

The Annual Report as Advocacy

What You Need ▼

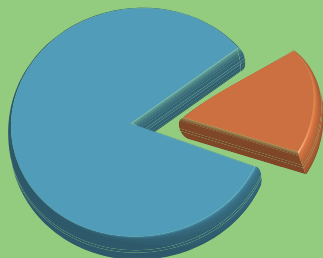
Text

Explain or list activities



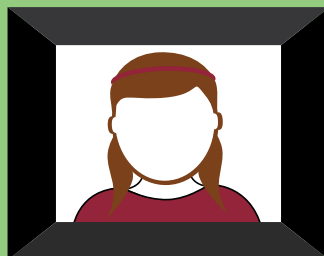
Visuals

Condense information in graphs and charts



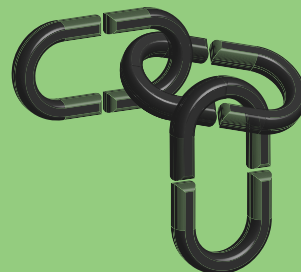
Photos

Make it personal and interesting (follow school guidelines on using student photos)



Links

Present details such as links to student-produced work, relevant data, etc.



Use Statistics Wisely ▼

Not Effective

The library budget was \$10,000 for 2011–12.



The average age of the print collection is 1991.



Book circulation was 24,536.



More Effective

The library budget provided \$6.60 per student; however, an average hard bound book today costs \$22.00.

The average age of the print collection is 1991—the same year that the “World Wide Web” was announced.

Reading increased with 23% more books being circulated than last year, particularly the new paperbacks purchased based on a student interest survey.