

YALSA Board of Directors  
Annual Meeting, Washington, D.C.  
June 20-25, 2019

**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

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**Overview**

The 2020 Selected Lists blogging teams are running smoothly and making great progress towards compiling their final lists. The new Hub Advisory Board is starting up in July 1, and I'm currently working on coming up with more tasks the new advisory board can take over to free me up to do more work on regular Hub content and direction.

**Pageviews (January to May 2019)**

| Month    | Posts | Views  |
|----------|-------|--------|
| January  | 4     | 42,256 |
| February | 14    | 41,324 |
| March    | 22    | 40,266 |
| April    | 26    | 34,586 |
| May      | 24    | 33,773 |

**Most viewed posts in the last 90 days**

**YALSA Board of Directors – Annual Meeting, 2019**  
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**Item #18**

| Title   | Views |
|---|-------|
| <a href="#">Home page / Archives</a>  | 9,549 |
| <a href="#">Diving Deeper into Divergent</a>                                  | 2,058 |
| <a href="#">Genre Guide: Post-Apocalyptic Fiction for Teens</a>               | 2,011 |
| <a href="#">Booklist: If You Like Eleanor &amp; Park by Rainbow Rowell</a>    | 1,604 |
| <a href="#">Great Road Trip Audiobooks for Teens (And their Parents!)</a>     | 1,575 |
| <a href="#">Redefining Storytelling: A Wattpad Primer</a>                     | 1,438 |
| <a href="#">2020 Best Fiction for Young Adults Nominees</a>                   | 1,341 |
| <a href="#">12 Books for Fans of I'll Give You the Sun by Jandy Nelson</a>    | 1,229 |
| <a href="#">History Comes Alive in Graphic Novels!</a>                        | 1,087 |
| <a href="#">Booklist: Asexuality and Aromanticism in Young Adult Fiction</a>  | 1,054 |
| <a href="#">2019 Best Fiction for Young Adults Nominees</a>                   | 1,038 |
| <a href="#">The Glamour and Greed of The Great Gatsby</a>                     | 932   |
| <a href="#">Why Do We Ban Books, Anyway?</a>                                  | 930   |
| <a href="#">2019 Amazing Audiobooks Nominees</a>                              | 910   |
| <a href="#">The Glorious 25th of May &amp; Terry Pratchett</a>                | 870   |
| <a href="#">20 Books to Inspire Social Change</a>                             | 792   |
| <a href="#">2019 Quick Picks for Reluctant Readers Nominees</a>               | 761   |
| <a href="#">Genre Guide: Spy Fiction</a>                                      | 757   |
| <a href="#">So you want to read a Sarah Dessen book?</a>                      | 748   |
| <a href="#">One Thing Leads to Another: An Interview with Matt de la Peña</a> | 733   |
| <a href="#">Finding Diverse Books</a>   | 719   |
| <a href="#">A Teen Perspective: E-books vs. Print Books</a>                   | 705   |
| <a href="#">Booklist: Time Travel Reads for Teens</a>                         | 645   |

**Referrals from the last 90 days**

| Referrer  | Views  |
|---|--------|
|  Search Engines  | 51,950 |
|  ala.org   | 2,246  |
|  Twitter   | 1,470  |
|  Facebook  | 1,409  |
|  Pinterest   | 853    |
|  WordPress Android App   | 762    |
| <a href="https://tumblr.com">tumblr.com</a>   | 193    |
|  yalsa.ala.org   | 189    |
| <a href="https://flriverlibrary.org/stafflandingpage/">flriverlibrary.org/stafflandingpage/</a>   | 148    |
|  from.flipboard.com  | 135    |
|  booklists.yalsa.net   | 119    |
|  0.freebasics.com  | 105    |
|  Wikipedia   | 102    |
| <a href="https://ecosia.org">ecosia.org</a>   | 98     |
|  ncte.org  | 69     |
| <a href="https://abooklongenough.com/blog/fourteen-super-cool-websites-for-adult-and-teen-book-lovers">abooklongenough.com/blog/fourteen-super-cool-websites-for-adult-and-teen-book-lovers</a> | 63     |
| <a href="https://mail.yahoo.com">mail.yahoo.com</a>   | 29     |
|  creativewritingmgylaru.blogspot.com   | 26     |
| <a href="https://us1.campaign-archive.com">us1.campaign-archive.com</a>   | 25     |
|  libguides.ala.org   | 24     |

## Report on Goals

### *Selected Lists*

The 2020 Selected Lists teams are working hard on their respective lists. The bloggers have been trained, and the coordinators and myself are having regular check-in meetings. Regular blog posts began in March and run on this schedule:

- Tuesdays - Quick Picks
- Wednesdays - Amazing Audiobooks
- Thursdays - Great Graphic Novels
- Fridays - Best Fiction for Young Adults

Each post has between one and three nominations. Everything is running smoothly, but I am looking for ways to pass off certain administrative tasks to others (i.e. I'm having a member of the Quick Picks team upload their posts into Wordpress). Because Selected Lists are running smoothly after several years of running on the Hub, I'm hoping I can have others do some of the basic tasks to free up some of my time to focus on other content.

*Reading Challenge*

The 2019 reading challenge is underway, though participation is down (around 90 this year as opposed to 200 last year). It may be worth revisiting the rules of the challenge if it makes sense to run it again next year.

*Regular Hub Content*

Though it remains difficult to recruit new bloggers, we currently have a small group of dedicated writers who have put together some great content. It's been difficult for the advisory board to put together posts regularly, which is why I want to focus the new group on helping with selected lists. I hope that by passing off some of the administrative tasks, I will be able to devote more their time to recruiting bloggers.