

Educational and Economic
OPPORTUNITY
for
ALL



"Everyone should use their local library. As a small business owner of two companies, I am here every day. The library provides the space, resources and broadband speed I need to run my businesses."

Small business entrepreneur Jeff Dixon of Dixon Energy, LLC, getting assistance from Elkton Central Branch Manager Will Johnson

LETTER FROM THE BOARD & DIRECTOR

2014 was an exceptional year for Cecil County Public Library. We took new steps toward achieving our mission of providing educational and cultural resources for all and promoting success in Cecil County. We are very proud to have received recognition from the Institute for Museum and Library Services for our work. IMLS leads the federal effort to promote and recognize innovative public libraries and museums that have exceptionally positive impact in their communities. In the spring of 2014, CCPL was one of 15 libraries in the nation selected as finalists for the 2014 IMLS National Medal. This honor is a tribute to our outstanding staff—committed educators, leaders and creative problem solvers who focus our public library’s resources to address community challenges and opportunities.

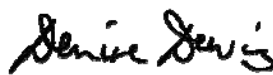
In 2014, CCPL introduced programming that created new avenues of advancement for citizens of all ages. CCPL broke barriers of online learning and advancement for our citizens by bringing fiber optic broadband access (including WiFi) to all seven CCPL branches. We also introduced Gale Online Courses to improve job skills, advance careers, or prepare for new opportunities. At the CCPL Small Business Information Center, we celebrated more clients who opened the doors of new businesses and continued the success of existing businesses. Countering transportation challenges that face lower-income families, CCPL brought its summer learning and reading program to isolated neighborhoods and Boys & Girls Clubs via its innovative outreach bookmobile, signing up 500 enthusiastic boys and girls who otherwise would not have been able to participate. We were also recognized for our model services to veterans and became part of a state leadership team to integrate Maryland’s public libraries as a force for vet success.

CCPL also let it be known that Cecil County has a rich quality of life. The Maryland Humanities Council selected CCPL to host One Maryland One Book author Peggelene Bartels who discussed her extraordinary book, *King Peggy* with a packed house of admiring readers (including our County Executive, Tari Moore). We hosted Chautauqua presentations from “Jackie Robinson” and “Georgia O’Keeffe” to libraries packed with engaged citizens. And we continued our musical cultural programming to include a spirited concert from the wonderful choir from Cecil County’s own Wrights AME Church.

We are deeply grateful for the support of our citizens and elected officials as we work to keep opportunity accessible to our citizens, even in challenging times. We treasure our partnerships within the public sector (Cecil County Public Schools, the Economic Development Department, and others) and with private sector entities (Chamber of Commerce, PNC, APGFCU, Friends and Foundation, and others). We look forward to working with all of you in 2015 to continue to achieve our countywide vision of Cecil County as a place of opportunity for all.



Brigadier General Kennard R. Wiggins, Jr.
President



Denise Davis, M.L.S., J.D.
Library Director



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.

Life-Long **ACHIEVEMENT**

Educational Advancement and Opportunities for All

CCPL's professional librarians open the doors for our citizens to learning and training opportunities that are essential to an educated workforce and the quality of life in a successful community. CCPL offers computer and tech device training, free resume review services and free, high-quality online resources. Citizens need only bring their determination to learn and achieve their dreams — CCPL offers access to a wide array of high-impact services such as testing databases that empower those seeking a career change, 24/7 practice opportunities for the GED and college preparation and industry exams such as ASVAB and Praxis. These resources are vital for life-long, self-directed learning, and the development of an educated workforce.

Life-Long Learning and Achievement

In January 2014, CCPL launched "Gale Courses," an online portal for free, 6-week classes in over 350 topics. The popularity of these courses proves the need and interest for this type of learning opportunity in Cecil County. In just 11 months, Gale Courses have had over 1,800 enrollees, logging over 650,000 minutes of classroom time! The top 3 courses by enrollment are Medical Terminology, Accounting Fundamentals and Explore a Career in Medical Coding.

Nearly all (94.5%) of those that received technology assistance rated CCPL's staff as "very helpful."



Connecting to Cecil County's Strategic Plan

Education—Goal 4: Foster opportunity for all citizens to learn throughout life by leveraging community educational resources; Goal 4.4: Support free and low-cost self-directed lifelong learning opportunities for all.

CCPL offers the highest quality free educational tools and resources, creating opportunity for all.

