

CREATING ONE-PAGE REPORTS
A STRATEGY FOR ENGAGING BUSY READERS

The webinar will begin at 1 p.m. Eastern

INTRODUCTIONS


MIKE
Lesiecki


EMMA
Perk



LYSSA
Wilson Becho

SPECIAL THANKS


MARILYN
Barger


KELLY
Robertson


JANET
Pinhorn


SHANNON
Payne

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MATERIALS


SLIDES RESOURCE HANDOUTS RECORDING

DOWNLOAD AVAILABLE





LYSSA **EMMA**



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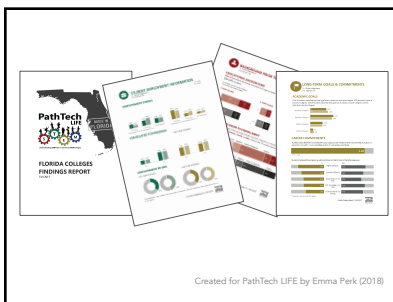
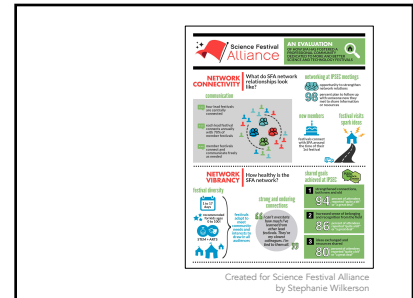
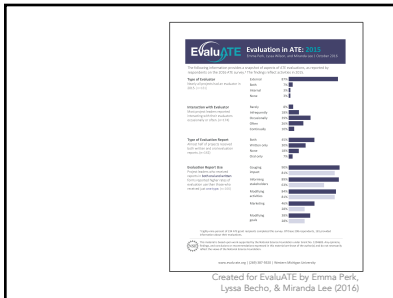


WHAT?

is a one-page report

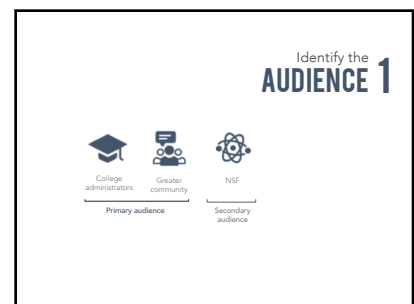
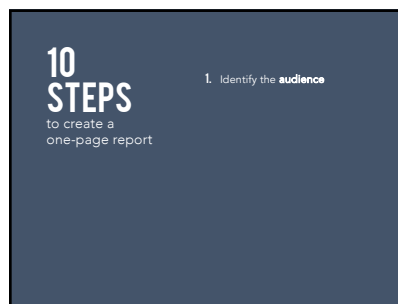
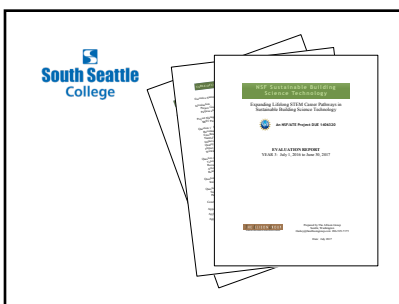
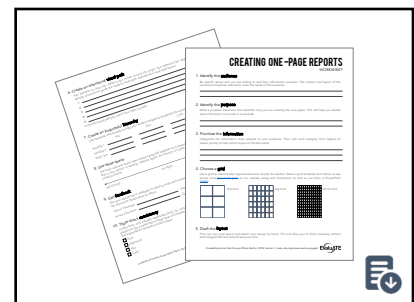
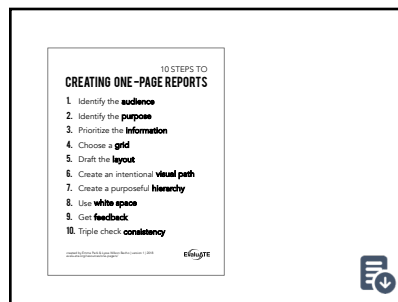
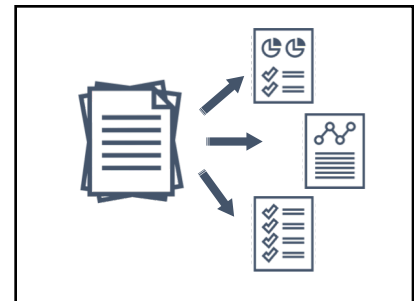
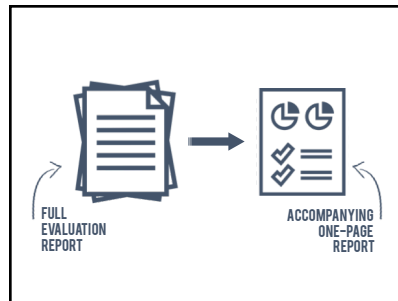
ONE-PAGER REPORT

