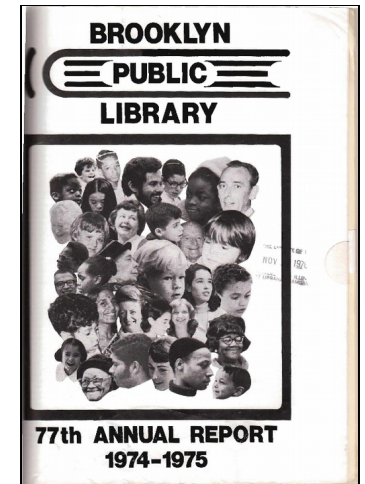
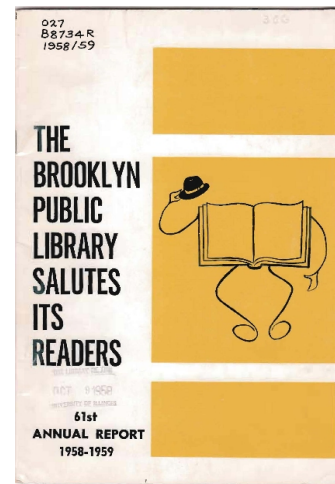
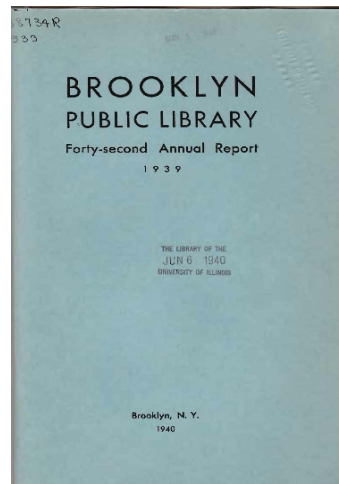
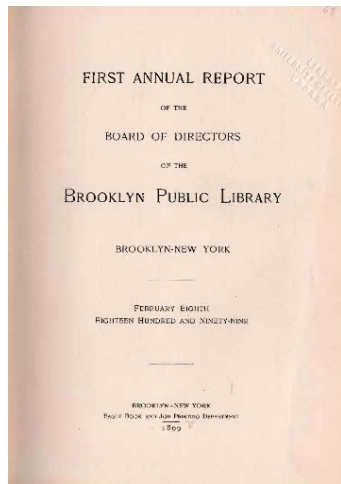


# Grey Literature Past and Present

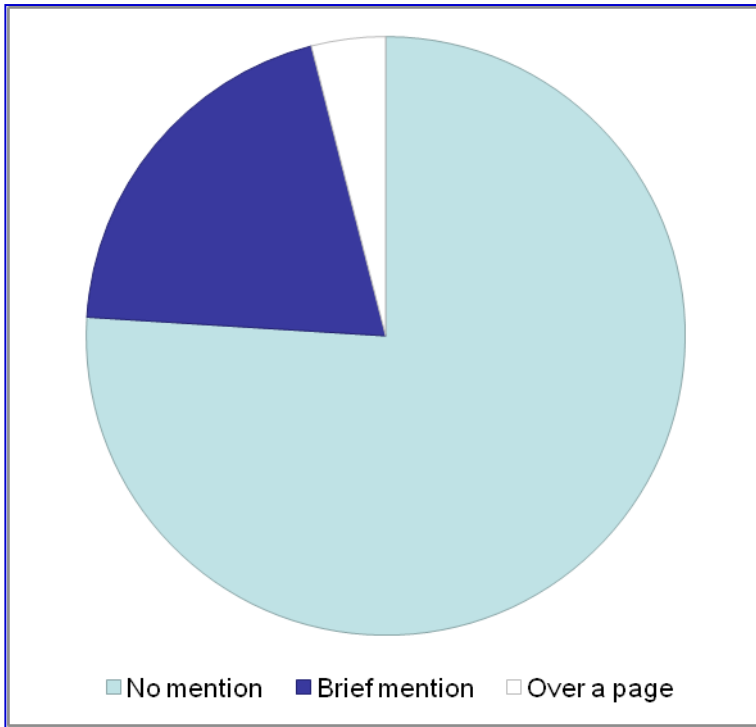
## The evolution of library annual reports



