Telling Your Library's Story: Creating an Annual Report that Shows Your Value

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LEARNING OUTCOMES

Questions we'll answer today:

• What are the goals of an annual report?
• What should I include in our annual report?
• How do I get started?
• How do I design an annual report?
• How do I disseminate my annual report?
What are the goals of an annual report?

1. **Inform**
   Inform stakeholders about library operations.

2. **Highlight**
   Highlight library accomplishments and staff achievements.

3. **Promote**
   Promote library services, new initiatives, and projects.

4. **Demonstrate**
   Demonstrate how your library positively impacts your campus community.
INFORM

- Inform your stakeholders about the day-to-day operations of the library.
- Look at your statistics from year to year to show trends.
- Gate count, number of reference transactions, circulation statistics.
WHO ARE YOUR STAKEHOLDERS?
HIGHLIGHT

- Recognize staff accomplishments.
- Showcase changes to the library - renovations, special events, special visitors.
- Communicate your library's priorities and goals.
PROMOTE

- New services
- Services that are seeing a drop in usage.
- Collaboration with other departments or community organizations.
DEMONSTRATE

- How does your library positively impact your campus community?
- How do you want your stakeholders to view your library?
- How does your library further the mission and vision of your university?
- How does your library further the goals of your university’s strategic plan?
WHAT SHOULD I INCLUDE IN MY ANNUAL REPORT?
What should I include in my annual report?

1. Inform
   Inform stakeholders about library operations.

2. Highlight
   Highlight library accomplishments and staff achievements.

3. Promote
   Promote library services, new initiatives, and projects.

4. Demonstrate
   Demonstrate how your library positively impacts your campus community.
HOW DO I GET STARTED?

Ask yourself:

1. Who is my audience? (This may be different than your stakeholders!)
2. What is the time period for the report?
3. What are my priorities?
4. What are your long-term goals in your library? How can this annual report be used as evidence to support your "ask"?
GATHER YOUR DATA

1. Make a list.
2. Ask your colleagues for information.
3. Clean up the data. Look for errors and inconsistencies.
4. Look for trends and explanations. (Has your gate count fallen over the past few years? Why?)
5. Prioritize!
ORGANIZATION & DESIGN

- Decide on structure, number of pages, color palette, design elements.
- Who will create the document? Who will print it?
- What programs do you have available for document creation?
OTTERBEIN'S ANNUAL REPORT

**Audience:** University administration, potential donors, community members, alumni

**Time Period:** FY18 (July 1, 2017-June 30, 2018)

**Priorities:** Announce the library's strategic plan. Show how our strategic plan goals and our actions supported the university's strategic plan. Inform stakeholders about areas of the library building that needed renovation.
Activity 2

MAPPING YOUR ACCOMPLISHMENTS
Thinking about Design

1. **Proximity**
   Group related items together.

2. **Alignment**
   Elements should have some visual connection with other elements on the page.

3. **Repetition**
   Repeat visual elements of the design throughout the document.

4. **Contrast**
   Elements should either be the same (same font, same colors) or very different.
A FEW DESIGN TIPS FROM AN AMATEUR

- Use templates. (Canva, Publisher)
- Don't let the design distract from the message.
- Use pictures sparingly.
- Choose your fonts carefully. Sans serif fonts are good for titles, subtitles, and online publications. Serif fonts are good for large blocks of text.
A FEW DESIGN TIPS FROM AN AMATEUR

- Change up the elements. Alternate between lists and shorter articles.
- Showcase the diversity of your campus community.
- Make sure your document adheres to digital accessibility standards.
DIGITAL ACCESSIBILITY

Ensures that an online document or website can be read by a wide variety of users including users with disabilities.

Web Content Accessibility Guidelines
COMMON ACCESSIBILITY ISSUES

Images
Include alt-text with all images.

Color
Use colors that contrast. Avoid red-on-green and green-on-red.

Font and White Space
Text that is too small or lack of white space can be difficult for screen readers.
Activity 3

EXAMPLE REPORTS