- Single page
- Summarize key information
- Audience specific
- Engaging and accessible



WHY?

a one-page report



Identify the
AUDIENCE 1

*** 1. Identify the audience**
Be specific about who you are talking to and their information priorities. The content and layout of the document should be tailored to meet the needs of the audience.
Quality Specific: Challenge, Context, & Current or Community
Use need to provide project-level info. (basic background)

MAKE NOTE ON WORKSHEET!

10
STEPS
 to create a
 one-page report

1. Identify the audience
2. Identify the purpose

Identify the
PURPOSE 2

Original Purpose Statement:
 Provide a visual executive summary.

Identify the
PURPOSE 2

Purpose Statement:
 To present an evaluative summary of what activities the project is doing and the strengths and achievements the project has made.

Identify the
PURPOSE 2

Purpose Statement Scope:

Identify the
PURPOSE 2

Purpose Statement Scope:

Identify the
PURPOSE 2

Purpose Statement Scope:


Identify the
PURPOSE 2

Purpose Statement Scope:

10
STEPS
 to create a
 one-page report


1. Identify the audience
2. Identify the purpose
3. Prioritize the **Information**

Prioritize the **INFORMATION 3**



THE OYSTER
 Cole Krattic
 Storytelling with Data


Prioritize the **INFORMATION 3**



DATA COLLECTED

THE OYSTER
 Cole Krattic
 Storytelling with Data

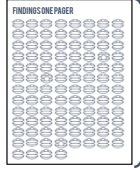
Prioritize the **INFORMATION 3**



MEANINGFUL DATA

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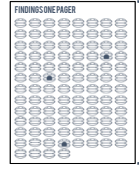
Prioritize the **INFORMATION 3**



REPORT ALL DATA COLLECTED

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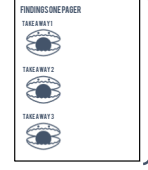
Prioritize the **INFORMATION 3**



PROVIDING CALL OUTS ON MEANINGFUL DATA

THE OYSTER
 Cole Krattic
 Storytelling with Data


Prioritize the **INFORMATION 3**



USE ONE PAPER TO REPORT ON ONLY MEANINGFUL DATA


THE OYSTER
 Cole Krattic
 Storytelling with Data

Prioritize the **INFORMATION 3**

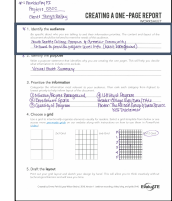


South Seattle College

Prioritize the **INFORMATION 3**



Prioritize the **INFORMATION 3**

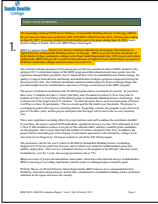


AUDIENCE

College administrators
 Greater community
 NSF


Primary audience
 Secondary audience

Prioritize the **INFORMATION 3**



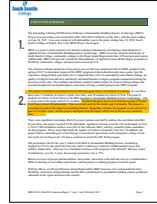
1. Mission/project background

Prioritize the **INFORMATION 3**



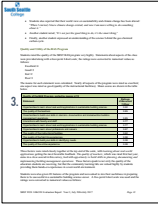
PURPOSE
To present an evaluative summary of what **activities** the project is doing and the **strengths** and **achievements** the project has made.