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

# Annual reports as a grey genre

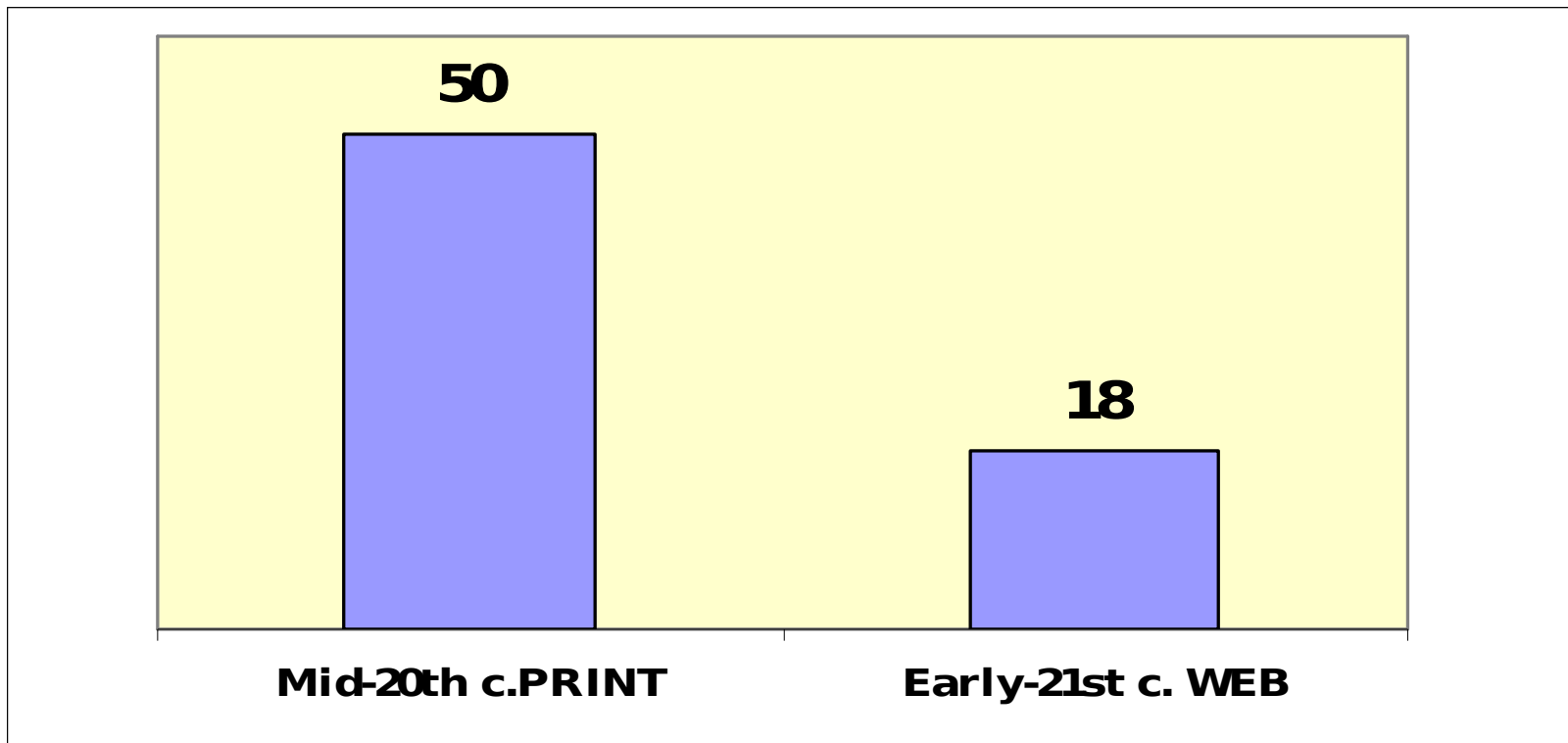
**Annual reports in 25 recent books on library public relations and marketing**



- **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

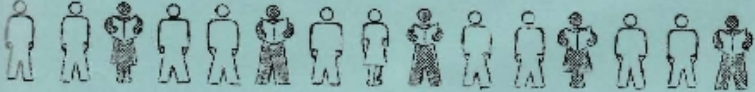
OLD  
VOLUMES  
WITHDRAWN  
3,547



NEW  
VOLUMES  
ADDED  
16,099


TOTAL BOOK STOCK DECEMBER 31, 1962  
165,709 VOLUMES

EVERY 3RD PERSON IN SALT LAKE CO.  
USES THE LIBRARY



DO YOU?

