

YALSA Board of Directors Meeting
ALA Annual Conference, San Francisco
June 26 – 30, 2015

Topic: The Hub Manager Report for Annual

Background: Allison Tran, the Member Manager of The Hub, YALSA's YA literature blog, has provided the Board with a semi-annual report. The purpose of the blog is to provide an online resource for teens to use to find reading recommendations. This blog focuses on young adult literature and provides teens and the library workers who serve them with a definitive web connection to blog posts, images, booklists, and videos and more all related to teen reading.

Action Required: Consent

The Hub Manager Annual Report

Submitted by Allison Tran

8 June 2015

Overview

The Hub has had a successful first half of 2015, with traffic patterns for consistent with patterns from the previous few years. As of the time of this reporting, we are in the midst of the 2015 Hub Reading Challenge, with close to 200 people participating. Many repeat participants expressed their excitement about joining this year's challenge, as they enjoyed it in the past.

Many of our current roster of bloggers are reaching their two-year term limit on The Hub, and are ready to move on, resulting in a decreased amount of content published in the last two months. To remedy this, I have put forth calls for new bloggers in the YALSA e-newsletters, and am in the process of working with more than 10 potential new bloggers. Happily, several of the bloggers whose terms are up have expressed that would like to stay on in some capacity (such as contributing to our regular Tweets of the Week feature). This speaks to the overall success of The Hub, that its contributors enjoy being a part of the team and want to stay involved.

2015 is off to a strong start for The Hub, and with the addition of a number of new bloggers, as well as the blog's new vision that will go into effect in August with the appointment of a new Hub Manager, the rest of the year is expected to bring a great deal of positive change and growth.

Statistics

Snapshot (January – early June)

- Published 196 posts, an average of 9 posts per week (compared to 11.8 posts per week in January through May 2014)

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- Attracted 185,287 page views (compared to 185,229 page views per day in January through May 2014)
- Received 836 comments (compared to 1,160 in January through May of last year and 1,550 in January through May of 2013)
- Invited 2,032 votes in Monday Polls, with an average of 92 responses for each poll.
- We've grown to 51 regular bloggers, having welcomed 3 new bloggers during this reporting period. We also have 4 semi-regular teen bloggers.

Page views

January 2015	38,937	January 2014	44,038
February 2015	37,691	February 2014	39,109
March 2015	37,239	March 2014	34,835
April 2015	35,654	April 2014	39,779
May 2015	28,339	May 2014	33,935

Top referrers (for the past year)

1. Search Engines (161,821)
 - a. Google Search (152,983)
 - b. Bing (4,573)
 - c. Google Image Search (1,657)
 - d. Yahoo Search (1,317)
2. Twitter (12,110)
3. Facebook (5,051)
4. Pinterest (1,557)
5. feedly.com (1,372)
6. americanlibrariesmagazine.org (876)
7. <http://cassandraclare.tumblr.com/post/89652571804/on-death> (775)
8. yalsa.ala.org (622)
9. tumblr.com (560)
10. wikis.ala.org (373)
11. diversityinya.tumblr.com (305)
12. brandonsanderson.com (291)

Top search terms (for the past year – similar search terms combined)

1. yalsa hub / yalsa the hub / the hub yalsa (811)
2. divergent party ideas/activities/games (298)
3. james dashner interview/interesting facts about james dashner (243)
4. teen hub / teens hub (171)
5. book banning / censorship (133)
6. yalsa teens top ten / yalsa top ten (165)
7. yalsa hub challenge / hub reading challenge / yalsa hub reading challenge (78)
8. dystopias / adult dystopian novels (93)
9. the breakfast club (80)
10. lgbt ya books / books with gay protagonist (56)

Accomplishments

- **Featured each of the 2015 Morris and Nonfiction Award finalists** with an author interviews or other types of feature post during The Hub’s Morris/Nonfiction Reading Challenge.
- **Published timely coverage of YALSA’s YA lit-related events at ALA Midwinter**, such as the Youth Media Awards and the BFYA teen feedback session.
- **Launched the 2015 Hub Reading Challenge**, which runs between February 9 – June 21 and encourages participants to read titles from YALSA’s 2015 book awards selected lists, as well as winning titles from other ALA awards such as the Stonewall and the Schneider Family Book Award. As of this report, there are 180 participants signed up for the challenge, and active conversations generated on the weekly check-in posts on The Hub as well as the affiliated group on Goodreads and the #hubchallenge hashtag on Twitter.
- The Hub continues to be a resource **highlighting diversity in young adult literature**, featuring posts about diverse YA ARCs to seek out at BEA, upcoming novels featuring mental health awareness, LGBT representation, women in comics, the Japanese-American incarceration during WWII, a series of posts reflecting on the Black Lives Matter movement, and more.
- **Welcomed four new teen bloggers as regular contributors to The Hub**, as a result of featuring their posts during October 2014 for The Hub’s Teen Read Week feature. They enjoyed the experience so much that they were motivated to continue.
- **Expanded The Hub’s “Tweets of the Week” team of bloggers**, effectively distributing the workload for this feature while ensuring that The Hub maintains a weekly outlet for reporting current YA lit news. There are currently 5 bloggers devoted to this feature.
- The Hub bloggers responded positively to the news of The Hub’s new vision and **have already started contributing more content addressing non-print media with teen appeal**, such as posts about social justice in the Star Wars movies, and posts about the 30th anniversary of The Breakfast Club movie.

Goals and Further Considerations

- Wrap up the 2015 Hub Reading Challenge in late June; publish Reader Response posts from challenge finishers throughout the summer.
- Publish timely coverage of YASA and other YA lit related activities at ALA Annual.
- Welcome and the incoming Hub Manager and ensure that they are trained and prepared to take over administration of the blog when their term starts on August 15.
- Continue collaborating with the YALSAblog manager to coordinate content and arrange for crossposts and reciprocal links.
- Continue to increase multimedia content in Hub posts, including photos, illustrations, videos, and sound recordings.
- Continue to develop the Hub Advisory Board’s role in both large projects and day-to-day operations of the blog.
- The new Hub Manager may want to collaborate with The Hub Advisory Board to develop new ways to interact with our readership. Over the last two years, we had some success hosting photo challenges to invite interaction, and added content to YALSA’s Pinterest account, which was well received. Since the early days of The Hub, we have

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published a weekly Monday Poll to encourage reader interaction; the level of interactivity on this feature is healthy but seems to be in slight decline compared with previous years. I recommend continuing to explore various ways to interact outside of blog comments on The Hub.

Respectfully submitted,
Allison Tran