

YALSA Board of Directors Meeting  
ALA Midwinter Meeting, Atlanta  
January 20 – 24, 2017

**Topic:** The Hub Manager Report for Midwinter

**Background:** Molly Wetta, 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

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**YALSA’s The Hub Manager 2016 Annual Report  
Submitted by Molly Wetta  
January 6th, 2016**

**Overview**

The Hub has been in a period of transition as we have been preparing to work with YALSA members who produce the popular paperback, amazing audio, and quick picks for reluctant reader lists.

**Pageviews (June to December 2016)**

month	posts	pageviews
June 2016	23	33722
July 2016	8	29818
August 2016	9	35460
September 2016	14	38623
October 2016	8	39111
November 2016	8	40062
December 2016	18	36942

total	88	253738
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Average daily pageviews: 1,257 for 2016 (up from 1,079 in 2015)

### Referrals 2016

Referrer	Views
 Search Engines	232,811
 Facebook	6,526
 Twitter	5,972
 pinterest.com	3,237
 flatrivervlibrary.org	1,594
 tumblr.com	1,590
 android-app	1,575
 ala.org	1,312
 yalsa.ala.org	1,126
 flipboard.com	527
 Reddit	470
 teenreadweek.ning.com	382
 wikis.ala.org	357
 rvclibrary.org	262
 bustle.com	252
 libraries4blacklives.org	221
 slj.com	219
 ala-publishing.informz.net	214
 summerreading.ning.com	186
 abooklongenough.com/blog/fourteen-super-cool-websites-for-adult-and-teen-book-lovers	162
 betternovelproject.com/blog/ya-fiction-feminism/	143

### Contributors

Current roster is 27 bloggers. I was unable to attend the YALSA symposium, so no recruitment was done at that event, but I will be recruiting at ALA Midwinter. There will also be a general call with some new, updated ways to commit

### Report on Goals from 2016 Annual Report and New Goals

#### 1. Backlist Reading Challenge

The Reading Challenge has modest participation. The reception to the idea was enthusiastic, but it seems a busy time of year for people to actively participate.

## **2. YALSAblog collaboration**

In addition to regularly linking to related content on both blogs on a regular basis, we also collaborated on 30 Days of Social Justice related posts during the month of December, responding to an immediate need of members. The content was popular.

We will continue to work with the YALSAblog on a calendar of topics to cover on both blogs.

## **3. [ONGOING] Provide balanced coverage of all topics included in the mission statement.**

We've been working on ways to write more about non-print resources and collection development practices. This has resulted in posts on documentaries, podcasts, as well as posts on curating research materials for students and evaluating content for specific needs, like Hi/Lo books.

Renewed focus on nonfiction topics has resulted in more coverage of nonfiction for young adults.

Diversity continues to be a priority of The Hub.

## **4. [ONGOING] Prepare for transitioning selected lists to The Hub.**

I've been working on preparing indexes and pages to organize the selected lists on The Hub. Once the final direction on how the selected lists will work comes from the Board, the Hub Advisory Board members and I committed to making the implementation successful.

## **5. [ONGOING] Recruitment.**

In order to create short-term volunteer opportunities and cover niche subjects on the blog, I've experimented with accepting guest posts from YALSA members. This has resulted in a collaboration with Global Libraries in Literature, a group of librarians and translators who aim to promote translated books. We've also published guest posts from members who had submitted to other YALSA publications on topics that are better suited to the Hub. Plans are to expand the number of guest posts published on the YALSAblog from members who are not regular bloggers on selected topics in 2017.

When the Hub begins publishing content on related to the selected lists, there will be a need for new roles on the Hub. In addition to accepting guest posts, we'll also be doing targeting recruiting and offering different levels of commitment beyond the traditional way that bloggers have volunteered (committed to one post a month for a period of 2 years). This will fulfill new needs of The Hub and offer new volunteer opportunities for members.