Our patrons say it best: "Thank you for this wonderful opportunity to learn Introduction to Microsoft Excel. It made my heart sing to see my completion certificate!!!"—Gale Courses Student

A FORCE *for Local Economic Opportunity*

CCPL's Small Business Information Center: Aligning Community Resources for Economic Vitality

Founded in 2003, CCPL's Small Business Information Center experienced a surge of activity at the start of the economic recession. The CCPL SBIC responded to 5,500 small business inquiries from January 2009 through August 2014 — 540 in the past year alone. SBIC users include citizens who have lost jobs and established business owners seeking to stay afloat and continue to succeed in tough economic times.

CCPL's Increased broadband speeds enable business owners and entrepreneurs that next level of access – which leads to creativity, innovation and success. It is now easier than ever to teleconference, quickly download large documents or access high-quality investment research. Small businesses constantly evolve with technology, and CCPL is a community partner in providing access to new and developing technologies which create opportunities to conduct business at a higher level.

CCPL's SBIC is a customized experience, connecting to a network of resources and contacts for entrepreneurs.

In 2014, CCPL SBIC client Cathy Parsons achieved her dream of opening her storefront in North East.

"I discussed a plan of action with the SBIC librarian. We set goals and measurable objectives to provide a roadmap for my dream of a storefront location in North East. We performed a market analysis and researched local competitors in the area. I learned the importance of the big picture and that taking baby steps to achieve your ultimate dream is okay." — Cathy Parsons, Best Vacations



AMERICAN DREAM



“As a small business owner, I have many distractions. I come to the Elkton Central Library with my laptop so that I can connect with the high-speed WiFi and I am able to concentrate and work uninterrupted for a few hours. I’ve found it an invaluable resource for running my business.” – SBIC Client Patti Paulus, Artist & Co-Owner, The Palette & The Page, LLC

Small businesses are incubators for innovation & employment growth and accounted for 60% of the net new jobs created since the end of the recession, which began in mid-2009.

International Impact

CCPL’s exceptionally effective business library services have received local, statewide and international recognition.

A librarian from Gakushuin Women’s College in Japan traveled to interview business librarians from 4 libraries in the United States, visiting CCPL’s SBIC as a potential global model.

In fall 2014 trainings for librarians in Croatia, Enoch Pratt business librarian Ray Cruitt showed the CCPL video “Libraries Changing the World.” He said, “CCPL’s SBIC manifested the idea that a small business presence and good outreach in a public library system can have profound effects on the community.”



Professor Mika Koshizuka, Gakushuin Women’s College of Tokyo, Japan and Laura Metzler, CCPL’s Small Business Information Librarian.



Ray Cruitt presents in Croatia.



Connecting to Cecil County’s Strategic Plan

Economic Development—Goal 2.1: Increase the number of new businesses; Goal 3: Promote a positive County image.

CCPL’s innovative SBIC services and resources have gained state, national and international attention for its cost-effective and accessible tools for starting and expanding businesses in our community. CCPL is challenging stereotypes about Cecil County.

Small Business & Entrepreneurial Council

Investment in **EARLY CHILDHOOD EDUCATION**



Community Partners Invest in Early Childhood Education for Future Employment Viability

Young children need to start school with a foundation of learning or they will struggle to succeed. Providing access to quality books in the home, especially to those living in lower-income neighborhoods, is a powerful way the library promotes early literacy skills and school readiness—both strong indicators of degree attainment and future employment.

Since 2011, CCPL has partnered with PNC Bank's Foundation to implement "My Special Book." The program visits Title I schools, Head Starts and low-income neighborhoods in Cecil County via the outreach bookmobile. Children up to age 5 select a free, new, quality book that is theirs to keep.

Cecil County saw a 6% improvement in FY14 for county ratings associated with the Maryland Model for School Readiness — a strong indication that CCPL's programs are making a positive difference. CCPL is recognized as a county and state leader in early childhood education and as a vital partner to the public school system in bringing about this increase.

Education is the Foundation of Workforce Preparation

By investing time at the local and state level listening to parents and applying educational research and curriculum standards, CCPL is making significant impact in early childhood education and school readiness — which are strong indicators of future success.

“Children growing up in homes with many books get 3 years more schooling than children from bookless homes, independent of their parents’ education, occupation, and class.” “Family Scholarly Culture & Educational Success: Books & Schooling in 27 nations,” Evans, 2010

Leading the County in Summer and Out-of-School Learning

CCPL is the summer and out-of-school learning leader in Cecil County. Systematically reaching across Cecil County’s communities, CCPL’s summer learning programs lay a foundation for school graduation and future employment success.