Prioritize the **INFORMATION 3**



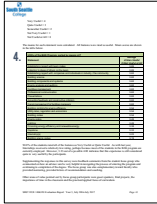
1. Mission/project background
2. Enrollment goals

Prioritize the **INFORMATION 3**




1. Mission/project background
2. Enrollment goals
3. Quality of program

Prioritize the **INFORMATION 3**



1. Mission/project background
2. Enrollment goals
3. Quality of program
4. Utility of program

Prioritize the **INFORMATION 3**



1. Mission/project background
2. Enrollment goals
3. Quality of program
4. Utility of program
Header

Prioritize the **INFORMATION 3**



1. Mission/project background
2. Enrollment goals
3. Quality of program
4. Utility of program
Header
Footer

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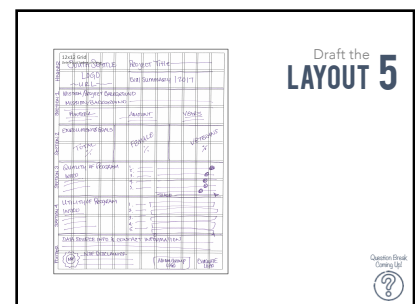
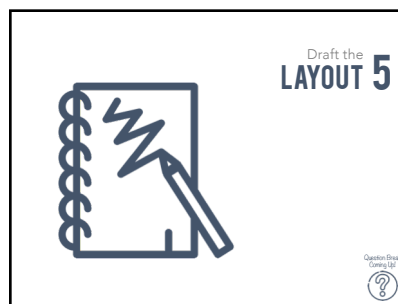
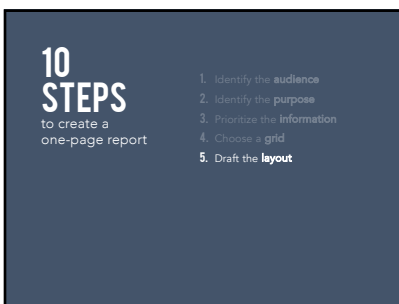
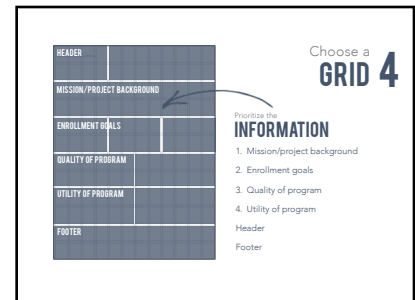
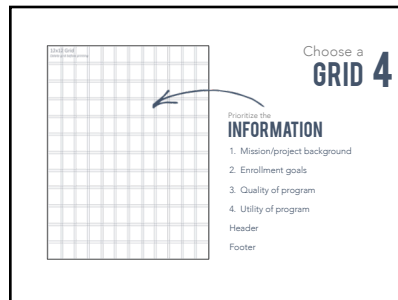
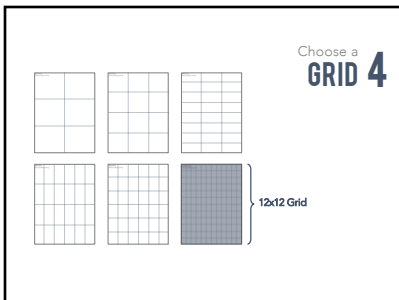
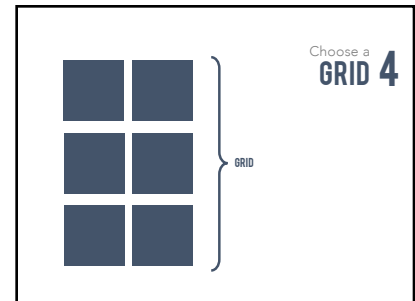
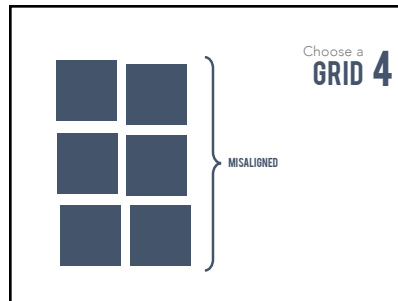
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https://www.nsf.gov/pubs/gpg/insf04_23/6.jsp

