, on *Contactless Pickup*

“ We are so thrilled to see the Cecil County Public Library thriving with innovative solutions for patrons. ”

- Shannon, on *Contactless Pickup*

“ I saw the Story Trail at the Calvert Park with my 3 year old grandchild and we loved reading and doing the activities. What a fun and great addition. ”

- Carol, on *Story Trail*



“ Jace is having fun with his 'Cottonball Catapult' Activity to Go Kit - it was super easy to construct. Thank you CCPL! ”

- Cathryn, on *Activities to Go*



“ As always, I really enjoyed participating in CCPL’s Summer Reading Program, even if it looked a little different this year.

- Elizabeth, *on Summer Reading*



“ I so appreciate all the work you’re doing to inspire and educate our community, which is desperately in need of those things, especially now. Your organization and staff have shown to be flexible and dependable, and you’ve gained some life-long fans.

- Ashley, *on Online Programming*

“ It’s time we recognize how these incredible institutions are doing more than ever to support our communities throughout the pandemic.

- Comptroller Peter Franchot,
on Limited Library Reopenings



“ [The YA Team’s Citizen for Maryland Libraries award is] well deserved. Throughout these crazy times, Cecil County Public Library has worked hard to adapt and still serve the community

- Jess, *on the CML Award*

“ Cecil County Libraries are some for the best in the country and they are coming to our community. We are thrilled that the bookmobile will be visiting on Saturday mornings.

- Community Connecting Us, Port Deposit,
on the Bookmobile Outreach Visits



“ The demographic information [and online business plan calculators] provided by the Business Information Center was exactly we needed.

- Jason Usilton, Owner of Granite Run Taproom,
on the Business Information Center

“ I’m 62 and I enjoyed your online story this morning.

- Jeffrey, *on Online Programming*

CCPL HEADQUARTERS | 301 Newark Ave, Elkton, MD 21921

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DIRECTOR

Morgan Miller, MLIS

ORGANIZATIONAL REACH



Library
Branches



Outreach
Bookmobile



Full-Time
Equivalent Staff



Access to
Online Learning

CCPL Story Trail
at Calvert Park



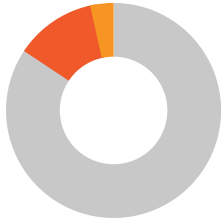
MISSION

Champion Reading.
Build Knowledge.
Inspire Curiosity.

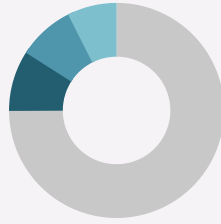
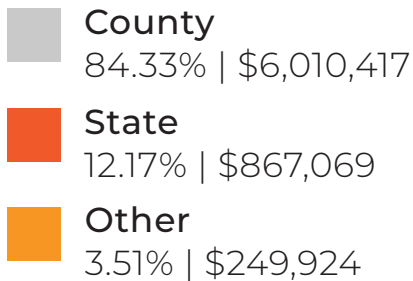
VISION

The Library is the
Heart of a thriving
Cecil County.

FY20 FINANCIALS



Revenue by Source



Actual Expenditures: \$6,210,735



SPARK Outreach Visit
at Elkton Middle School

ANNUAL LIBRARY IMPACT

Due to the Covid-19 pandemic, Library buildings remained closed from March 13 through the end of the fiscal year, June 30, which is reflected in this data.

235,917

Materials Owned

783,866

Materials Checked Out

224,586

Children's Materials
Checked Out

423,783

Adult Materials
Checked Out

140,796

Digital Items Checked Out

1,453

Programs

37,196

Program Attendees

4,394

New Library Cards issued

82,464

Questions Answered

291,456

Library Visits

363,745

Virtual Visits

378

Community Meetings

3,678

Community Meeting
Attendees

171,731

Computer and WiFi
Sessions

727

Online Course
Certificates Earned

851,281

Minutes of Online
Learning



Welcome to our new website, offering a better online library experience for our community.

Account information and library hours are easily found at the top right corner of the site. Events are now color coded by age group. Browse Recommended Reads and Download and Stream books, music and more. Watch fun learning videos for children and teens. Start or grow you business/nonprofit. Discover online learning, live tutoring and resume builders.

Questions? Give us a call or email us at ask@cecilcountylibrary.org.

www.CecilCountyLibrary.org

OPENING IN SPRING 2021

The new North East Branch Library ushers in a new level of access, experience, and opportunity for the entire community. Centrally located in the North East Station Shopping Center, it is within walking distance of the town of North East and just minutes from the county's many scenic waterways and I-95.

On the first floor, adults will discover new books, enjoy the peace of reading and study rooms, and build in-demand skills in the Digital Media Lab. In the groundbreaking Business Commons, local entrepreneurs will benefit from customized support and high-tech workspaces.

The entire second floor is dedicated to providing families and youth with the tools to achieve lifelong success. Created with significant support from the Friends Foundation of CCPL through their *Raising the 21st Century Child* campaign, it will be home to extensive book and resource collections, an early literacy center and storytime room, multiple tutoring and homework rooms, family gathering space, technology labs and interactive STEM features.

Designed and developed with wide community input and support, the project was awarded approximately \$4 million in state construction grants, as well as a state matching bond. Many sustainable features have been incorporated into the library's infrastructure, including an energy-reducing rooftop solar array and electric vehicle chargers.