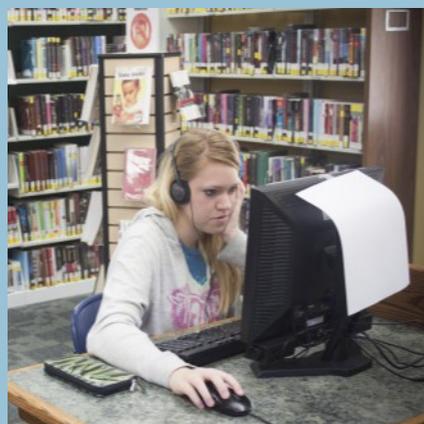


The Cecil County Public Library



Annual Report FY 2012



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.

Letter from the Board and Director

In addition to breaking one million check outs for the third year in a row, 529,589 visits to our libraries, 99,951 reference questions among other service milestones, and the highest summer reading registration ever 5,830 (including 1,069 teens), we are proud to say that this was a year of awards and innovation at CCPL.

CCPL received the Maryland Chamber of Commerce award as its 2012 Non-Profit Partner in Business, thanks to being nominated for this award by the Cecil County Chamber of Commerce. This statewide honor is a first for a Maryland public library system! CCPL was recognized for its extensive small business services, for educational programs aimed at reaching children at the critical ages of 0-5, for fighting the summer education decline that underlies school failure, and for computer and job search training initiatives—all contributing to economic development in our community. Congratulations to CCPL librarian, Erica Karmes-Jesonis, who was named a national 2012 “Mover and Shaker” by *Library Journal* for her innovative application of graphics and social media to library services and advocacy.

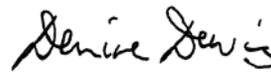
Once again, we received essential support from community businesses and partners that played a critical role in expanding our services. PNC Bank provided the funding to buy the books for CCPL’s My Special Book program that gets books permanently into the hands and homes of the youngest children. And the Aberdeen Proving Ground Federal Credit Union provided critical funding to support awards for summer reading finishers—including for the school library and kids in the CCPS school with the most CCPL summer reading registrants (way to go Chesapeake City Elementary!). CCPL launched a new prototype summer reading project called SPARK (more inside) and won funding from the Cecil County Video Lottery Terminal grants program to buy books needed to expand the SPARK program into FY 2013.

Thank you to our elected officials, friends, and volunteers who have worked with us to sustain quality and innovative library services for FY 2012 and for the future. Thanks to the over 1,700 citizens a day who use our libraries—it is a privilege to serve you. And thanks to a dedicated staff who live our mission to promote individual and community success for all every day. To all of you, your commitment to our public library continues to inspire us every day!

Sincerely,



Mr. Dale DeWeese
President, Board of Library Trustees



Ms. Denise Davis
Library Director



statistics

Library Usage Statistics

- 5,973 new library cards issued
- 529,589 visits to the library
- 1,048,088 check-outs
- 52,768 people attended 2,073 programs
- 99,951 information questions answered
- 49,762 registered borrowers
- 3,516,412 minutes spent on our public access computers by patrons

Organization Statistics

- 7 branches and 1 bookmobile
- Online branch with 24/7 catalog and databases
- 357,844 materials in our collection
- 5,218 people attended 605 community meetings
- 6,718 interlibrary loans received
- 5,279 interlibrary loans lent
- 74.673 full-time equivalent personnel
- 117 public access computers

Financial Statistics

Actual FY 2012 Revenue and Expenditures: \$5,688,931

Revenue by Source:

| | |
|--------|--------|
| County | 77.24% |
| State | 18.70% |
| Other | 4.06% |

Expenditures:

| | |
|------------------------|--------|
| Personnel | 60.90% |
| Books and Materials | 10.19% |
| Facilities & Equipment | 17.20% |
| Other | 11.71% |

Figures do not include \$126,513 for building projects in FY 2012.



How is Cecil County Public Library transforming the community?

TRANSFORMING THE **community** THROUGH **education**

Educating Our Youngest Citizens

CCPL's programs for children 0-5 teach critical educational and developmental skills. Story times are more than just fun; children achieve key motor, listening and literacy milestones. Programs for older children foster creativity, love of learning, literacy and science.

Professional Partnership: PNC Bank

CCPL's commitment to early childhood learning is exemplified by the "My Special Book" program, made possible by a partnership with PNC Bank's "Grow Up Great" Foundation. Cecil County Public Library gives low-income kindergarten and pre-K students a book of their choice to keep. Children take their books home to encourage a love of reading and future visits to the library.

Summer Reading – Every Minute Counts

Thirty percent of Cecil County public elementary school students registered for summer reading and logged 597,960 minutes, for a total of 9,966 hours spent reading this summer! Time spent reading is a key tool to prevent children from falling behind in school.