10 STEPS
to create a one-page report

1. Identify the audience
2. Identify the purpose
3. Prioritize the Information
4. Choose a **grid**



Draft the **LAYOUT 5**

Question Break
Dwain Lip

Draft the **LAYOUT 5**

Question Break
Dwain Lip

10 STEPS
to create a
one-page report

1. Identify the audience
2. Identify the purpose
3. Prioritize the information
4. Choose a grid
5. Draft the layout
6. Create an intentional **visual path**

LYSSA

Create an intentional **VISUAL PATH 6**

SIZE COLOR INK DENSITY

Create an intentional **VISUAL PATH 6**

3. Prioritize the information

Categorize the information most relevant to your audience. Then rank each category from highest to lowest priority to help inform layout of the document.

- ① Mission/Purpose/Background
- ② Enrollment Goals
- ③ Quality of Program
- ④ Utility of Program
- ⑤ Student Outcomes/Partners
- ⑥ The Allison Group & Data Source
- ⑦ NSF Discretionary

Create an intentional **VISUAL PATH 6**

Create an intentional **VISUAL PATH 6**

10 STEPS
to create a one-page report

1. Identify the audience
2. Identify the purpose
3. Prioritize the information
4. Choose a grid
5. Draft the layout
6. Create an intentional visual path
7. Create a purposeful hierarchy



Your eyes go here first.

Then here. Using a hierarchy in your text can help readers skim information more effectively and can help you guide your reader to the information you decide is most important. It can even help readers remember and understand your information better!

This is seen as most important.


Not so much this.

Or this.

OR EVEN THIS.

Create a purposeful **HIERARCHY 7**

Create a purposeful **HIERARCHY 7**



Create a purposeful **HIERARCHY 7**

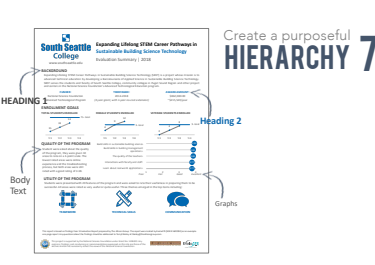
7. Create an purposeful hierarchy

Use heading hierarchy to help your reader navigate and identify the content.

Heading 1	14pt (bold)	Myriad Pro	Dk Gray (#404040)
Heading 2	10pt (bold)	Myriad Pro	Cc Blue (#008FCS)
Body Text	10pt	Myriad Pro	Lt Gray (#999999)
Graphs	9pt	Myriad Pro	Lt Gray (#999999)

HEADING 1 14pt (bold) Myriad Pro Dk Gray (#404040)
HEADING 2 10pt (bold) Myriad Pro Cc Blue (#008FCS)
 Body Text 10pt Myriad Pro Lt Gray (#999999)
 Graphs 9pt Myriad Pro Lt Gray (#999999)

Create a purposeful **HIERARCHY 7**



HEADING 1
HEADING 2
Body Text
Graphs

10 STEPS
to create a one-page report


1. Identify the audience
2. Identify the purpose
3. Prioritize the information
4. Choose a grid
5. Draft the layout
6. Create an intentional visual path
7. Create a purposeful hierarchy
8. Use white space