CCPL is transforming the community by increasing school readiness and fighting the knowledge loss that students experience during summer months — particularly lower-income children. CCPL is addressing this challenge by applying a recent and growing body of sociology and education research. This research shows that children who drop out do so because they lose learning progress every summer, and the loss of knowledge and skills is cumulative.

In light of Cecil County’s poverty and drop-out statistics, CCPL used this research to develop and evaluate multiple programs, including CCPL’s Summer Reading and Learning program and SPARK (Students Progress and Achieve with Reading Kits).

In 2014, CCPL directed its outreach services to include more low-income, geographically disadvantaged and distressed neighborhoods. Children and teens in these locations can’t walk to the library. The outreach bookmobile’s visits gave access to approximately 500 children and teens who wouldn’t have otherwise been able to participate in summer reading or have access to books over the summer. Outreach bookmobile neighborhood visits have tripled.



Mad Science & STEM activities. Special thanks to the CCPL Friends & APGFCU—our summer reading prize and program sponsors.

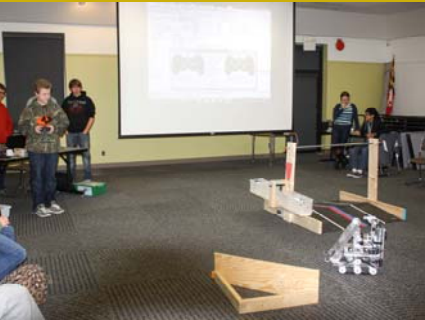


Connecting to Cecil County’s Strategic Plan

Education—Goal 1.1: Promote the value of education related to ROI in employment viability and income; Goal 2.1: Improve high school graduation rates while lowering the dropout rate; Goal 4.1: Partnership between public schools and public library; Goal 4.2: Support educational activities during summer and out-of-school.

CCPL is an educational institution and partner with public schools and community organizations. Investing in early childhood education creates future ROI for employment and an educated workforce. Investment in early childhood education fights the drop-out rate.

ECONOMIC FOUNDATION



Teens thrive at Cecil County Public Library

A high school drop-out earns an average of \$7,500 less than a high school graduate—amounting to hundreds of thousands of dollars lost over a lifetime.

United States Census, 2012

Teens: Our Emerging Economic Resource

As reported by the Rural Maryland Council, Cecil County teens have significant college and career aspirations:

- 83% of students plan to attend college, vocational school or join the military

- 26% wish to enter the science or technology field

- 40% want to start their own business

One of the main findings of the council study was to work with the current framework of local agencies to help youth succeed.

CCPL's SPARK program is an excellent example of an impactful teen program. **In 2014, with the support of grant funding, CCPL's SPARK program continued to serve Title One schools in Elkton and Port Deposit.** CCPL will look for expansion opportunities, with a goal to reach all county schools, as funding allows.

CCPL's programs and services are uniquely designed to help students achieve their goals. CCPL has a dedicated teen services staff member in all branches. These expert teen librarians have developed deep connections to the teen community. Our teen classes and activities challenge teens to think, evaluate, create and analyze in a safe, non-critical environment.

75% of Americans say libraries are important as a safe place to sit, read and study.

Data from the PEW Research Center

Outreach: **ENGAGING FAMILIES**

A Unique & Powerful Mission— Opportunity for All Children and Families

CCPL's and Cecil County's mission is to connect all Cecil County families with educational opportunity and success. CCPL has applied summer learning loss research to our outreach bookmobile program.

In 2014, CCPL's outreach bookmobile adjusted its route to focus on more low-income neighborhoods.

CCPL reached out to CCPS teachers and other community leaders to ride along to gain a deeper connection into the communities they serve. This neighborhood outreach gave CCPL the opportunity to reach entire families, as well as parents and children.

This project, in addition to the many programs and activities offered at the library, encouraged parental engagement and opened the doors to education success for families often left behind.



Connecting to Cecil County's Strategic Plan

Education—Goal 3: Encourage family engagement; Goal 3.2: Systematized outreach in education aimed at lower-income children and families.

CCPL creates opportunity where barriers exist by taking library resources to the children and families who need them most. CCPL's outreach bookmobile serves geographically disadvantaged and lower socioeconomic neighborhoods, which often have the highest concentration of Title One students.

CCPL's efficient adjustments to programs and services have comprehensive impact.