Professional Partnership: Aberdeen Proving Ground Federal Credit Union

CCPL partnered with APGFCU to launch the first "Summer Reading Cup Challenge." Elementary schools were challenged to have the highest percentage of summer reading finishers. The winning school, Chesapeake City, received a trophy, a school-wide treat provided by the Mr. Softee ice cream truck and a \$500 donation to the school's media center.

Professional Partnership: Cecil County Public Schools

CCPL works in partnership with CCPS principals, teachers and librarians to connect with more children and parents about the value of joining the summer CCPL reading program.

“*Students who are not proficient silent readers begin falling further and further behind in school and, eventually, in the workplace.*”

Text Project, "Silent Reading and Reading Stamina," 2012



As a part of the 2012 summer reading program, children read and logged **597,960 MINUTES** of reading, reducing the summer slide!

Summer Slide "SPARK" Innovation

Students who do not engage in educational activities during the summer lose crucial knowledge gained during the school year. "Summer slide" is a reversible phenomenon when students have access to educational activities such as library programs and summer reading. CCPL responded by developing SPARK: "Students Progress and Achieve with Reading Kits." This ground-breaking program matched fifth and sixth graders with books selected by librarians based on students' reading level and interests. The program addressed the transportation problem (children who have no way to get to the library) by delivering books directly to the classroom and lending books fine-free. CCPL removed the barriers to reading over summer months, giving students the opportunity to overcome summer slide.

Professional Partnership: Grant Funding

CCPL demonstrated the necessity for low income school children to have access to reading materials during summer vacation because reading combats summer slide. As a result CCPL won a competitive county grant to expand the SPARK program to additional at-risk Cecil County schools in 2013.

“*I have seen teens who claimed they were not 'readers' become excited and animated in a Book Hook discussion.*”

Teen book discussion participant

Giving Teens Safe Alternatives

Bored teens are more likely to engage in risky behaviors. CCPL offers a safe, constructive environment where teens can explore new concepts and self-expression, as well as foster a love of reading and education. CCPL engaged teens and increased participation through several high-interest programs, including Book Hook, a discussion group that lets teens keep the books they read.

CCPL offered the innovative program "Cecilwood: A Festival of Short Films," now in its 3rd year. Teens wrote, created, directed and edited 5-minute films. Their work was judged by a professional committee for originality, technique, and proper use of sound effects and music.

Professional Partnership: Cecil County Public Schools

CCPL reinforces educational values by partnering with Cecil County Public Schools. CCPL utilizes top-quality educational opportunities and the expertise of its librarians to strengthen the CCPS curriculum.

For example, CCPL's teen librarian led debate classes to complete oral history projects about local leaders and Cecil County history. CCPL coordinated with media specialists at area middle and high schools in the book selection process for SPARK and encouraged participation in Cecilwood.





*Cecil County Public Library
was chosen as the 2012
Maryland State Chamber
Non-Profit Partner in Business.*

Award-Winning Economic Development

CCPL won the 2012 Maryland State Chamber award for Non-Profit Partner in Business for transforming the community with outstanding work supporting small business success, providing skills and technology training for job seekers and career changers, and spearheading educational programs that lay the foundation for school success and graduation. CCPL is the **first** public library in Maryland to win this prestigious state award.

Professional Partnership: Cecil County Business Community

CCPL is proud to participate in a number of county business organizations, including Cecil Business Resource Partners, Business & Education Partnership Advisory Council and the Economic Development Commission.



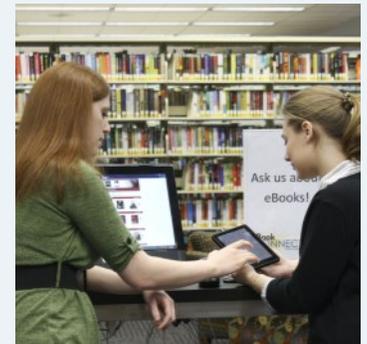
Leaders in Technology

CCPL moves the community forward technologically, teaching critical classes in computing, providing free use of public access computers and WiFi, as well as offering an ever-growing collection of downloadable eBooks and Audiobooks.

The recent surge in popularity of tablets and eReader devices prompted CCPL to create “E-Book Connection” technology stations in branches county-wide. Patrons can learn about this ever-changing technology and download eBooks and eAudiobooks through CCPL’s website, available 24/7.

Professional Partnership: Information Sharing with County Businesses

CCPL is a trusted leader in information and research. Via social media and traditional publicity methods, CCPL promotes library services and acts as a community information source for local events outside the library. For example, CCPL promoted the Cecil County Firemen’s Association recruitment drive, summer music concerts by the Arts Council and local county accomplishments like CCPS’s teacher of the year.



**TRANSFORMING THE
community
THROUGH
business & technology**

TRANSFORMING THE community THROUGH excellence in events

CCPL serves the community as the county's only source of free, cultural and educational programming. CCPL's creative and innovative staff team with local and regional experts to offer high-quality programs on a variety of topics from local history and music to smart phones and STEM (science, technology, engineering and math) education.

