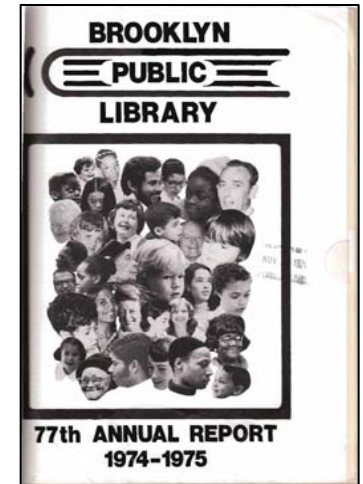
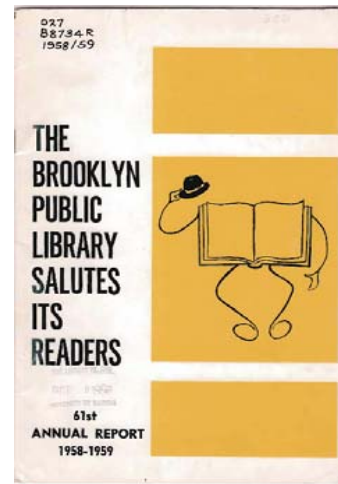
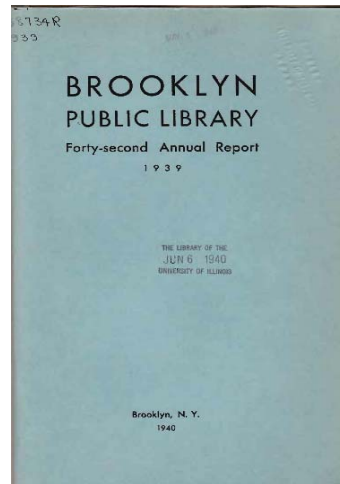
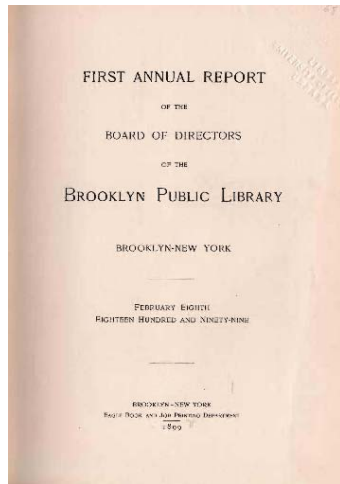


