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

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OLD VOLUMES WITHDRAWN 3547
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
Visual information

People: Users

What Is The Buffalo Public Library?

The Buffalo Public Library is not the slum and crowded buildings with their dark, congested book stacks. Nor is it the books alone, for

People: Staff

State of the Library Report and 2008 Metrics

682,494 visitors to the Libraries last year. That's 500 people every day to browse, read.

1.6 million items borrowed from the Libraries last year - let's have 3 million this year!

680 people a day use the library's Internet computers, resulting in a total of 185,772 Internet sessions in 2008.

www.spokanelibrary.org
Next research phases

Finalize rubric for comparing reports across time.

Investigate annual reports that are not on the web.
  - Contact librarians from Riffeys 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