CCPL's "Civil War Series" exemplified excellence and diversity in programming with over nine months of events that commemorated the 150th anniversary of the start of the war. From encampment reenactments and presentations on local African American soldiers to book discussions and hands-on history exploration sessions for children, CCPL created programs for all ages. This successful platform laid the groundwork for CCPL's distinguished selection as a host for the Smithsonian Institution's "Journey Stories" program in FY13.

Professional Partnership: Northeastern Maryland Technology Council

CCPL partnered with the Cecil Business Resource Partners and Northeastern Maryland Technology Council to pioneer a new series: "Science Café." Science Cafés ignite interest and awareness of significant advances in science and technology, yet are presented in everyday language. Creating dynamic discussion on a variety of timely science topics, these program educate teens and adults and inspire deeper learning.

Professional Partnership: Smithsonian Institution

Breaking new ground, CCPL partnered with the Cecil County Arts Council and Historical Society of Cecil County and won a collaborative grant from the Maryland Humanities Council and the Smithsonian Institution to host "Journey Stories," showcasing Cecil County's intricate and intriguing history.

NMTC SCIENCE CAFE PRESENTS:

GIS

What it is & how to use it

Geography is a science that enables us to understand the world around us and find out where things are, and how and why they got there. A Geographic Information System, or GIS, combines software, hardware, and data to help us solve all sorts of problems through maps that connect the where with the what. Kierren Sutherland, GIS Specialist for the Center for GIS at Towson University, will describe how GIS works and will show you how to use freely available GIS tools.

**Tuesday
May 22nd
7:00 pm**

Perryville Branch Library
500 Coudon Blvd., Perryville, MD 21503
www.cccpl.org
410-996-6070

Cecil County Public Library

All CCPL Branches are handicap accessible. Sign language interpretation available with 2 weeks advance notice.

THE CIVIL WAR IN OUR BACKYARD

SEPTEMBER 2012

- Book Discussion: "My Home is My Castle" by Susan Ottens
- Monday, Sep. 10th at 7:00pm
- Wheaton Branch Library
- Book Discussion: "The Civil War" by Kierren Sutherland
- Friday, Sept. 28th at 6:00pm
- Wheaton Branch Library

OCTOBER 2012

- The Story of Paul Robeson with Bruce
- Monday, Oct. 1st at 7:00pm
- Wheaton Branch Library
- Book Discussion: "The Civil War" by Kierren Sutherland
- Monday, Oct. 1st at 7:00pm
- Wheaton Branch Library

NOVEMBER 2012

- Book Discussion: "The Civil War" by Kierren Sutherland
- Monday, Nov. 12th at 7:00pm
- Wheaton Branch Library

DECEMBER 2012

- Book Discussion: "The Civil War" by Kierren Sutherland
- Monday, Dec. 10th at 7:00pm
- Wheaton Branch Library

JANUARY 2013

- Book Discussion: "The Civil War" by Kierren Sutherland
- Monday, Jan. 14th at 7:00pm
- Wheaton Branch Library

FEBRUARY 2013

- Book Discussion: "The Civil War" by Kierren Sutherland
- Monday, Feb. 11th at 7:00pm
- Wheaton Branch Library

MARCH 2013

- Book Discussion: "The Civil War" by Kierren Sutherland
- Monday, Mar. 18th at 7:00pm
- Wheaton Branch Library

APRIL 2013

- Book Discussion: "The Civil War" by Kierren Sutherland
- Monday, Apr. 15th at 7:00pm
- Wheaton Branch Library

CELEBRATE 150TH ANNIVERSARY OF THE CIVIL WAR

at the
CECIL COUNTY PUBLIC LIBRARY

CCPL serves the community as the only source of free, cultural and educational programs for all ages.



Administration and Branches

Director:

Ms. Denise Davis

Board of Trustees:

Mr. Dale DeWeese, President

Mr. Harry Hammond,
Vice President

Mrs. Judith H. McKinney,
Treasurer

Rev. Samuel H. Hartman

Mr. Anthony LoRusso

Mr. Stephen Naughton

Brig. Gen. Kennard R. Wiggins, Jr.

Ms. Denise Davis, Ex officio

Administration Building:

301 Newark Avenue

Elkton, MD 21921

410-996-1055

TDD: 410-996-5609

Elkton Central Library

301 Newark Avenue
Elkton, MD 21921
410-996-5600

Cecilton Branch

215 East Main Street
Cecilton, MD 21913
410-275-1091

Chesapeake City Branch

2527 Augustine Herman Highway
Chesapeake City, MD 21915
410-996-1134

North East Branch

106 West Cecil Avenue
North East, MD 21901
410-996-6269

Perryville Branch

500 Coudon Boulevard
Perryville, MD 21903
410-996-6070

Port Deposit Branch

13 South Main Street
Port Deposit, MD 21904
410-996-6055

Rising Sun Branch

111 Colonial Way
Rising Sun, MD 21911
410-658-4025 or 410-398-2706

eBranch

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