Use white **SPACE 8**

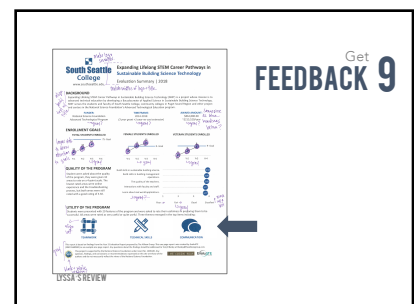
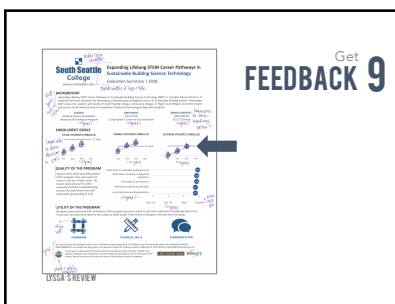
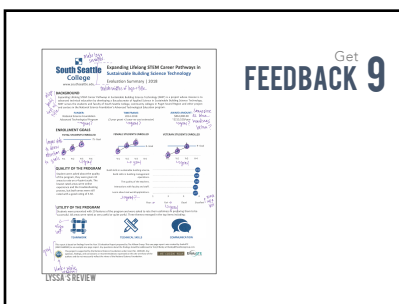
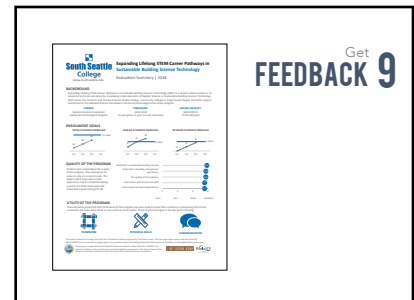
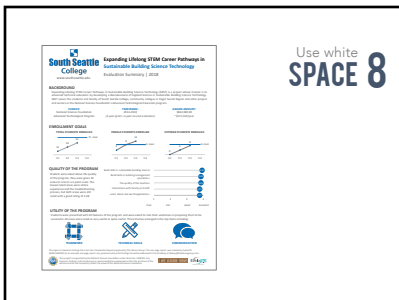
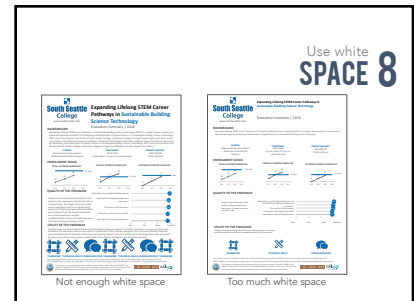
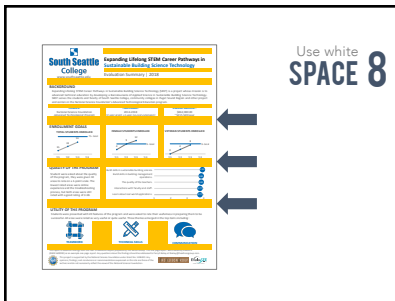
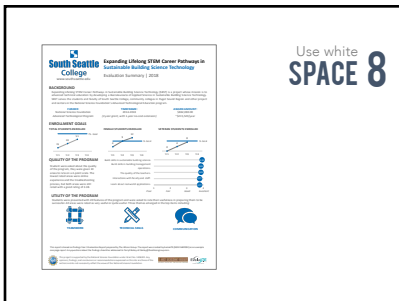


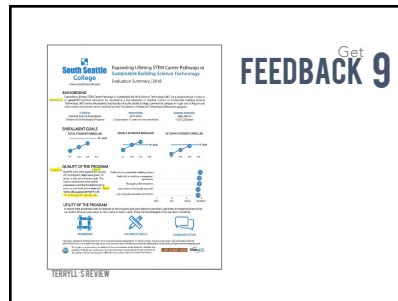
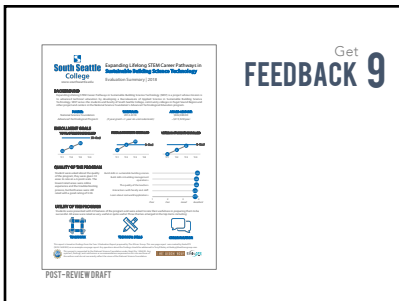
Use white **SPACE 8**