Grey Literature Past and Present

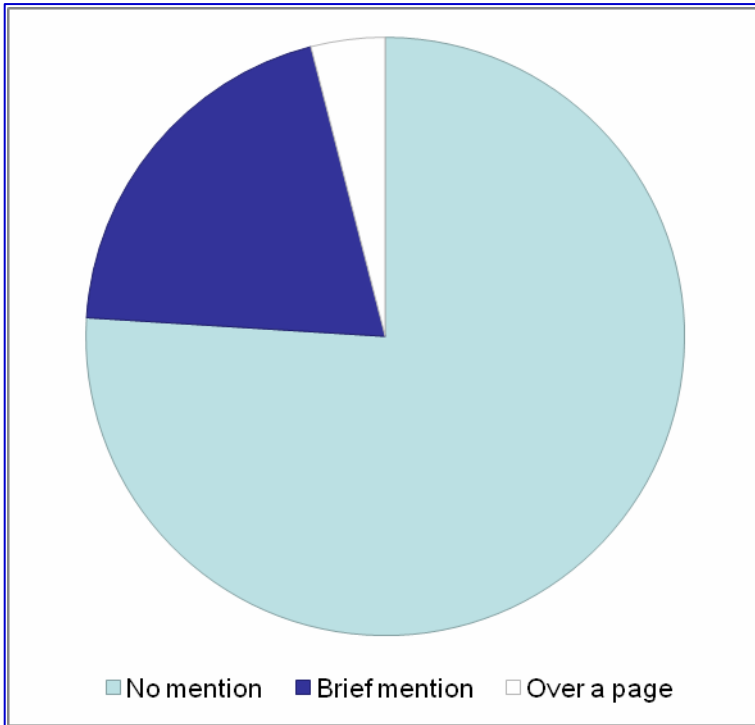
The evolution of library annual reports



Susan E. Searing / University of Illinois, USA
GL12 / 6 December 2010

Annual reports as a grey genre

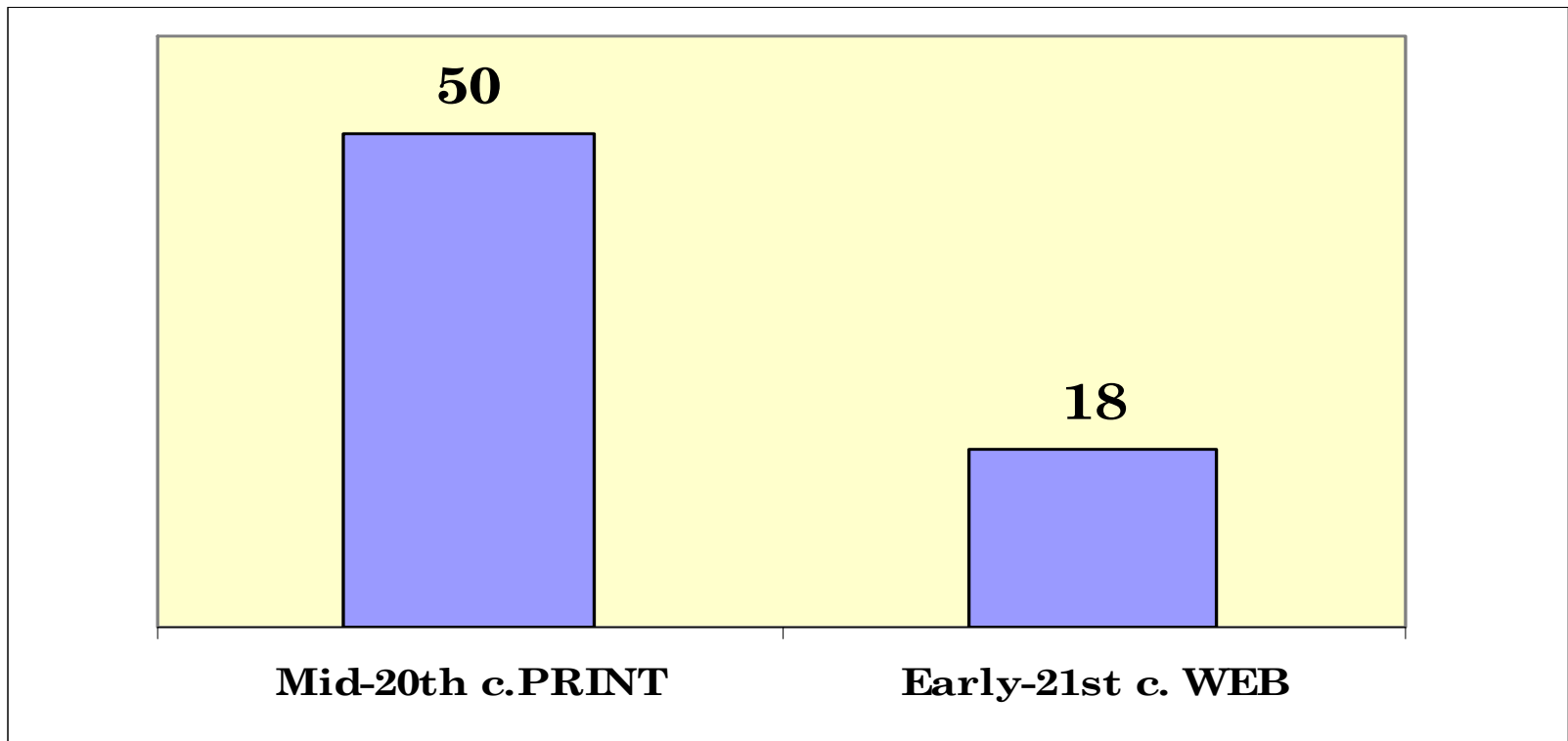
Annual reports in 25 recent books on library public relations and marketing



- **Definition**
- **History**
- **Librarians' attitudes**
- **Research and bibliography**
- **Present practice**
- **Evolving digital future**

Reports as digital documents

Sample of 50 libraries: Riffey, M.S. (1952). "Annual reports of public libraries." University of Illinois Library School *Occasional Papers* n. 28.



