

## **A REPORT:**

- ◆ *Stands alone, is readable without (or with very little) interpretation*
- ◆ *Is a call to action for management, supervisors, or CCCs showing them areas that need attention, or things that are working well. It supports a decision process.*
- ◆ *Is usable and understood in it's existing format (i.e. doesn't require further manipulation by the recipient to become usable). Where appropriate, it highlights out-of-range performance using asterisks, bold fonts, shading, etc. It includes a date, title, page numbers, AOL Confidential, legend, and a contact name.*
- ◆ *Doesn't run to multiple pages/screens. Reports of great length generally do not get used; we need to be convinced if we are going to have any multi-page/screen reports.*
- ◆ *Is to be targeted for a specific user audience. For example, it would be unusual to have Keith Jenkins and a supervisor on distribution for the same report. As a general rule, we do not want to distributions to people of differing interests. We'll only take their attention when we/they need it. No necessary baggage.*
- ◆ *Is to be subjected to internal audit. [Quality Assurance] Each newly created report should be independently verified, preferably by another person, and using another means (source) to verify that the process is assembling/presenting the data correctly. This will occur before a report reaches a user the first time, and following any revisions thereafter.*
- ◆ *Should be constructed so as to exclude information that is trivial, or insignificant in the big picture. If the requester hasn't specified a clipping level, we will apply our judgement and recommend one. For example, in listing something, we would almost never list greatest to least including every item; instead we might show greatest, least, average, etc.*
- ◆ *Should be published in a frequency that is meaningful. It is a waste to publish more frequently than information can be assimilated. Some data should be rolled up so that a trend, and not a spike, is in view.*
- ◆ *Does not require downloading and attachment to email. That is our next-to-last last choice as a delivery mechanism. By avoiding the download process we make less of a burden on our system whose resources are shared with our members. We also eliminate unnecessary handling and multiple versions using storage outside our control. Paper, if used, is as a last resort.*
- ◆ *Won't require another application to view. When possible we will stay within the confines of software we have in common amongst the sites. We must select a format that bridges well between our IBM clone and PC-challenged (a.k.a. MAC) users.*
- ◆ *Has a profound way of calling attention to areas requiring attention, therefore we must make sure we call attention to the correct things.*

*Anything less is "just data"...*