Development

Following the consolidation of 9 hospital libraries into a single unified department, library leadership identified the need to create an annual report that successfully described the work of this new integrated library service.

Execution

A visual representation of the annual report allowed the library to tell its story in a more compelling way than a traditional written one. Infographics allow for a quick breakdown of key statistics in a way that is easily digestible, meaning the library was able to reach stakeholders who may not have taken the time to read a written report.*

Results

When presented in an attention-grabbing and creative way, infographic annual reports provide an effective and engaging glimpse into the productivity and workload libraries produce in a given timeframe.

Ensure visibility and success!

1. Transition from a traditional written report to an infographic poster created using Photoshop.**
2. Highlight quantitative information that demonstrates the library’s scope, scale, and impact.
3. Distribute to key leadership within the organization by email and physical copies of the posters were printed and displayed on bulletin boards within library locations.
4. Upload digital copy to library website.

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*An accompanying brief written report produced in year three, and emailed to a limited number of individuals, is leadership-allowed the library to include more a descriptive analysis of its work, impact, and special projects thus bridging the gap between quantitative and qualitative, and creating an overall picture.