Statistical information

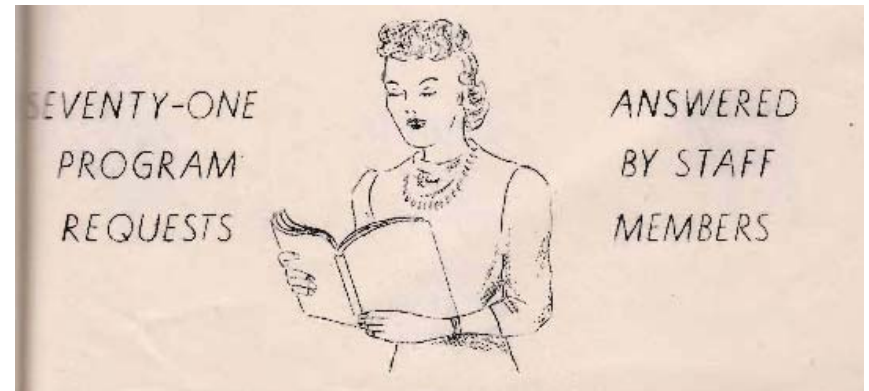
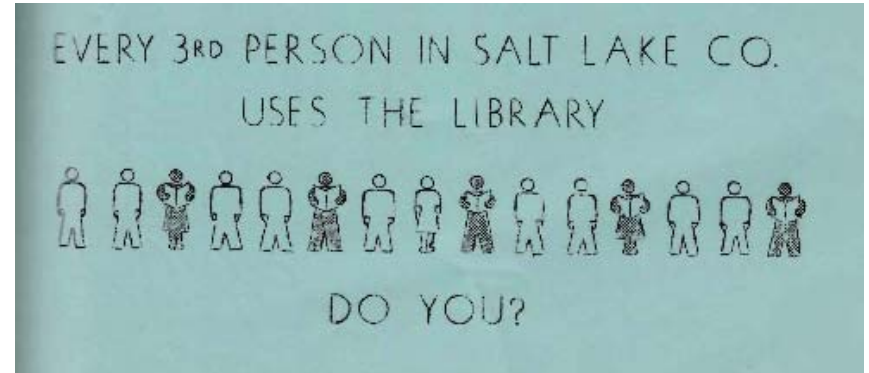
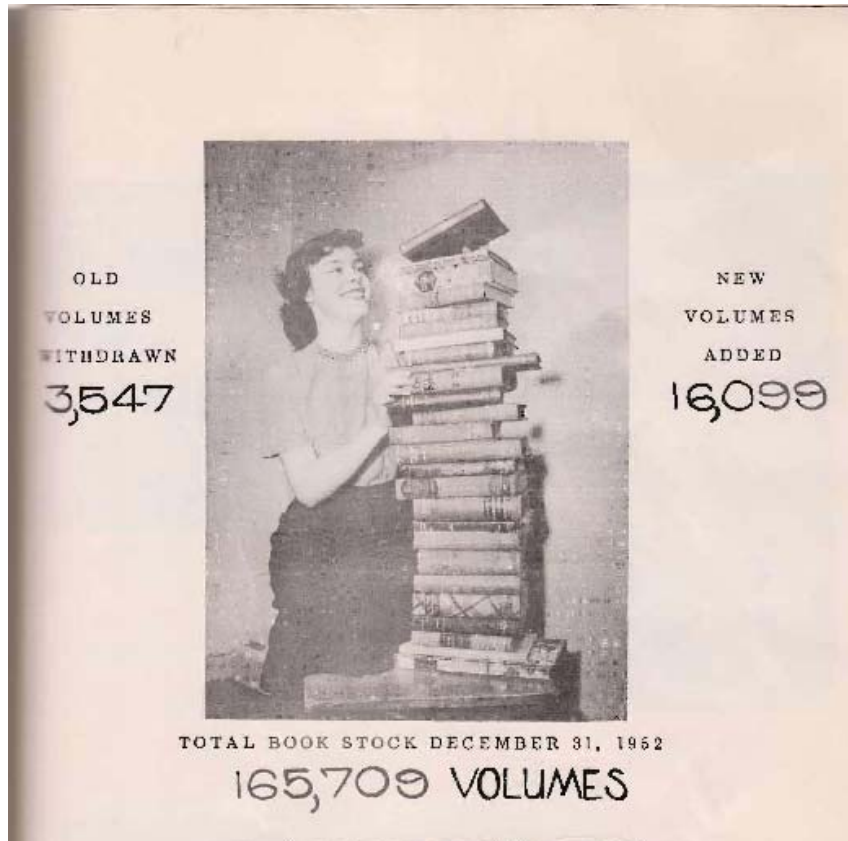
TRADITIONAL

- **Collection**
- **Circulation**
- **Borrowers**
- **Hours**
- **Impact of outreach**
- **Work with schools**
- **Income and expenses**

