

**YALSA Board of Directors**  
Midwinter Meeting, Virtual  
January 22-26, 2021

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

**Background:** Sara Beth Coffman, 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 timely information and resources to support efforts to improve teen collection and content curation.

**Action Required:** Consent

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### **Overview**

The transition of a new member-manager is likely never easy, but Stephen Ashley (outgoing member-manager) did a great job of training me and helping to make the transition as seamless as possible. I am also grateful to all the YALSA leadership who have answered my questions along the way. After wrapping 2020 content, I focused on revamping the look of the site to create greater visual contrast and a cleaner display. After meeting with Tess, member-manager of the YALSA blog, she decided to revamp their theme as well, so our two units now have greater brand unity, while still maintaining distinct style.

Towards the end of 2020, we issued a survey to our readers, hoping to gauge the ways we are currently serving our librarian community well and to identify ways we can improve. Though only a small fraction of our regular readers chose to respond (93 respondents), the feedback was very helpful. Consistently, we heard calls for a return to the time when *The Hub* was known for more original content like author interviews, read-alikes, or themed posts. Toward that end, I have already started creating new content for the blog and hope to continue to expand the original content we can provide in addition to the Selected Lists information.

One of the new elements is a Dear Reader advice column. We hope to receive questions from readers that the advisory board (and myself) will respond to. Additionally, each member of the advisory board has agreed to write at least one themed post during 2021, and after our initial meeting (on Jan. 14), I am excited to see what they will create.

Another big change is that I removed the comment function from the blog. There was extraordinarily little community use of the comments, and having the comment function available left us vulnerable to a tremendous amount of spam. Besides the logistics of dealing with the spam itself, this traffic might have been artificially inflating our audience statistics, so eliminating the feature will make clear who is using our site and what is most interesting to them.

I have aggregated a publishing contacts list and reached out to the complete list for an introduction. The response has already been excellent; they are very excited about the possibility of more content on the blog.

### **Selected Lists**

The 2021 Selected List teams have completed their work, and the 2022 teams have been appointed and are beginning their work. Their initial meetings will take place in the next 2 weeks, and I will attend for introductions. All training has been moved to the coordinators, with support from YALSA (via video resources) in the area of ethics and social media policies.

Together with the coordinators, we have decided to alter the publication format for the Selected Lists, which had gotten cumbersome for both readers and coordinators. The lists will still post each week, but the post will have **one** featured review with a list of additional nominations below. Once a quarter, each list will post a nominations round-up, which will include cover art and annotations for everything nominated during that period. We believe this will make the blog both more readable and more useful for collections development.

One of the reasons we came to this shift was because several titles end up on 2 or 3 (or sometimes even all 4!) nominations lists, so there was lots of duplication. Our featured reviews, then, will focus on those titles that are lesser-known, providing critical information to youth services librarians. When there is duplication, those titles may receive special posts to discuss the crossover appeal they are enjoying.

As the Oversight Committee is brand new, the chair and I are just beginning a conversation, but I am eager to work to support them.

### **Advisory Board**




















The advisory board has agreed to meet once monthly. They are excited to write for the blog and to spread the word (via social media and individual professional networks) about our content.

**Pageviews (June to December 2020)**

Month	Posts	Views
June	22	31,760
July	20	24,993
August	19	25,249
September	18	33,483
October	20	40,596
November	15	33,601
December	21	34,253

