

## TIPS FOR WRITING FOR THE STRATEGIC PLAN REPORT

- Be concise. The board packet ends up being dozens of pages long. Out of consideration for the board's time, keep content as short as possible. Create a summary for detailed reports and remember, bullet points are your friend.
- Remember your audience. Would the board know the acronyms or other terminology you're using? Most board members do not have a library background and may be unfamiliar with terms such as ILL, YA, etc. If you're using staff names, would the board know who they are?
- This is a collective report. Avoid using "I" statement; try writing using the universal "we."
- Don't report until it's happening. Save ideas still being planned until they're underway. There are exceptions, but if it's something you'd like to do, but it's not a definite, best to wait until the project is moving forward.
- Pictures are good and help break up content. Select high-resolution photos and don't format them (we'll do that if needed).
- Refer to the [Brand Guide](#). You'll find helpful tips in the Our Voice and Writing Style Guide sections.