“Draw” in your Audience: Creating an Infographic Annual Report

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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, infographics 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 in leadership, allowed the library to include more of a descriptive analysis of the work, impact, and special projects thus bridging the gap between quantitative and qualitative, and creating an overall richer picture.