**Most Viewed Posts in Last 90 Days:**

October 17, 2020 to Today








Title	Views
<a href="#">Home page / Archives</a>	 8,657
<a href="#">Teen-Friendly Horror Movies That Won't Make Parents Scream in Outrage</a>	 7,535
<a href="#">2021 Best Fiction for Young Adults Nominees</a>	 4,138
<a href="#">2021 Great Graphic Novels for Teens Nominees</a>	 1,878
<a href="#">2021 Quick Picks for Reluctant Readers Nominees</a>	 1,773
<a href="#">2021 Great Graphic Novels for Teens</a>	 1,682
<a href="#">Best Fiction for Young Adults (#BFYA2021) Nominees Round Up, December 18 Edition</a>	 1,642
<a href="#">2021 Quick Picks for Reluctant Young Readers</a>	 1,546
<a href="#">Diving Deeper into Divergent</a>	 1,455
<a href="#">Using History to Understand Current Social Issues</a>	 1,414
<a href="#">Five Podcasts to Try for Fans of "Welcome to Night Vale"</a>	 1,336
<a href="#">Booklist: Books for Fans of Supernatural</a>	 1,080
<a href="#">The Glamour and Greed of The Great Gatsby</a>	 995
<a href="#">12 Books for Fans of I'll Give You the Sun by Jandy Nelson</a>	 986
<a href="#">2021 Amazing Audiobooks for Young Adults</a>	 970
<a href="#">Booklist: Asexuality and Aromanticism in Young Adult Fiction</a>	 925
<a href="#">Genre Guide: Post-Apocalyptic Fiction for Teens</a>	 905
<a href="#">"Marley was dead: to begin with." The enduring charm of A Christmas Carol</a>	 892
<a href="#">History Comes Alive in Graphic Novels!</a>	 742

**YALSA Board of Directors - Midwinter 2021  
The Hub Blog Manager Midwinter Report  
[Item #5]**

2021 Amazing Audiobooks Nominees		738
2021 Nonfiction Award Finalists Announced		716
Reading Fanfiction		688
Librarians Love: Non-Graphic Novel Readalikes for Manga/Anime		677
Booklist: Time Travel Reads for Teens		655
Genre Guide: Spy Fiction		647
"Books Where Stuff Happens": An Exploration of Hi/Lo Books		640
You're Not Alone: Mental Health Nonfiction Picks for Teens		592
Teens Needed for Virtual Best Fiction for Young Adults Teen Feedback Session		580
Why Do We Ban Books, Anyway?		575
Booklist: If You Like Eleanor & Park by Rainbow Rowell		546
It Matters If You're Black or White: The Racism of YA Book Covers		542
20 Books to Inspire Social Change		538
Take a Closer Look at Comics		519
Best Fiction for Young Adults (#BFYA2021) Nominees Round Up, November 13 Edition		509
Why I Love Harry Potter		486
Booklist: Genre Reads for Cold Winter Nights		455
So, How Much Are Kids Really Reading?		453
One Thing Leads to Another: An Interview with Gene Luen Yang		441
Racial and Social Justice Podcasts for Teens		432
YA Books with a Male Point of View		432
How large is your personal library?		430
A Teen Perspective: E-books vs. Print Books		423
Best Fiction for Young Adults (#BFYA2021) Nominees Round Up, November 20 Edition		422
From Classic to Contemporary: Classics to Modern Movie Retellings		414
Selected Lists		410
2020 Nonfiction Award Winner: An Interview with Rex Ogle on Free Lunch		408
Great Road Trip Audiobooks for Teens (And their Parents!)		378
2020 Teens' Top Ten Announced		367
Best Fiction for Young Adults (#BFYA2021) Nominees Round Up, December 11 Edition		361

As you can see, our old themed posts are still getting way more traffic than most of our Nominees Round Up posts, which made up almost all of the 2020 content.

## Referrals in Last 90 Days:

Referrer	Views
 Search Engines	57,279
 Twitter	2,584
 ala.org	2,236
 Facebook	1,519
 WordPress Android App	1,093
 Pinterest	806
 yalsa.ala.org	171

## Report on Goals:

As BFYA remains our most popular Selected List, we made the decision to move its posting from Friday afternoons to Mondays. Otherwise, the schedule remained the same:

Mon - BFYA

Tues - Quick Picks

Wed - Amazing Audio

Thurs - Great Graphic Novels

I hope to continue/expand the Reading Challenge this year, set to start in late February.

I also hope to see the site statistics shift from old content to new, and to see higher interest in the featured review formatting for the Selected Lists.

I'd also like to pursue a weekly email option for members to get updates on posts rather than having to receive each post in their email every day (the current subscription model).