Setting Off On a New Path: Reimaging a Library Department Annual Report

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Reimaging a Library Department Annual Report

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VCU Libraries
Health Sciences Library

Background

- Members of the Research and Education Department (RED) wanted to reexamine the RED Annual Report.
- Reimagination of Annual Report turned into Internship Project.

Annual Report Project Objectives

- Gain an understanding of how academic library departments and administration work together.
- Engage and have awareness of library stakeholder communication.
- Apply principles project management to high stakes project.
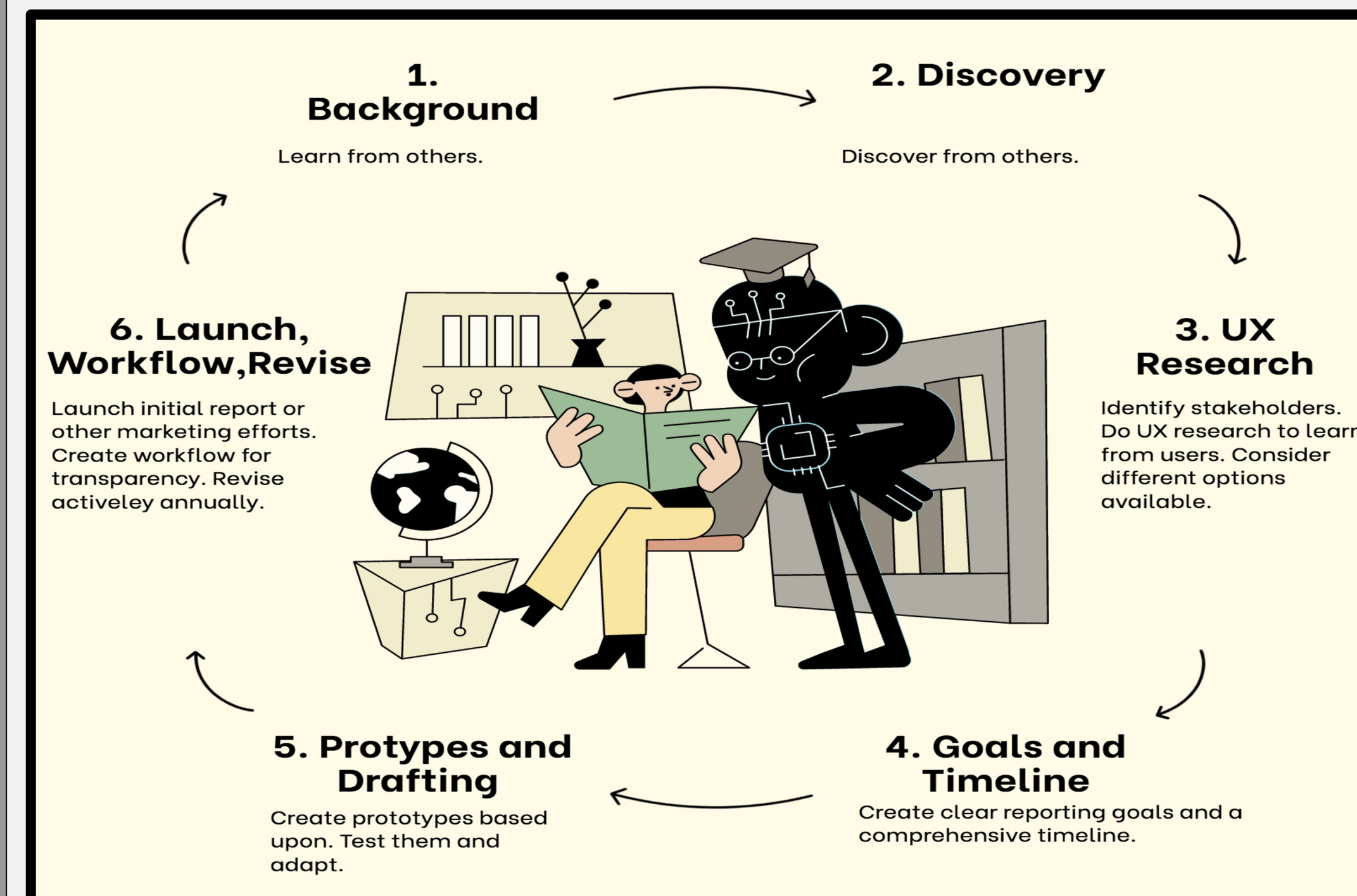
Purpose

