SCCWRP’S REIMAGINED ANNUAL REPORT

Presentation to the Commission
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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
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!