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10 Steps to an Engaging Annual Report

Marta Ambroziak
New York Medical College

Jovy-Anne O'Grady
New York Medical College, jograd@nymc.edu

Rie Smethurst
New York Medical College

Diana J. Cunningham
New York Medical College

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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



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

Criteria

Data submitted annually to organizations such as AASHL

Advice from library director

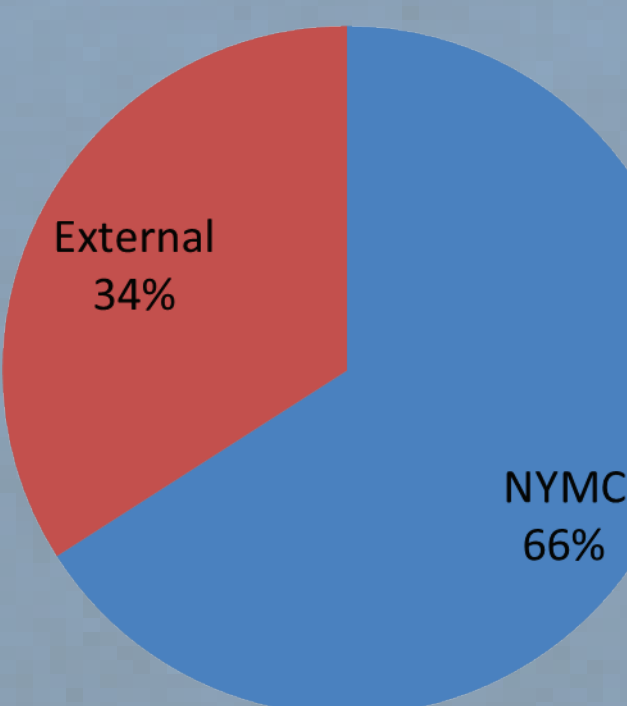
Present data in visually appealing ways

Launch and promote the annual report

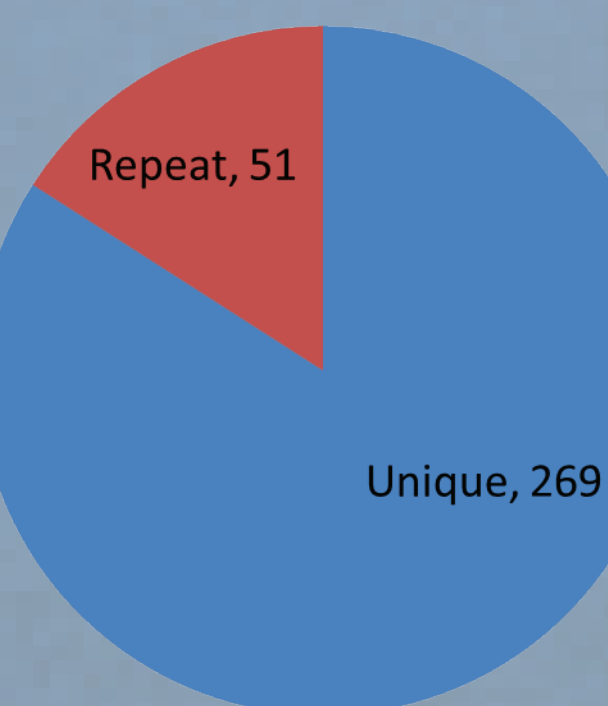


Metrics

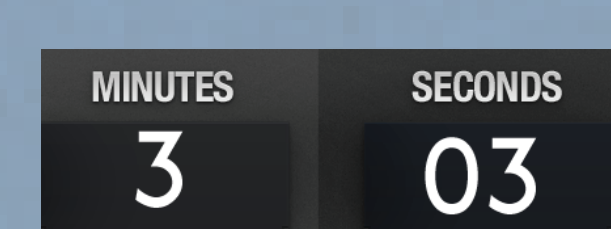
How many were NYMC-affiliated?*



How many unique visits did we get?*



How long did they view the report?

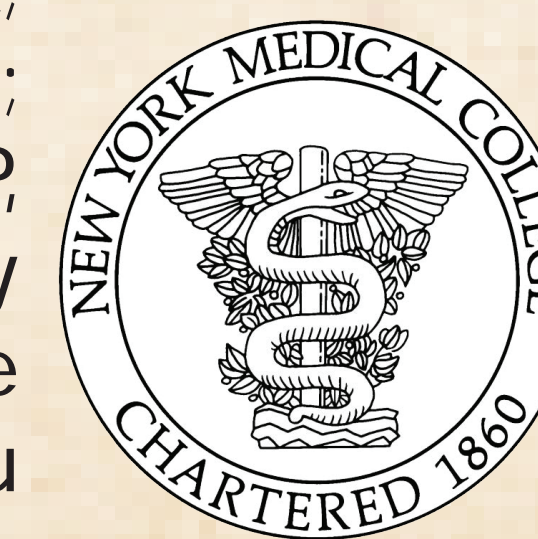


Where did they go next?

- Databases
- Class Calendar
- Online Tutorials
- Login Page

*as of April 2011

Marta Ambroziak;
Jovy Rosario; Rie Smethurst;
and Diana Cunningham, AHIP,
Health Sciences Library
New York Medical College
jovyanne_rosario@nymc.edu



Select design software

Write the content

Create the report



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