

YALSA Board of Directors Meeting
ALA Annual Conference, Chicago
June 23 – 27, 2017

Topic: The Hub Manager Report for Annual

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

Overview

The Hub has been in a period of transition as we focus more on value added content and have transitioned Amazing Audiobook, Popular Paperback, and Quick Picks for Reluctant Readers to The Hub.

Pageviews (January to June 2017)

month	posts	pageviews
January 2017	11	40554
February 2017	8	37367
March 2017	7	39657
April 2017	11	32697
May 2017	8	36167

Average daily pageviews: 1,257 for 2017 so far 1,230

Referrals 2017

2016-06-05 to Today

Referrer	Views
Search Engines	238,731
Facebook	5,081
pinterest.com	4,676
Twitter	4,003
android-app	2,124
ala.org	1,420
fiatriverlibrary.org/stafflandingpage/	1,226
yalsa.ala.org	1,090
t.umbl.com	769
flipboard.com	588
wikis.ala.org	404
teenreadweek.ning.com	346
booklists.yalsa.net	311
abooklongenough.com	311
libraries4blacklives.org	302

Contributors

Current roster is 24 bloggers, with some contributing on a semi-regular basis. Changing the commitment from 2 years to 6 months has made it a more attractive volunteer opportunity and more in line with the needs and wants of members. There are several new bloggers currently going through the onboarding process.

Report on Goals from 2017 Annual Report and New Goals

Prepare for transitioning selected lists to The Hub.

While it took longer to get the groups appointed than anticipated, both Amazing Audiobooks and Quick Picks for Reluctant Readers have developed workflows for assigning books to listen/read, nominating titles, and writing blog posts. I have help training in writing blog posts for both groups and continue to work with the list coordinators.

Though my term as member manager is up in August, I will continue to serve on the Hub Advisory Board and work with the coordinators and new member manager to get posts up and promote the selected lists.

After this trial run, I anticipate next year's selected lists will run smoothly with no problems.

To fulfill the same goals as the popular paperbacks, a Hub advisory board member will be coordinating a series of 10 posts on "best of the backlist" books highlighting titles widely available in paperback that are of high interest to teens. They will be organized thematically similar to past popular paperback topics, with accompanying downloadable lists and graphics for easy sharing both in a library and online.

YALSAblog collaboration.

While we have brainstormed a list of topics to cover from both a programming and collection development point of view, it has been difficult to get volunteers to cover the topics. When the new advisory board terms come on, managing these partnership posts will be a task for one of the new board members.

Hub Reading Challenge.

This year 135 people have participated in The Hub Reading Challenge. This year we tried monthly check-ins, as many people expressed in the past that they didn't always have much to report on a week-to-week basis. This has resulted in fewer comments, but the conversations continue to be in depth.

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

Though the quantity of posts on The Hub has decreased, we've been targeting topics that aren't covered well elsewhere, such as young adult literature in translation through a collaboration with Global Literature in Libraries, podcasts for teens, and book club picks for teens. By focusing specifically on topics of interest to teen librarians and library workers, we're fulfilling our mission and serving the needs of members and teen librarians.

That being said, the most popular posts continue to be read-alike booklists for popular, best-selling titles and books for fans of popular TV shows, movies, or other media, especially when accompanied by a printable list and/or graphic. Over the next six months, we plan to update the popular genre guides and create new popular booklists.