



SIGNALING A **NEW FUTURE**

2021 ANNUAL REPORT



Cecil County Public
LIBRARY





SMOOTH SAILING: A MESSAGE FROM OUR DIRECTOR & BOARD

39.6068° N, 75.8333° W

Public Libraries have always been a people business, first and foremost. Our staff and community at CCPL have proven this again and again over the past two years, especially in the last several months of work and service that are highlighted in this Annual Report.

With your steadfast patience and support, we are proud to have once again opened our library doors to a community that is in great need of connection- informational, technological, and human. Our response to these needs intersects powerfully at the new North East Branch Library, which we were at last able to open to an elated community this past April. New partnerships with the Cecil County Health Department have brought life-saving COVID-19 testing and vaccinations to thousands of county residents who struggle with barriers to access. We now have a fully-fledged outreach services program. Built on the far-reaching impact of our Bookmobile program, we've received support from partners like the Upper Shore Regional Council and Community Connecting Us to take mobile technology and employment assistance deep into the community where it's needed most. We've also launched a home delivery service that safely connects senior citizens across the county to hundreds of books each month. We've deployed our one-of-kind business and non-profit services in new ways that have kept many owners and entrepreneurs afloat, hosted thousands of children, teens, and their families on the lawns of libraries and local parks for outdoor programs, and established our first Youth Board of Representatives.

Operating a public library system in this era certainly does not look like what it did 50 years ago, 20 years ago, or even three years ago! But that is the beauty and promise of Libraries- they grow and evolve alongside the people for whom they were created.

Never before in our lifetimes have we experienced so much change in the way we live each day and interact with world and each other. Libraries and Librarians are experts when it comes to helping people successfully navigate change. We do so by using our future-focused skills, values, and optimism to stay several steps ahead so that when the community arrives with questions, its Librarians are waiting for them with answers. This is how we signal a new future- together. And we believe CCPL, Cecil County, and all of its citizens have a future worth celebrating.

Sincerely,
Morgan Miller, Executive Director

BOARD OF TRUSTEES

Steven Pearson, *Chair*
Joanne Morton, *Vice Chair*
Phyllis Kilby, *Treasurer*

Tanya Area
Linda Burris
Ravi Gupta
Jonathan Stauffer

OUR NEW FLAGSHIP: THE NORTH EAST BRANCH LIBRARY



39.6001° N, 75.9413° W

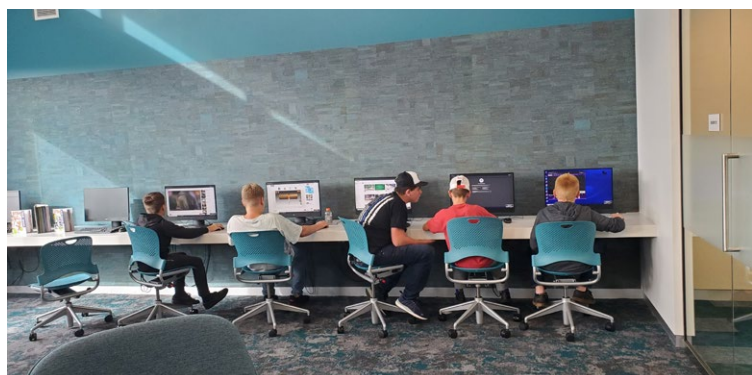
After much anticipation, the new North East Branch Library opened its doors in April of 2021. The community has enthusiastically embraced the new Library, from the study rooms, quiet room and Business Commons, to the entire second floor which is dedicated to children, families, and teens.

"So happy for the North East Community. The new North East Branch is magical."
- A teacher



RAISING THE 21ST CENTURY CHILD

Three years ago, the Friends Foundation, a non-profit that exclusively supports the Library, mounted a campaign to enhance the second floor. Special features such as technology, the Everbrite wall, STEM wall and discovery tables, as well as the Our Town Early Learning Village would not have been possible without the overwhelming support of our donors. Gifts of all sizes combined to create a unique and welcoming spaces for families of Cecil County. Thank you!



"The Library is an amazing place - our new one is awesome and a beautiful place to enjoy books and the joy of learning!" - Mary U.



NAVIGATING THE FUTURE: YOUTH & OUTREACH



39.5601° N, 76.0713° W



Brantwood Park Story Trail. In partnership with Cecil County Parks and Recreation, a second Story Trail was installed at Brantwood Park in Elkton. Stories are updated seasonally. Numerous StoryTimes were held at the park throughout the summer and fall.



Teens Give Back. Teens earn community service hours by learning about a community partner's needs, then developing a project. This year's partners were the Health Department's Tobacco Prevention Program and the local Veterans Administration.