- Target question: How can we tell our story in a engaging way and with what methods?
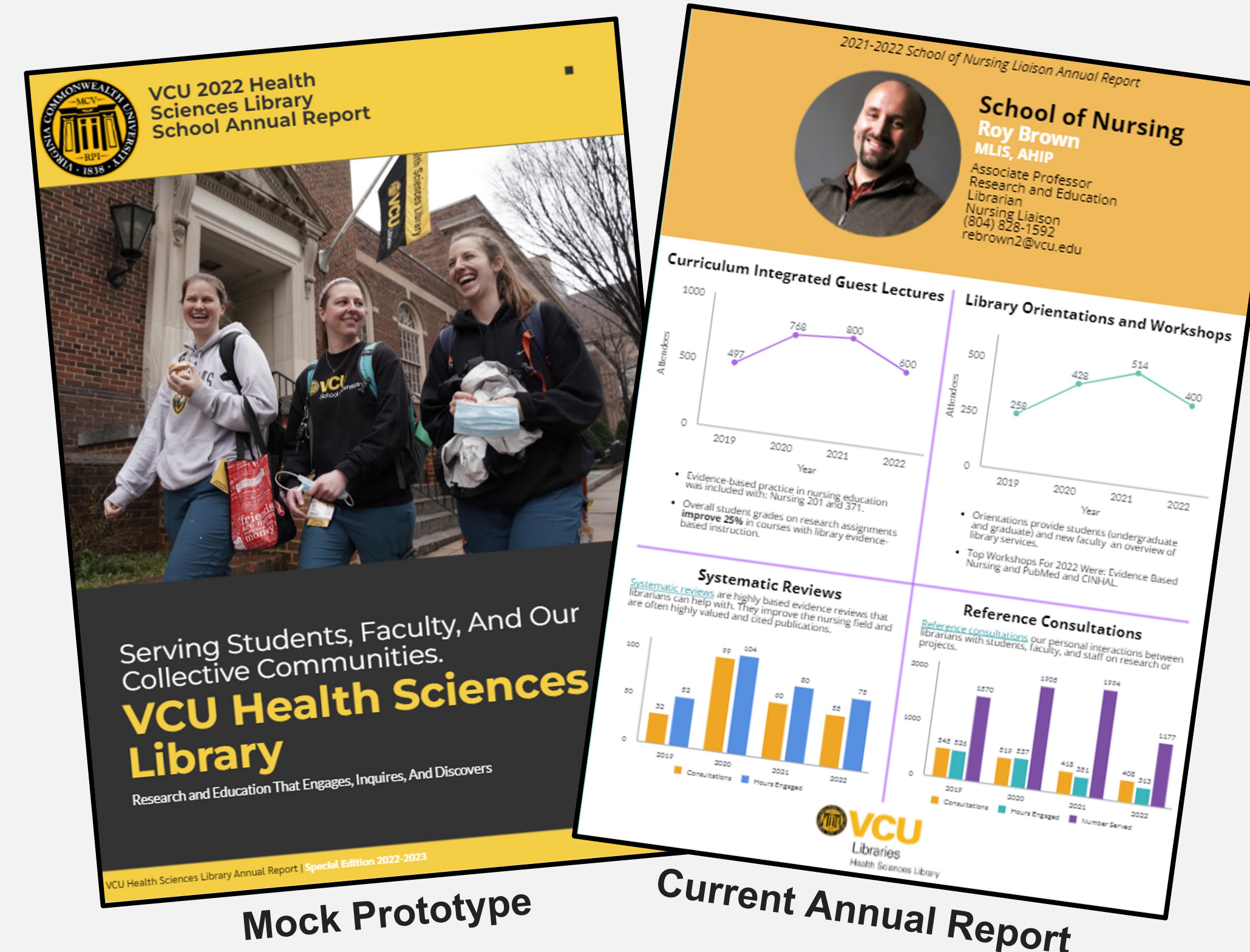- Create a sustainable annual report cycle.

Background

- Surveyed annual reports from other libraries.
- Identified and interviewed library stakeholders.
- Implemented various UX research techniques and one research model.
- Identified and tested multiple cost-effective annual reporting tools and technologies.
- Adapted *SCRUM* approach for testing ideas and gaining feedback.

Annual Report Cycle & Prototypes

Suggested Annual Report Cycle

1. Background — Learn from others.

2. Discovery — Discover from others.

3. UX Research — Identify stakeholders. Do UX research to learn from users. Consider different options available.

4. Goals and Timeline — Create clear reporting goals and a comprehensive timeline.

5. Protypes and Drafting — Create prototypes based upon. Test them and adapt.

6. Launch, Workflow, Revise — Launch initial report or other marketing efforts. Create workflow for transparency. Revise activitely annually.

Designed By Jackson Hoch

Mock Prototype

Current Annual Report

Results

- Digitized reports are helpful to liaisons while printed reports remain most helpful to administration.
- Stakeholders addressed need for short reports. Suggested better telling of our story and adding visuals where they fit.
- Time-investment and adaptability are critical factors to consider when working on annual reports.
- Found need to explore other avenues to market library services and events.

Recommendations

- Consider further digitization and sharing of the report.
- Create a uniform communication plan to raise stakeholder awareness.
- Consider creating marketing plan for better dissemination of annual reports.

Next Steps

- Finalize template used to produce the annual report.
- Create timeline and workflow for producing the annual report.
- Work with Health & Wellness Library to create a annual report using a similar approach.