

YALSA Board of Directors Meeting
ALA Annual Conference, New Orleans
June 22 – 26, 2018

Topic: The Hub Manager Report for Annual

Background: Stephen Ashley, the Member Manager of The Hub (<http://www.yalsa.ala.org/thehub/>), YALSA’s YA collections 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 providing information about materials and resources related to collection development and content curation.

Action Required: Consent

Overview

Several things are currently going quite well for the Hub. Selected Lists and the Hub Reading Challenge are both running well, and we've had a spike in page views since starting both. Recruiting and retaining new bloggers outside of Selected Lists continues to be a challenge, but the recent call for contributors has yielded a lot of interest, and I'm hopeful for the next few months.

Pageviews (January to May 2018)

| Month | Posts | Views |
|----------|-------|--------|
| January | 8 | 34,310 |
| February | 6 | 32,208 |
| March | 22 | 44,023 |
| April | 21 | 38,710 |
| May | 24 | 37,070 |

Most viewed posts in the last 90 days

**YALSA Board of Directors – Annual 2018
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| Title |  | Views |
|--|--|--------------|
| Home page / Archives |  | 12,937 |
| Booklist: If You Like Eleanor & Park by Rainbow Rowell |  | 2,286 |
| The 2018 Hub Reading Challenge Begins Today! |  | 1,988 |
| Genre Guide: Post-Apocalyptic Fiction for Teens |  | 1,762 |
| 12 Books for Fans of I'll Give You the Sun by Jandy Nelson |  | 1,724 |
| Great Road Trip Audiobooks for Teens (And their Parents!) |  | 1,626 |
| Why Do We Ban Books, Anyway? |  | 1,606 |
| Diving Deeper into Divergent |  | 1,605 |
| Booklist: Time Travel Reads for Teens |  | 1,344 |
| A Teen Perspective: E-books vs. Print Books |  | 1,222 |
| 2019 Quick Picks for Reluctant Readers Nominees |  | 1,190 |
| 2019 Best Fiction for Young Adults Nominees |  | 1,159 |
| 20 Books to Inspire Social Change |  | 1,084 |
| History Comes Alive in Graphic Novels! |  | 1,056 |
| YA Books with a Male Point of View |  | 1,044 |
| One Thing Leads to Another: An Interview with James Dashner |  | 1,039 |
| Five Podcasts to Try for Fans of "Welcome to Night Vale" |  | 1,025 |
| Genre Guide: Spy Fiction |  | 989 |
| The Ultimate Superhero, Supervillain, and Superpower YA Reading List |  | 980 |

Referrals from the last 90 days

| Referrer | Views |
|--|--------|
|  Search Engines | 65,518 |
|  ala.org | 1,692 |
|  android-app | 967 |
|  Twitter | 920 |
|  Facebook | 843 |
|  pinterest.com | 734 |
|  yalsa.ala.org | 226 |
|  booklists.yalsa.net | 163 |
|  flipboard.com | 150 |
| flatriverrlibrary.org/stafflandingpage/ | 132 |
|  lampada.shore.nsw.edu.au | 98 |
| abooklongenough.com/blog/fourteen-super-cool-websites-for-adult-and-teen-book-lovers | 80 |
|  teenlibrariantoolbox.com | 74 |
|  libguides.ala.org | 61 |
| ecosia.org | 59 |
| teenreadweek.ning.com/page/teen-corner | 58 |
| en.wikipedia.org | 57 |
| libraries.idaho.gov/page/whats-out-there-or-fun-informative-school-library-blogs | 57 |
| t.umbl.com | 56 |
|  scarymommy.com | 53 |
|  blogs.slj.com | 41 |
|  WordPress.com Reader | 36 |
|  wikis.ala.org | 36 |

Contributors

All of the 2019 selected lists blogging teams are in place. All four teams, including coordinators, combined make up a total of 59 bloggers. Regular Hub contributors are still in flux, but after the recent call for contributors, I have reached out to approximately 20 potential bloggers and I am hopeful that we will have a lot of new voices soon.

Report on Goals

Transition of Selected Lists to the Hub

The 2019 Selected Lists blogging teams are in full swing. Each team is fully staffed and providing regular posts about title nominations. Currently, nominations are being posted on the following schedule:

- Tuesdays - Quick Picks
- Wednesday - Amazing Audiobooks
- Thursday - Great Graphic Novels
- Friday - Best Fiction for Young Adults

Each post currently has between one and three titles, depending on how many posts each team has banked. By sharing nominations this way, Hub readers and library staff are getting information about important, quality titles throughout the year. They also have a predictable schedule for seeing new nominations in a specific list, which should keep the amount of posts/nominations from getting too unwieldy.

Reading Challenge

The 2018 Reading Challenge is underway and will finish at the end of June. Approximately 200 people are participating. The challenge started a bit later this year, and I received many questions and comments about it before it started, so it is definitely something Hub readers are interested in and something I will do again next year.

Coverage

I'm hoping to have more non-Selected Lists posts once new bloggers have officially signed on. I'm also exploring ways for how to use the selected lists nominations to create themed lists. Themed lists tend to be popular, so I'm hoping to take the nominated titles and make lists that will give Hub readers that content but also promote the Selected Lists teams' work.