Youth Board Established to Liaison with Trustees. The Board of Trustees established the first Youth Board in the State. Youth Board members are high school juniors and seniors who will learn leadership and board development from the Trustees. The Youth Board will take an active role in exploring the needs of teens in the county and the development of youth programs across Library branches.



Outdoor StoryTimes & Programs. We welcomed families back to library programs outside.

"One positive to come out of the pandemic for us has been that my 4 kids became better readers and have developed a love of books that I hope will last their entire lives."
- The O. Family

"From Pre-Pandemic Pre-school groups as my babies grew, to inspiring my littler reader, to kits that have brought them happiness, to prints to get me through college - thank you Rising Sun staff!"

- Ashley H.

39.6979° N, 76.0627° W



Job & Mobile Tech Lab. With a grant from the Upper Shore Regional Council, we purchased technology and equipment to outfit the Bookmobile as a Job Help and Mobile Tech Lab, taking professional librarian assistance into neighborhoods and communities.



Homebound Delivery. Our Outreach Librarians partnered with the Department of Community Services to launch this new service to deliver materials to dozens of homebound and nursing home seniors who are otherwise unable to access Library services and books. A bag of new selections is delivered each month to seniors across the County.

"I am so grateful for this service, it has opened up a whole new world for me. It's been a wonderful adventure. New authors, genres, it's really a book buffet!" *- Dusti C.*



A Port Deposit Partnership. This summer, we formed a partnership with the Town of Port Deposit and local non-profit Community Connecting Us to provide Bookmobile visits, Librarian led StoryTimes and programs for children and teens, in addition to establishing a quality collection of books available to the greater Port Deposit region.



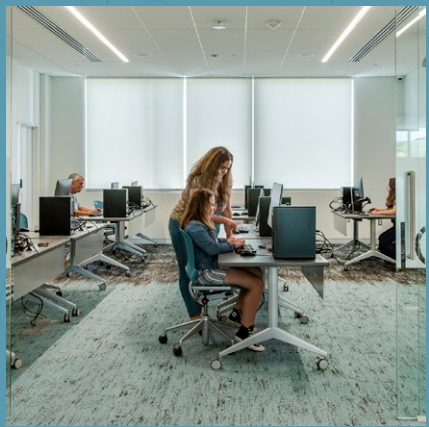


A GUIDING LIGHT: ADULTS & BUSINESS

39.4040° N, 75.8674° W



Exhibits Return. We were honored to host the Tunnel to Towers “9/11 Never Forget” mobile exhibit in August in advance of the 20th anniversary. Close to 2,000 visitors toured the mobile exhibit as well as the exhibit in the Library. Look for exhibits on a variety of topics in the coming year.



Business Commons & Digital Media Lab. Located at the North East Branch Library, the Commons offers two co-working rooms with flexible space for meetings, trainings, teleconferencing, and focused work. The Digital Media Lab, located just steps away offers computers equipped with Photoshop, Illustrator, and the whole suite of Adobe graphics software. Students, entrepreneurs and individuals can use the software to create logos, marketing materials, and business cards and to edit photos at a professional level. Librarian assistance and classes are available.



Launching & Sustaining Local Business. The Business Information Center (BIC) leverages information expertise and access to assist existing and aspiring small business owners, entrepreneurs, and non-profits throughout the life cycle of their enterprise. As businesses struggled to stay afloat during the pandemic, business librarians helped them access financial support, information, and economic development partners, as well as to shift to new business models.

In recognition of the BIC’s community impact, the Maryland Association of Counties awarded the County Champion Innovation award.



39.5309° N, 75.8074° W



"We are a nonprofit wellness and physical therapy practice, with a focus on holistic health and rehabilitation in the outdoors. The Business Information Center has been instrumental in assisting me to find the appropriate resources to get started and our nonprofit status was approved this summer. I was connected me with Maryland Nonprofits and their checklist for starting a nonprofit, helpful resources such as the Gale Business Plan Builder, which was useful in refining my business plan, and most important, the community connections. Lastly, the librarians at the BIC have been a steady source of support through-out this process, periodically checking in on me and helping to keep me going, even when I felt I was not making any progress. The check-ins were a nice reminder that what I was working on was important and a welcome asset to the community."

- Kristin Jacono, Greenhouse Wellness and Physical Therapy: Nonprofit Organization



"I am an Employee Engagement Expert and the founder of Gear 2 Harvest, a management consulting firm.

