

YALSA Board of Directors Meeting  
ALA Annual Conference, Las Vegas  
June 27 – July 1, 2014

**Topic:** The Hub Manager Annual Report

**Background:** Allison Tran, the Member Manager of The Hub, YALSA's YA lit 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

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## The Hub Manager Annual Report

Submitted by Allison Tran  
26 May 2014

### Overview

The Hub is showing continued growth during the first half of 2014, with traffic patterns for consistent with patterns from the previous few years, though generally larger in number overall. As of the time of this reporting, we are in the midst of the 2014 Hub Reading Challenge, with over 300 people participating. Many repeat participants expressed their excitement about joining this year's challenge, as they enjoyed it in the past.

2014 is off to a strong start for The Hub, and we look forward to continuing to create thought-provoking, relevant content to engage the community of YA lit enthusiasts.

### Statistics

*Snapshot (January – mid-May)*

- Published 248 posts, an average of 11.8 posts per week (compared to 11.2 posts per week in January through May of last year)
- Attracted 185,229 page views, an average of 1,274 page views each day (compared to 985 page views per day in January through May of last year)
- Received 1,160 comments (compared to 1,550 in January through May of last year)
- Invited 2,588 votes in Monday Polls, with an average of 123 responses for each poll.
- We've grown to 48 regular bloggers, having welcomed 3 new bloggers during this reporting period. We also have 6 semi-regular teen bloggers.

*Page views*

January 2014	44,038	January 2013	25,776
February 2014	39,109	February 2013	32,901

March 2014	34,835	March 2013	30,151
April 2014	39,779	April 2013	32,316
May 2014*	27,485	May 2013	27,589

\* as of 5/25/14

*Top referrers (for the past year)*

1. Search Engines (157,724)
  - a. Google Search (149,578)
  - b. Bing (2,831)
  - c. Google Image Search (2,028)
  - d. Yahoo Search (1,428)
2. Twitter (18,292)
3. Facebook (10,341)
4. Tumblr (4,758)
5. ala.org (4,432)
6. io9.com (2,895)
7. feedly.com (1,500)
8. mail.yahoo.com (1,480)
9. Pinterest (1,147)
10. Bloglovin.com (629)

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

1. books like the fault in our stars / books similar to the fault in our stars (1,942)
2. yalsa hub / yalsa the hub / the hub yalsa (1,228)
3. teen hub / teens hub (553)
4. warm bodies romeo and juliet / warm bodies romeo and juliet parallels (455)
5. dystopias / ya dystopian literature / dystopian novels 2013 (208)
6. divergent party ideas/activities/crafts (172)
7. 2013 teens top ten / yalsa teens top ten / yalsa top ten (165)
8. yalsa hub challenge / hub reading challenge / yalsa hub reading challenge (126)
9. how many copies of hunger games sold (113)
10. frozen/snow queen (95)

## Accomplishments

- **Featured each of the 2014 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 Morris/Nonfiction Program and the BFYA teen feedback session.
- Per the plan submitted as part of my midwinter report for the YALSA Board, we are **increasing the coverage of non-print media** on The Hub, with posts recommending YA lit titles to popular characters from TV shows like My Little Pony and Buffy the Vampire Slayer, a post with ideas on how to throw a Divergent party to build the buzz for the movie release, a “page to screen” movie review of Divergent, Veronica Mars themed posts around the release of the Veronica Mars movie, and polls addressing film/TV in relation to YA lit.
- **Launched the 2014 Hub Reading Challenge**, which runs between February 3 – June 22 and encourages participants to read titles from YALSA’s 2014 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 303 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.

- **Worked with the interim YALSAblog manager to publish interviews with YALSA’s 2014 slate of award committee candidates** before the YALSA election. The interviews appeared on both the YALSAblog and The Hub.
- **Collaborated with members of YALSA’s Awards Marketing Taskforce to host guest posts** that raise awareness of YALSA’s book awards and selected lists.
- The Hub continues to be a resource highlighting diversity in young adult literature. In May, we **participated in the grassroots #WeNeedDiverseBooks campaign** that went viral on various social media platforms by publishing a group post with Hub bloggers’ photos advocating for increase diversity in youth publishing. This post was one of the most viewed Hub posts during the month of May. We explored aspects of diversity in YA lit with posts about LGBTQ parents, the representation of South Asian characters, and a genre guide to historical fiction featuring multiple cultures and perspectives.
- Hosted The Hub’s **second photo challenge to increase engagement with our readership**. The theme was spine poetry pictures in celebration of National Poetry Month, and we tied the photo challenge to the 2014 Hub Reading Challenge by asking participants to compose book spine poetry from titles eligible for the reading challenge. We offered the prize of an autographed book, generously provided by YALSA, and as a result, participation nearly doubled in comparison to our first photo challenged held last Fall.
- Ran a **sponsored ad** on the blog’s sidebar during the month of March.

## Goals and Further Considerations

- Wrap up the 2014 Hub Reading Challenge in June; publish Reader Response posts from challenge finishers throughout the summer.
- Collaborate with the newly appointed YALSAblog manager to coordinate content and arrange for crossposts and reciprocal links.
- Expand The Hub’s “tweets of the week” team of bloggers in order to distribute the workload while ensuring that The Hub maintains a weekly outlet for reporting current YA lit news.
- Continue to increase multimedia content in Hub posts, including photos, illustrations, videos, and sound recordings.
- Finish the YALSA Academy video about The Hub and why YALSA members should read the blog or even become one of our bloggers.
- Continue to develop the Hub Advisory Board’s role in both large projects and day-to-day operations of the blog.
- With the Hub Advisory Board, form a rapid response team of bloggers to stay abreast of current issues in YA lit and enable The Hub to provide timely, in-depth responses.
- Continue hosting photo challenges to involve our readership.
- Follow up with members of the Fabulous Films for Young Adults committee about blogging for The Hub; I reached out to the committee in February and received a few positive responses. Thus far, the interested members have not yet committed to officially joining The Hub, but I will continue to keep in touch and let them know they are welcome at any time.

*Respectfully submitted,*  
*Allison Tran*