

SCCWRP'S REIMAGINED ANNUAL REPORT



**Presentation to the Commission
Scott Martindale**

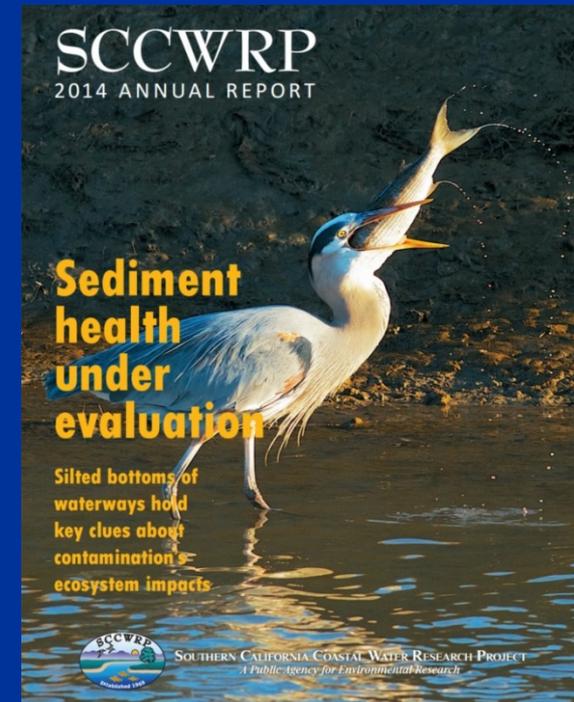
June 5, 2015

BACKGROUND

- **Last year, the Commission agreed to a full makeover of the Annual Report**
 - The old format wasn't serving our most important audience: You and your bosses
 - The 2013 Annual Report was 636 pages long
 - Scientists have other ways of accessing our technical articles now
- **The 2014 Annual Report was done in a magazine style**
 - Slimmed down to 60 pages
 - The front half: Feature articles, photos, graphics, breakouts
 - The back half: Executive summaries of key accomplishments, journal article abstracts, people section
- **We asked the Commission/CTAG for feedback on the new style**
 - 20 responded to our anonymous online survey

WE'RE HEADED IN THE RIGHT DIRECTION

- **Is it an improvement over last year's?**
 - 90% yes
- **Was it written at the appropriate level?**
 - 85% agree/strongly agree
- **Were the design and structure effective?**
 - 95% agree/strongly agree
- **Was it effective as a marketing/communication tool?**
 - 95% agree/strongly agree
- **Should we add more feature articles next year?**
 - 16% disagree, 68% neutral, 16% agree/strongly agree



ALL SECTIONS WERE WELL-RECEIVED

Each section was rated on a 5-point scale ...

Ineffective – Somewhat ineffective – Somewhat effective – Effective – Highly effective

- **Feature articles**
 - 87% effective/highly effective
- **Executive summaries of key accomplishments**
 - 90% effective/highly effective
- **Journal abstracts instead of full-text articles**
 - 90% effective/highly effective
- **People section**
 - 80% effective/highly effective

HOW ANNUAL REPORT GOT USED

- **You shared the Annual Report with your staffs and, to a lesser extent, your governing boards**
 - 70% shared up their chain of command
 - 95% shared down their chain of command
 - 40% shared with their governing board
- **Printed Annual Report appears to have gotten more exposure than the online edition**
 - 35% shared the online version with others

NEXT STEPS

- **The 2015 Annual Report will build off the success of the last Annual Report**
 - Last year, we changed 90%; this year, we'll change 10%-20%
 - We will highlight more SCCWRP accomplishments upfront, using our new photo-driven storytelling approach
 - We will focus on refining our messaging to more effectively resonate with our target audience
- **The executive summaries of accomplishments will serve as our template for overhauling the Director's Report**
 - We will deliver more high-level, outcome-oriented project summaries
 - The reimagined Director's Report debuts this August!