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Hospital library experience: Condensing a traditional annual report into an infographic

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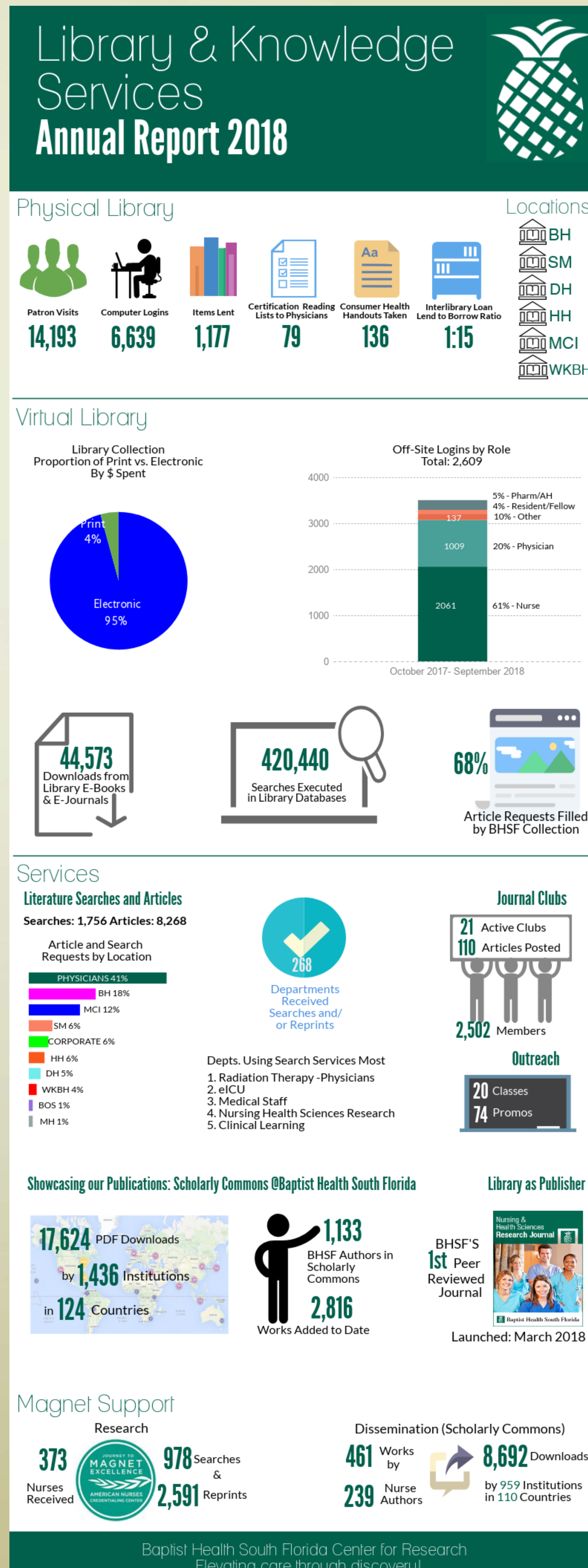Devica R. Samsundar, MLIS, AHIP, Carrie A. Figueredo, MLIS

Objective

Library annual reports of the past were 7 to 10 pages long, with usage statistics for the physical libraries and e-resources buried within the pages. Understanding that administrators like information formatted so that key information is presented in brief, bite sized bits, the library team faced a "square the circle" challenge: How to convert several pages of data into a visually pleasing, concise, yet meaningful portrayal of the value the library provides. As a result, the hospital library team set out to convert the format of our annual report to a one page infographic.

Method

The team first attempted to create an infographic using the Microsoft PowerPoint SmartArt feature. The software did not yield the infographic look and feel due to its limitations, but it did condense the report and forced the librarians to think about key products and services, along with the message we wanted to convey. It was, therefore, an important first step.

The following year, the team used Piktochart, which is free web-based software. It was easy to use and had a wide assortment of visual representations to convey key information and data points. Librarians were easily able to divide usage of the physical library, e-content and various strategic service lines using the many graphical features the software provided.

Discussion

The infographic report conveys the information desired in a succinct, visually appealing way. It is shared with all key stakeholders, posted to an internal social media site, and printed and prominently displayed in all the libraries.

Conclusion

The library team successfully transitioned from the voluminous annual report to a one page infographic that concisely and clearly communicates library usage and strategic value. We will continue to use this format and will modify it as needed as we modify our service lines to meet the organization's changing priorities.

Library & Knowledge Services — Annual Report 2018

Physical Library

Locations: BH, SM, DH, HH, MCI, WKBH

Patron Visits	Computer Logins	Items Lent	Certification Reading Lists to Physicians	Consumer Health Handouts Taken	Interlibrary Loan Lend to Borrow Ratio
14,193	6,639	1,177	79	136	1:15

Virtual Library

Library Collection Proportion of Print vs. Electronic By $ Spent — Print 4%, Electronic 95%

Off-Site Logins by Role, Total: 2,609 (October 2017- September 2018): 2061 — 61% Nurse; 1009 — 20% Physician; 137 — 10% Other, 4% Resident/Fellow, 5% Pharm/AH

44,573 Downloads from Library E-Books & E-Journals

420,440 Searches Executed in Library Databases

68% Article Requests Filled by BHSF Collection

Services

Literature Searches and Articles — Searches: 1,756 Articles: 8,268

Article and Search Requests by Location: PHYSICIANS 41%, BH 18%, MCI 12%, SM 6%, CORPORATE 6%, HH 6%, DH 5%, WKBH 4%, BOS 1%, MH 1%

268 Departments Received Searches and/or Reprints

Depts. Using Search Services Most: 1. Radiation Therapy -Physicians 2. eICU 3. Medical Staff 4. Nursing Health Sciences Research 5. Clinical Learning

Journal Clubs: 21 Active Clubs, 110 Articles Posted, 2,502 Members

Outreach: 20 Classes, 74 Promos

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1,133 BHSF Authors in Scholarly Commons, 2,816 Works Added to Date

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Magnet Support

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Dissemination (Scholarly Commons): 461 Works by 239 Nurse Authors, 8,692 Downloads by 959 Institutions in 110 Countries

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