

YALSA Board of Directors
Midwinter Meeting, Seattle
January 25-29, 2019

Topic: The Hub Manager Report for Midwinter

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

Overview

The 2019 selected lists blogging teams have completed their work and the 2020 teams have been appointed and trained and are beginning to work. The 2019 reading challenge is also in the works and will begin soon. Recruiting and retaining regular bloggers continues to be a challenge, but I am working with the Hub Advisory Board to come up with new ideas to generate more non-selected lists content and to reduce barriers for potential bloggers.

Pageviews (January to May 2018)

Month	Posts	Views
June	11	32,373
July	22	30,371
August	25	36,845
September	19	37,107
October	18	42,059
November	18	40,944
December	10	36,383

Most viewed posts in the last 90 days

Title	Views
📄 Home page / Archives	10,936
2020 Best Fiction for Young Adults Nominees	2,985
2020 Quick Picks for Reluctant Readers Nominees	2,353
Diving Deeper into Divergent	2,273
Booklist: If You Like Eleanor & Park by Rainbow Rowell	2,024
Genre Guide: Post-Apocalyptic Fiction for Teens	1,935
Great Road Trip Audiobooks for Teens (And their Parents!)	1,608
12 Books for Fans of I'll Give You the Sun by Jandy Nelson	1,537
📄 Why Do We Ban Books, Anyway?	1,457
Announcing YALSA's 2019 Selected Lists/A 2020 Update	1,375
History Comes Alive in Graphic Novels!	1,352
"Marley was dead: to begin with." The enduring charm of A Christmas Carol	1,332
2020 Great Graphic Novels for Teens Nominees	1,282
A Teen Perspective: E-books vs. Print Books	1,163
20 Books to Inspire Social Change	1,150
Booklist: Time Travel Reads for Teens	1,124
Booklist: Genre Reads for Cold Winter Nights	1,073
YA Books with a Male Point of View	1,029
Five Podcasts to Try for Fans of "Welcome to Night Vale"	997
Page to Screen: Upcoming YA Movie Adaptations	994
2019 Morris Award Finalists Announced!	903

Referrals from the last 90 days

Referrer	Views
 Search Engines	67,031
 ala.org	2,553
 Pinterest	1,633
 Twitter	1,508
 Facebook	1,329
 WordPress Android App	571
 yalsa.ala.org	218
 ncte.org	169
flatriverlibrary.org/stafflandingpage/	138
 booklists.yalsa.net	104
 Wikipedia	72
t.umbl.com	58
 ilovelibraries.org	57
abooklongenough.com/blog/fourteen-super-cool-websites-for-adult-and-teen-book-lovers	45
 go.ebus.ca/mod/assign/view.php?id=25329	45
 ecosia.org	39
 from.flipboard.com	30

Report on Goals

Transition of Selected Lists to the Hub

The 2019 Selected Lists blogging teams have completed their work. The final lists are currently available on the YALSA website and the Hub, with the only missing piece being the Best Fiction for Young Adults top ten, which will be available after the teen feedback session at Midwinter.

The 2020 Selected Lists blogging teams have been appointed. I have met with the coordinators and offered a training webinar for bloggers. The next step will be to begin posting nominations on the Hub. We have a goal of starting those posts during the first week of March and following the same schedule as last year, which was:

- Tuesdays - Quick Picks
- Wednesday - Amazing Audiobooks
- Thursday - Great Graphic Novels
- Friday - Best Fiction for Young Adults

Each post will ideally have between one and three nominations. Since there are no new lists or major changes from the 2019 format, I anticipate this year will run quite smoothly.

Reading Challenge

Approximately 200 people participated in the 2018 reading challenge. Because this is such a popular feature and promotes YALSA awards and selected lists, I will be running it again this

year. Last year the challenge began in March, but this year I am hoping to start it in February, as soon as all the awards have been announced.

Regular Hub Content

Retaining bloggers outside of selected list blogging teams has been a challenge. Whenever a call goes out for more bloggers, I always receive quite a bit of interest, but lots of potential bloggers disappear at some point in the on-boarding process. Though, because they've been willing to stick with it, this means that the regular contributor we currently have are quite good and very interested in what they're doing. It's also difficult to provide more mentorship for would-be bloggers because of the amount of time managing selected lists takes.

I've asked the Hub Advisory Board if they would be willing to write regular blog posts and they've agreed, so I'm currently putting together a schedule for them that would have them writing posts every other month. Also, once the 2020 SL teams are off the ground, I'm planning on getting together with that team to brainstorm ideas to reduce barriers for potential bloggers during the onboarding process. Right now it seems as though there are a lot of different points during the process when potential bloggers may lose interest (responding to the initial email, generating an idea for a post, actually writing the post, etc.) so it may be worth seeing if there's any way to simplify that process.