

REFINEMENTS TO THE NEW SCCWRP ANNUAL REPORT BASED ON CTAG INPUT



Presentation to the SCCWRP Commission
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BACKGROUND

- **At the last Commission meeting we agreed to employ a new format for the next Annual Report**
- **The existing format does not serve our most important audience: The Commission and their Boards**
 - It documents our accomplishments, but doesn't communicate our findings in a meaningful way to you and the people you report to
- **Scientists already have access to our technical articles**
 - 38 of 39 articles from the 2013 Annual Report were also published in scientific journals
- **Cost was also a driver for making the change**
 - Producing/publishing the 2013 Annual Report cost \$238K
 - We want to focus our money on research

THE NEW FORMAT

- **Feature article written in a magazine format**
 - A mature topic where we have lots to say to a management audience
 - You saw an example at your last meeting
- **A series of 1-2 page highlight articles**
 - Introduces some early-stage research
 - Written for a management-level audience (with emphasis on graphics)
- **Abstracts of our articles, with links to the full articles**
- **People section that documents the organization**
 - List of Commissioners
 - List of CTAG members
 - List of SCCWRP staff
 - Staff external advisory committee appointments

CTAG FEEDBACK

- **CTAG thought we are on the right track**
 - Understands the value of targeting the management audience
- **They would like us to address three issues**
 - Unclear how SCCWRP research contributed to the feature story
 - Need a transition between the feature story and the abstracts
 - Feature story emphasis leaves the reader with an incomplete understanding of the breadth of our work
- **This presentation is about how we plan to refine our approach in response to these critiques**

HOW DID SCCWRP CONTRIBUTE STORY?

- **We agree with the critique**
- **We will add a 3-5 page summary of SCCWRP's scientific accomplishments in this area**
 - Describing past, present and future research on this topic
 - Follows immediately behind the feature story
- **A shortened, simplified version of the Research Plan summary you just reviewed**
- **Also include a list of SCCWRP journal article publications on this topic over the last ten years**

NEED A TRANSITION

- **We agree**
- **Will add text to make document structure more apparent**
 - Preface
 - Director's message
 - One page transition piece
- **Will also add some visual cues**
 - Colored paper section dividers

SEDIMENT QUALITY IS ALL WE WORK ON

- **We agree with the concern**
- **See two alternative solutions**
 1. Add a two page summary of our accomplishments in each thematic area
 2. Provide text that clarifies purpose of the document and points them to where they can find descriptors of our other programs
- **CTAG suggested the answer depends on goal of the document**
 - Are we focused on “documenting” our year (a true annual report)?
 - Or are we focused on a document that is “interesting and informative”?

PROS AND CONS OF ADDING TWO PAGES ON EACH THEME

- **Pros: A direct response to the concern**
 - Reader gets a summary of our activities in each theme area
 - Puts the abstracts into context
- **Cons: Confuses the reader**
 - Our primary audience will have little interest in (or understanding of) those sections
 - Confuses the audience since it will be considerably lengthier (>20 pages) than the feature article material
 - Will add back costs that we are trying to trim
- **The answer mostly depends on purpose of the document**
 - We need your feedback!