

**YALSA Board of Directors Meeting
ALA Midwinter Meeting, Boston
January 8 - 12, 2016**

Topic: The Hub Manager Midwinter Report

Background: Molly Wetta, the Member Manager of The Hub, 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 materials for young adult collections and provides library staff who serve teens with a definitive web connection to blog posts, images, resource lists, and videos and more all related to teen collections.

Action Required: Consent

The Hub Manager 2016 Midwinter Report
Submitted by Molly Wetta
8 December 2015

Overview

I took over as manager of The Hub in late August. One of my first projects was to recruit new bloggers who were willing to cover topics related to the Hub's expanded coverage of more media for teens beyond print books, and through volunteers and personal contacts, I have added several new bloggers. Currently, we have 36 regular contributors.

There have been a total of 439 posts in 2015 through mid-December.

Statistics Snapshot (2015)

Pageviews

Jan: 38,953
Feb: 37,688
March: 37,244
April: 35,639
May: 28,353
June: 28,640
July: 25,858
August: 26,578
September: 39,051
October: 42,842
November: 36,553

December (as of 12/11): 19,209

Average daily pageviews: 1037

Total posts: 439

Current bloggers: 36, with 5 more in process

Top referrers (for the past year)

Search Engines: 160,000

Twitter: 9,200

Facebook: 6,600

Pinterest: 2,100

rvclibrary.org 700

Accomplishments

- I also implemented a site redesign and have done considerable work to reformat old posts and organize categories and tags so they are more consistent. I'm in the process of adding indexes to improve the discoverability of older content.
- I've revamped the "tweets of the week" to be a more traditional link roundup "week in review" post, and transitioned the Monday polls to include more analysis of choices from Hub bloggers while still inviting comments and interactions from readers to discuss various topics.
- For the first time, The Hub will be highlighting posts from throughout the year in a series of Year in Review posts.
- Launched the Morris/Nonfiction reading challenge with fifty participants in the first week.

Goals and Further Considerations

- Implement a Hub reader survey at the end of 2015 to get feedback on the type of content we post, frequency, etc. to help guide our 2016 editorial calendar.
- Conduct some user experience testing at Midwinter to see if there are further refinements to the site design and navigation that could improve the reader's' experience.
- Continue to recruit new bloggers from diverse backgrounds with broad experiences and perspectives.

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- Continue to optimize the site for social sharing by including images.
- Continue to focus on providing balanced coverage of all topic areas in the new mission statement.
- Launch a new Hub Reading Challenge with a Bingo-style board and also host a twitter chat to encourage discussion of award winning titles as well as those on selection lists.
- Collaborate with the YALSAblog manager to coordinate collection related posts in conjunction with programming related topics.
- Crosspost popular general interests posts in Buzzfeed community to extend reach and also promote teen librarians as experts on YA literature and collections in the media.

Respectfully submitted,

Molly Wetta
Hub Member Manager

Additional Resources

The Hub site, www.yalsa.ala.org/thehub/