NEW

- **Electronic usage**
- **Value of services**
- **Return on investment**

Statistical information



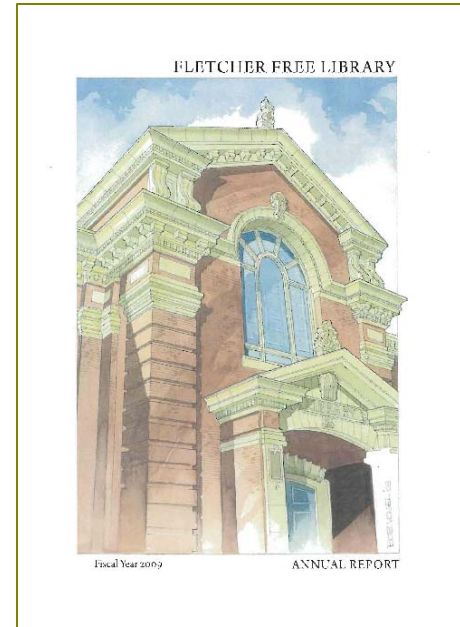
Narrative

- **Review of year's activities & priorities**
- **Local reading preferences**
- **Community, national, and international context**
- **Testimonials**
- **Donors and community partners**
- **Staff activities**
- **Disappointments and justifications**
- **Future plans and needs**

Visual information



Architecture



Visual information

Library interiors
Services
Equipment



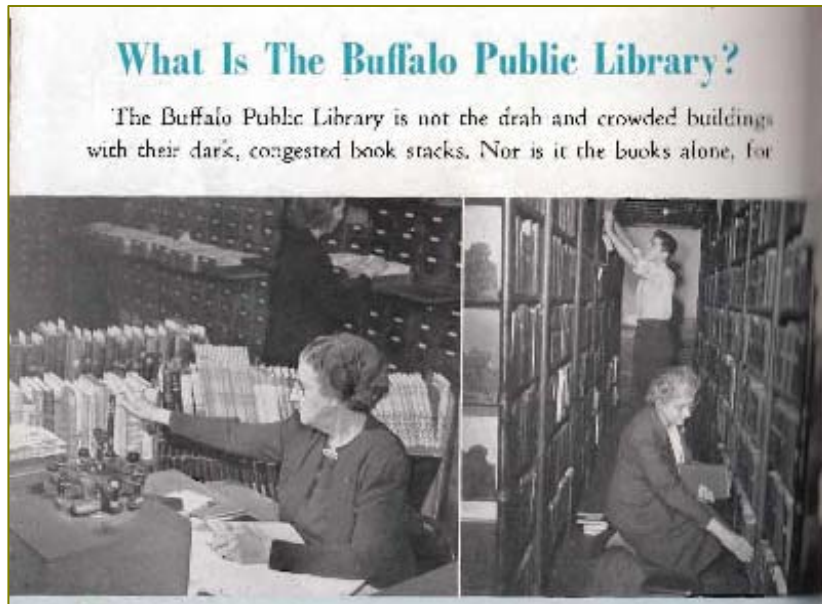
ROCKWOOD BRANCH
Children's Area



MADISON PARK BRANCH, 100 MADISON AVENUE



Visual information



People: Staff

People: Users

882,698 visitors to the libraries last year. That's 3400 people every day the library is open!

1.9 million items borrowed from the libraries last year! Let's beat 2 million this year!

600 people a day use the library's Internet computers resulting in a total of 135,722 Internet sessions in 2008.

Spokane Public Library

State of the Library Report and 2008 Metrics

Read ★ Learn ★ Discover

www.spokanelibrary.org

Spokane Public Library is a division of the City of Spokane.

Next research phases

Finalize rubric for comparing reports across time.

Investigate annual reports that are not on the web.

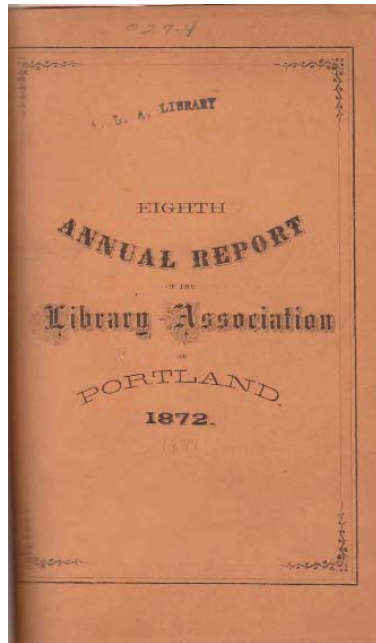
- **Contact librarians from Riffey's public library sample.**

Investigate university library annual reports.

- **Identify a representative sample. Choose factors for comparison. Gather and analyze.**



Implications for collections



**Becoming rarer?
Preservation
Access**



Topeka and Shawnee County Public Library

<http://www.tscpl.org/images/video/annualreport2009.html>