Broadband Access **FOR ALL**



Connecting Citizens with High-Speed Internet Access

High-speed internet access is essential to modern, everyday life, from applying for jobs and filing taxes to studying and preparing for school and college, “upskilling” for most jobs, and developing tech-rich business models. **CCPL branches are uniquely positioned in every county population center to offer high-speed broadband access for all students, families, seniors and entrepreneurs. In 2014 CCPL completed installation of equipment and fiber optic infrastructure that gives all our**

citizens and businesses, regardless of wealth, access to the high-speed internet access that is essential for their success. CCPL’s increased speeds and convenient hours of operation offer the opportunity for anyone to visit the library for a teleconference, for a quick download of large documents or schematics, to take online testing that is increasingly part of the job application process, to access high-quality investment research or to join distance learning classes. **And our tech-savvy CCPL librarians are our citizens’ valued partners in navigating the increasingly challenging and opportunity-rich world that fiber makes accessible.**



Connecting to Cecil County’s Strategic Plan

Infrastructure—Goal 2: Expand access to technology and communications throughout the county; Goal 5: Safe, healthy and active communities.

CCPL partnership on the BTOP implementation creates high-speed broadband and WiFi in seven library branches with convenient hours of operation across Cecil County.

CCPL branches, the outreach bookmobile and digital library provide safe environments for educational and learning pursuits for all. All citizens are welcome and actively encouraged to use our libraries.

*“I think the computer access and internet connection for patrons is very important to the many who do not have their own personal devices or data plans. I see it being valuable for students.” **

*CCPL conducted a 2014 technology survey of library users: impactsurvey.org

OPPORTUNITY *for Veterans*

Service to Our Veterans: Community Revitalization

Our nation's veterans make incredible sacrifices for our country. Too often, however, they lack access to important resources such as workforce skills and training to transition to successful civilian lives.

The Perry Point VA Medical Center is the largest VA medical facility in Maryland, is an economic engine in Cecil County and is located in close proximity to the Perryville Branch. CCPL recognized that many veterans needed technology skill upgrades to secure employment. CCPL responded by creating specialized computer training classes and job search assistance.

Marian A. Jones, Recreational Therapist at Perry Point, drives veterans to the library for weekly classes. "The library has done so much for the veterans, from group computer classes to individually assisting them with job searches, resumes and setting up email accounts."

CCPL partners with APGFCU to provide classes in financial literacy including budgeting, savings, credit, retirement and investments.

In 2014 CCPL was recognized as a leader in Maryland libraries' efforts to provide public library services designed to enable veterans to overcome serious issues like unemployment and homelessness.



Computer skills classes at the Perryville Branch .

WORKING

"I used to live in a tent in the woods. We are very appreciative that Perryville has computer classes designed exclusively for vets and our needs. I now have a job driving other vets to these computer classes."

— Mr. Thomas Cousar



Connecting to Cecil County's Strategic Plan

"Workforce needs to be equipped with a higher level skill set to be more competitive for higher-skilled and higher-waged jobs."

CCPL is preparing veterans for success in a technological workplace environment.



FY14 STATISTICS

LIBRARY USAGE

49,083 registered borrowers
5,431 new library cards issued
512,030 visits to the library
101,642 information questions answered
1,136,630 check-outs
3,446,661 minutes spent on our **112** public access computers
228,746 public access computer and WiFi sessions*
47,508 people attended **1,715** classes and events
763 community meetings

July, August & September 2013 WiFi data based on extrapolation

ORGANIZATIONAL STATISTICS

7 branches and **1** Outreach Bookmobile
24/7 catalog and databases via Online Branch
338,894 materials in our collection
69 full-time equivalent personnel

FINANCIAL STATISTICS

Revenue by Source:		Expenditures:	
County	81.9%	Personnel	67.25%
State	13.28%	Books and Materials	11.5%
Other	4.81%	Facilities & Equipment	14.13%
		Other	7.02%

Actual FY 2014 Revenue and Expenditures: \$5,220,595

Does not include \$370,004 state pension contribution or capital expenditures for FY14

Director:

Ms. Denise Davis

Board of Trustees:

Brigadier General
 Kennard R. Wiggins, Jr.
President
 Mr. Harry Hammond,
Vice President
 Mr. Anthony LoRusso,
Treasurer
 Rev. Samuel H. Hartman
 Ms. Katherine McCormick
 Mr. Stephen Naughton
 Mr. Stephen Pearson
 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

Cecilton Branch
 215 East Main Street
 Cecilton, MD 21913

Chesapeake City Branch
 2527 Augustine Herman Highway
 Chesapeake City, MD 21915

North East Branch
 106 West Cecil Avenue
 North East, MD 21901

Rising Sun Branch
 111 Colonial Way
 Rising Sun, MD 21911

Perryville Branch
 500 Coudon Boulevard
 Perryville, MD 21903

Port Deposit Branch
 13 South Main Street
 Port Deposit, MD 21904

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