SEVENTY-ONE  
PROGRAM  
REQUESTS



ANSWERED  
BY STAFF  
MEMBERS

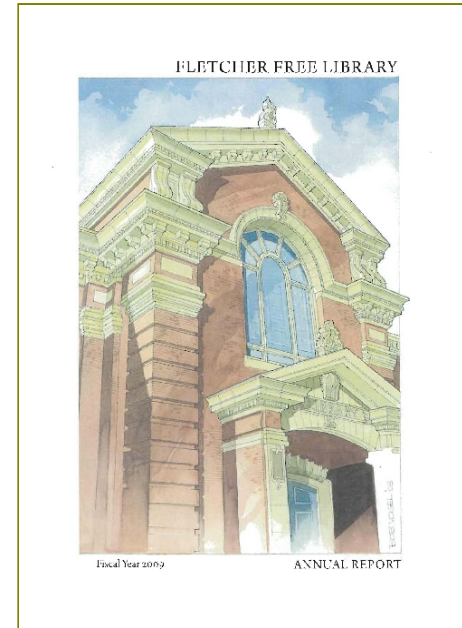
# **Narrative**

- **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**



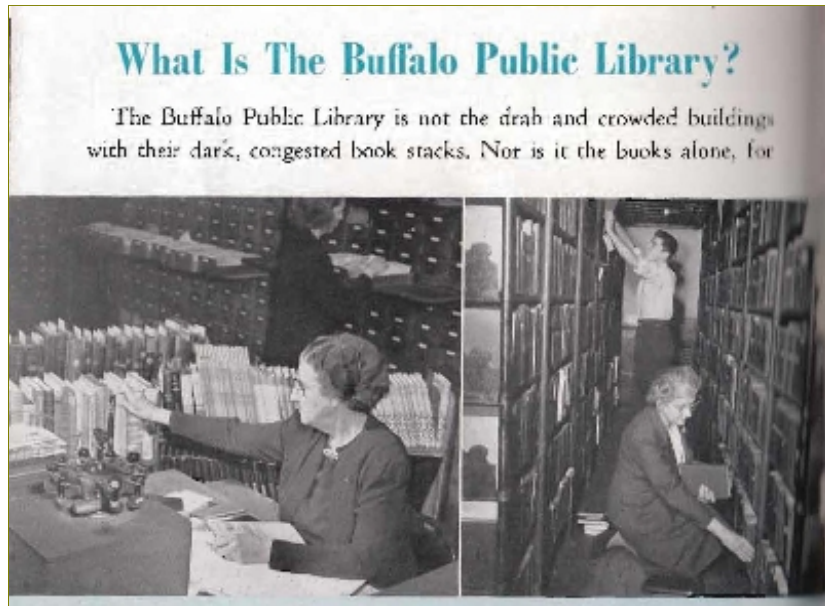
ROCKWOOD BRANCH  
Children's Area



BRIDGE FIVE BRANCH IN BRIDGE AVENUE



# Visual information



**People: Staff**

## People: Users

**882,698 visitors to the libraries last year. That's 3400 people every day the library's 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 155,772 internet sessions in 2008.**

**Spokane Public Library**

**State of the Library Report and 2008 Metrics**

**www.spokanelibrary.org**

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

**Read ★ Learn ★ Discover**

# Next research phases

**Finalize rubric for comparing reports across time.**

**Investigate annual reports that are not on the web.**

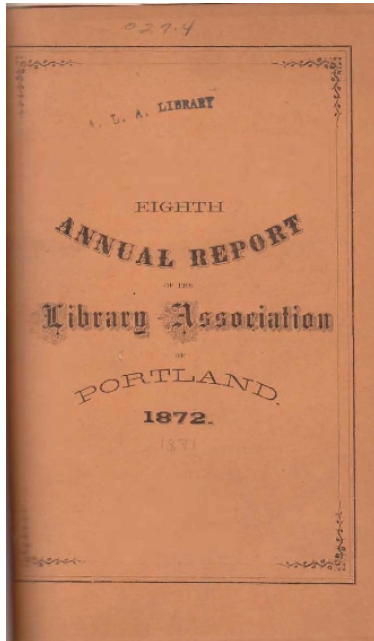
- **Contact librarians from Riffey's public library sample.**

**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>