

5-2011

## 10 Steps to an Engaging Annual Report

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### Recommended Citation

Ambroziak, M., Rosario, J., Smethurst, R., & Cunningham, D. (2011, May). 10 steps to an engaging annual report. Poster presented at the meeting of the Medical Library Association, Minneapolis, MN.

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Form representative team of library staff



Research online reports by non-library entities



- Take-aways
- ✓ overarching theme
  - ✓ interactive
  - ✓ visually appealing
  - ✓ brief & concise text
  - ✓ multimedia

Find a unifying theme



Potential Themes

- the cell
- the human body
- library in motion
- lab notebook

Chosen Theme

From A to Z

Select data from departmental reports



Criteria

- Data submitted annually to organizations such as AASHL
- Advice from library director

### Feedback

"I never thought to look there [for the annual report]"

"I would have preferred a single page overview (i.e. PDF) for ease of reading"

"...though I speak negatively about annual reports in general, yours, once I finally looked at it, is really nice"

"Administrators don't really look at this type of stuff"

### Take-aways

- ✓ Shorter is better
- ✓ Consider using a different format. e.g. video
- ✓ Shorter production time

# 10 steps to an engaging annual report

Present data in visually appealing ways

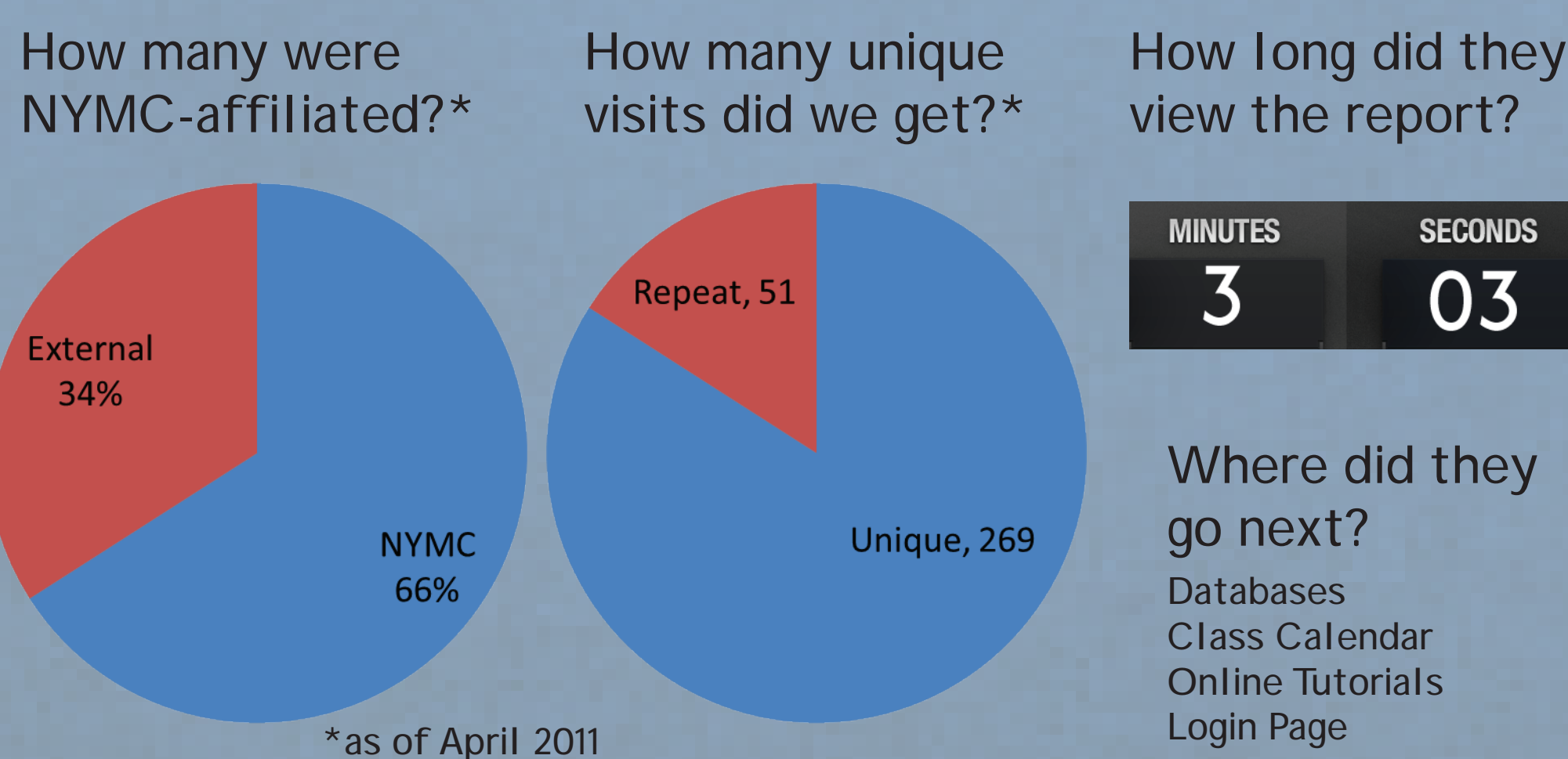
Launch and promote the annual report



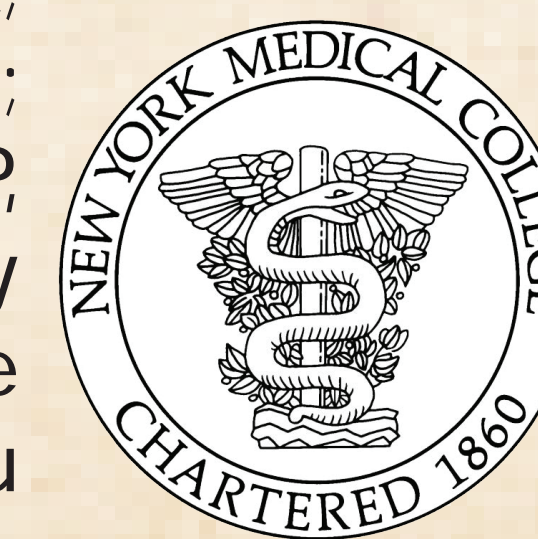
Create the report



### Metrics



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Write the content



Select design software

| Software             | Pros  | Cons  |
|----------------------|---|---|
| Adobe Flash          | library owns; interactive                             | lack of technical expertise                 |
| Microsoft PowerPoint | library owns; familiar                                | not interactive enough                      |
| Microsoft Publisher  | library owns; easy to use                             | not interactive enough                      |
| Prezi                | .edu version free for universities                    | difficult to organize components            |
| Wix                  | free; no Flash knowledge; link websites, embed videos | Wix logo present; data stored in Wix server |