Use white **SPACE 8**

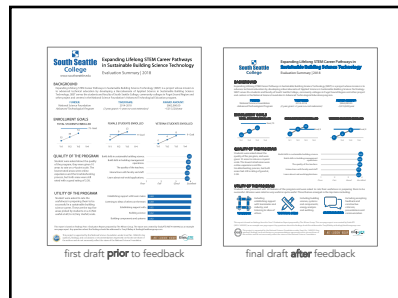






10 STEPS
to create a one-page report

1. Identify the **audience**
2. Identify the **purpose**
3. Prioritize the **information**
4. Choose a **grid**
5. Draft the **layout**
6. Create an intentional **visual path**
7. Create a purposeful **hierarchy**
8. Use **white space**
9. Get **feedback**
10. Triple check **consistency**



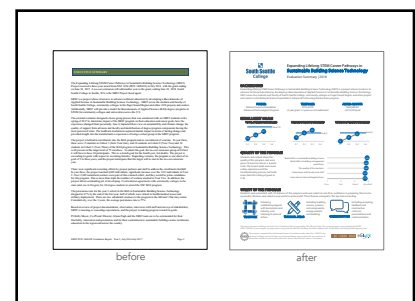
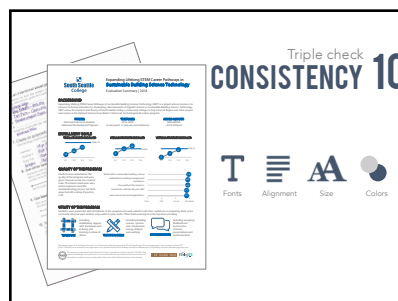
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10. Triple check **consistency**

Triple check
CONSISTENCY 10

T ≡ AA ●

Forts Alignment Size Colors



TIPS & TRICKS
for succeeding on your own




EMMA

SOFTWARE
what do we use?

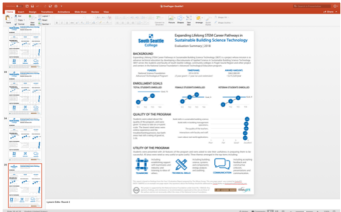


Microsoft PowerPoint



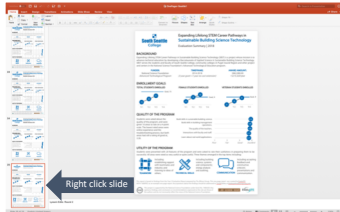
Create report in PowerPoint

Microsoft PowerPoint



Create multiple "drafts" in one file

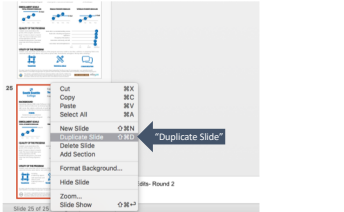
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Right click slide

Duplicate slide for new draft

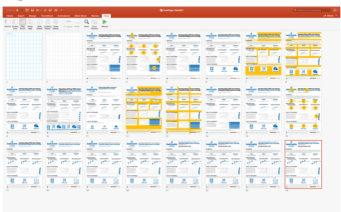
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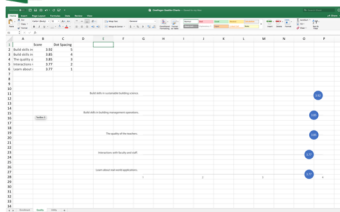
"Duplicate Slide" for new draft

Microsoft PowerPoint



Create multiple "drafts" in one file

Microsoft Excel



Use Excel for charts and graphs

SLIDE SIZE
changing your slide size