I want to take a brief moment and recognize the great service I received from the Cecil County Public Library's (CCPL) Business Information Center (BIC). Not many states have a dedicated Business Information Center, so to have one in this community is already a great benefit. The staff at BIC are not only very professional and courteous, they also have been very helpful from day one. They take the time to explain all the resources and services available as well as act as a bridge to help connect business owners to other businesses and the chamber of commerce. They also have a dedicated Facebook page through which they always keep the business community up to date with the most pertinent information, as well as offer many important training classes that are free."

- Fahim Karim, Business Owner & BIC Client

PANDEMIC PARTNERSHIPS



39.6048° N, 76.1152° W

Throughout the difficult months of the pandemic, the Library has continued, launched and strengthened community partnerships to provide deeper community impact across the county.



Cecil County Public Schools. In addition to regularly scheduled Bookmobile visits for ongoing programs like My Special Book and SPARK, youth librarians frequently visit schools for StoryTimes and book discussions. During the summer of 2021, CCPS offered “Camp Cecil” for students and CCPL had summer reading materials and logs in all elementary and middle school classrooms.



Cecil County Health Department. The Library has always been a strong source for trusted information and updates, but with the opening of the North East Branch, there was an opportunity to collaborate at the next level, by offering free vaccine clinics on site. Librarians reached out to thousands of elderly seniors to help them navigate and schedule the vaccine appointment process. And this fall, branch locations are assisting in handing out rapid test kits for at home Covid-19 detection.



U.S. Small Business Administration. The North East Branch Library hosted two weeks of in-person assistance from the U.S. Small Business Administration for businesses and residents affected by Tropical Storm Ida.

SAFELY ASHORE: LIBRARY IMPACT IN THE COMMUNITY



39.5739° N, 75.9463° W



"Thanks to the Library, especially our friends at the Elkton Branch for all they've done during this time. "

- Michael E.



"You helped me create a resume and I walked out with 10 copies. I got a job at Golden Corral and I am so proud of myself."

- Kimberly C.



"Thank you to the Chesapeake City Librarians! They helped me find the perfect book, Head to Toe by Eric Carle, to read to my granddaughter Maddy's kindergarten class on Zoom. It was a hit! They all loved it."

- Mary Anne



"Thank you to the Cecilton Branch for helping me find dinosaur books as inspiration to create a quilt for my great-grandson!"

- Edith D.



"Just wanted to say y'all amaze me. With all the restrictions, you still figure out ways to serve the community. Warms the heart - thank you!"

- Diane M.



39.6723° N, 76.0988° W

"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

"I am so grateful to the staff that worked so hard to make the Cecil County Public Library a Family History Affiliate Library."

- Vicky P.

"The Library is a critical institution in our community and a great resource to our families, friends, and neighbors."

- Sean C.

"The Cecil County Library system is outstanding. The diversity of programs and facilities are really something to be part of."

- John S.



Fiscal Year 2021

ANNUAL REPORT SNAPSHOT

CCPL HEADQUARTERS | 485 Mauldin Ave., North East, MD 21901 410-996-1055



ORGANIZATIONAL REACH



6

Library
Branches



1

Outreach
Bookmobile



79

Full-Time
Equivalent Staff



24/7

Access to
Online Learning

MISSION

Champion Reading.
Build Knowledge.
Inspire Curiosity.

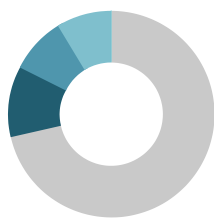
VISION

The Library is the
Heart of a thriving
Cecil County.



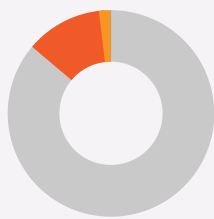


FY21 FINANCIALS



Actual Expenditures:
\$6,449,214

- Personnel**
71.34% | \$4,601,029
- Other**
11.04% | \$711,910
- Facilities & Technology**
8.97% | \$578,677
- Collections**
8.65% | \$557,598



Revenue by Source

- County**
86.17% | \$6,406,620
- State**
11.96% | \$889,616
- Other**
1.87% | \$139,035

ANNUAL LIBRARY IMPACT

Due to the Covid-19 pandemic, Library buildings were open in a limited capacity for much of this fiscal year, which is reflected in this data.

258,147
Materials Owned

382,820
Materials
Checked Out

158,983
Children's Materials
Checked Out

223,357
Adult Materials
Checked Out

135,029
Digital Items
Checked Out

462
Programs

10,470
Program Attendees

1,850
New Library Cards Issued

55,762
Questions Answered

54,933
Library Visits

269,095
Virtual Visits

1
Community Meeting

20
Community Meeting
Attendees

40,585
Computer and WiFi
Sessions

569
Online Course
Certificates Earned

819,100
Minutes of Online
Learning