EDUCAUSE IT Communications Community Group Coffee Shop:
IT Annual Reports, from Video Reviews to Online Magazines
February 4, 2019
Recording: https://educause.acms.com/pu8xrvzlhl90/
Facilitator: Allan Hoffman, Director of IT Communications and Marketing, Rutgers University
Participants:
- Bill Buchanan, Senior Writer/Editor, University of California
- Davis Gary Garbett, Senior Communications Coordinator, Virginia Commonwealth University
- Jennifer LeBlanc, Communications Manager, The University of British Columbia
- Lauren Sigvaldason, Communications Designer, University of Alberta
- Christy Snyder, Digital Communication Officer, University of California, Merced

Does your institution produce an annual report for IT? Are you thinking about producing one? Annual reports for IT are produced in a variety of ways now: video reviews of the year, interactive websites, infographics, games, and print publications of various types. In this EDUCAUSE IT Communications Community Group Coffee Shop five IT communications pros will discuss their annual reports. We’ll discuss the variety of ways these are produced, and we’ll explore related issues, such as developing a focus for the report, sourcing content, and methods of distribution.

Webinar Chat Transcript

Karen Wetzel, EDUCAUSE: Hello everyone! We’ll begin today’s ITCOMM Coffee Shop at 2 p.m. ET. Please feel free to use this chat area to introduce yourself as we get ready for today’s session!

Sarah: Hello everyone. Sarah from University of Colorado Colorado Springs
Karen Wetzel, EDUCAUSE: Welcome, Sarah!

Karen Wetzel, EDUCAUSE: To learn more about the IT Communications Community Group, visit: https://www.educause.edu/community/it-communications-community-group
Karen Wetzel, EDUCAUSE: You can visit the group wiki/website from the above page, or directly at: https://sites.google.com/a/educause.edu/educause-wiki-site/it-communications

Mindy: Hello! This is Mindy from Stevens Institute of Technology. Thanks for holding this coffee shop!

Alison Cruess - University of North Florida 2: Hi everyone, this is Alison Cruess from the University of North Florida

Becky Klein @ Valpo: Becky Klein from Valpo here

Kim Conde - University of Dayton: Kim Conde from the University of Dayton

Kelly Johnson: Kelly Johnson - University of North Carolina at Chapel Hill

Stephanie Stewart & Naomi Zhang - Simon Fraser University: Good morning everyone, this is Stephanie Stewart and Naomi Zhang from Simon Fraser University.

Lynn Lundy Evans: Lynn Lundy Evans - Iowa State University

Lauren Sigvaldason: https://ist.ualberta.ca/annual/

Gary Garbett: VCU Strategic Communications Portfolio http://wp.vcu.edu/wereit/

Kelly Johnson: https://its.unc.edu/about-us/annual-reports/

Allan Hoffman: Hi all. Please feel free to share links to your own annual reports. We’re looking to compile a list.

Rhonda Greene - NC State: NC State University https://reports.oit.ncsu.edu/2017-2018/

Irene Ochwat: https://doit.txstate.edu/About/IT-Division-Almanac.html Texas State

Jyll Weinberg-Martin: https://www.uoguelph.ca/ccs/about-ccs/ccs-annual-report

Megan - FSU: Florida State University: https://its.fsu.edu/about-us/annual-report

David - Univ. KS: Because of resource issues, we didn’t produce an annual report in 2017 and don’t have one planned for 2018. We did one from 2012-2016. https://technology.ku.edu/publications

Paul: All, if you have questions as we’re going along, please feel free to post them here and we’ll come back to them after the presentations.

Rhonda Greene - NC State: How did you advertise your Annual Report to your campus constituents?


Stephanie Stewart & Naomi Zhang - Simon Fraser University: What is the name of the platform that Christy Snyder mentioned they used for their annual report?

Mindy: Hi and thanks for doing this. What was your distribution method? For printed copies, how many did you print? Who did you target for distribution? For digital reports, how did you promote it to both the rest of the campus and outside of campus (if you did so)?
Christy Snyder: UC Merced: https://it.ucmerced.edu/annual-report

Kelly Johnson: Hi Bill. Nice to hear your voice again.

Irene Ochwat: question: How are any of you measuring whether your projects are successful?

Jyll Weinberg-Martin: I had the same question as Irene. We are doing a digital one this year, so will be much easier to measure. But I felt like we could never really measure the success of the printed reports.

Bill Buchanan: http://ciohighlights.ucdavis.edu/

Bill Buchanan: Kelly, hi! I thought that might be you.

Kelly Johnson: Heading into my 6th annual report.

Kelly Johnson: We tweet out links to individual stories in the annual report in months following the online publication of it.

Paul: Kelly, how many individuals do the Tweeting?

Kelly Johnson: Just me

Kelly Johnson: From the main ITS account

Jennifer LeBlanc: we also do the tweeting

Paul: I see. How many followers?

Kelly Johnson: 1,023 followers

Stan - NC State: For those who are using digital magazine formats, how are you dealing with making the content fully accessible?

Kelly Johnson: Great point, Bill.

Mindy: Thanks so much, Gary and Bill. I really appreciate your insights.

Gary Garbett: Thanks for asking, Mindy. I appreciate you listening.

Linda Ong: On measurement: if you want to measure, you need to develop the AR as a campaign, not as a publication. With specific goals and digital measurement online.

Karen Wetzel, EDUCAUSE: Thanks for joining today’s event! We will post the recording in the ITCOMM wiki, on the list, and in the EDUCAUSE Library. Continue the conversation on the ITCOMM group list! https://www.educause.edu/community/it-communications-community-group

Sarah: Thank you for this coffee shop!

Andrea Tanner, Comm Coll of Baltimore County: THanks to all the presenters! Great information!
Kelly Johnson: From earlier topic! We also announced the release of our annual report with a story on our ITS News site. Then we repurposed the annual report stories for ITS News.

Kim Conde - University of Dayton: This is has been very helpful. Thanks to all the presenters and organizers!

Ghislaine Alleyne: Thank you everyone!

Gary Garbett: Good luck to everyone. This has been a pleasure.

Kelly Johnson: Thank you all!

Tanya Reid: Thank you all!

Rhonda Greene - NC State: Thanks all!

Lynn Lundy Evans: it was great listening!

Becky Klein @ Valpo: Thanks all! Even though I don’t work on an annual report, it’s still helped me have ideas on other things.

Stan - NC State: Thanks folks for this great coffee shop!

Christy Snyder: Thanks!

Mindy: This was incredibly valuable for me. I really appreciate this presentation.


Kelly Johnson: Yes, well done. Thanks again!