

YALSA Board of Directors
Midwinter Meeting, Philadelphia
January 24-27, 2020

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 2020 selected lists blogging teams have completed their work and the 2021 teams have been appointed and trained and are beginning to work. There were more applications than ever to be on Selected Lists teams this year. This increased interest is exciting, but I am paying close attention to the appointment process to ensure it remains fair. Also regular Hub content and the Hub reading challenge are moving along as normal.

Pageviews (June to December 2019)

Month	Posts	Views
June	19	29,010
July	21	29,970
August	21	30,693
September	21	40,917
October	23	40,563
November	24	35,819
December	12	32,794

Most viewed posts in the last 90 days

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Item #22

Title	Views
Home page / Archives	9,684
Teen-Friendly Horror Movies That Won't Make Parents Scream in Outrage	4,461
2021 Best Fiction for Young Adults Nominees	2,959
Diving Deeper into Divergent	2,004
Genre Guide: Post-Apocalyptic Fiction for Teens	1,944
Five Podcasts to Try for Fans of "Welcome to Night Vale"	1,730
2021 Quick Picks for Reluctant Readers Nominees	1,491
2021 Great Graphic Novels for Teens Nominees	1,425
History Comes Alive in Graphic Novels!	1,261
YALSA announces 2020 Quick Picks for Reluctant Young Adult Readers	1,163
Best Fiction for Young Adults (#BFYA2020) Nominees Round Up, December 13 Edition	1,089
12 Books for Fans of I'll Give You the Sun by Jandy Nelson	994
2020 Great Graphic Novels for Teens List Announced	992
The Glamour and Greed of The Great Gatsby	912
"Marley was dead: to begin with." The enduring charm of A Christmas Carol	900
Great Road Trip Audiobooks for Teens (And their Parents!)	881
Using History to Understand Current Social Issues	850
YALSA names 2020 Amazing Audiobooks for Young Adults	850
"Books Where Stuff Happens": An Exploration of Hi/Lo Books	839
Booklist: If You Like Eleanor & Park by Rainbow Rowell	738
So you want to read a Sarah Dessen book?	722
2021 Amazing Audiobooks Nominees	680
Genre Guide: Spy Fiction	640
A Teen Perspective: E-books vs. Print Books	631
2019 Great Graphic Novels for Teens Nominees	629
One Thing Leads to Another: An Interview with Matt de la Peña	619

Referrals from the last 90 days

Referrer	Views
 Search Engines	51,282
 ala.org	2,696
 Twitter	1,773
 Facebook	1,409
 Pinterest	730
 WordPress Android App	456
 from.flipboard.com	251
 yalsa.ala.org	168
ecosia.org	154
 booklists.yalsa.net	112
 Wikipedia	81
t.umblr.com	79
ilovelibraries.org/librariestransform/library-not-just-resource-its-community	67
 frame.bloglovin.com	62
abooklongenough.com/blog/fourteen-super-cool-websites-for-adult-and-teen-book-lovers	45
 Instagram	31
 teenlibrariantoolbox.com	30
us1.campaign-archive.com	30
mailchi.mp	20
l.workplace.com	20
 creativewritingmgyaru.blogspot.com	20
 libguides.ala.org	18
 flipboard.com	18
 ncte.org	16

Report on Goals

Transition of Selected Lists to the Hub

The 2020 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 2021 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

Selected lists had more interested applicants than ever for this year, and nearly everyone who was offered a spot decided to take it. While this is exciting for these lists, it is a big change from the years before, so I will continue to watch to see if any changes need to be discussed regarding the appointment process in response to the increased interest.

Reading Challenge

This year's reading challenge will begin in February or March. This continues to be a popular challenge on the Hub, so I am looking forward to offering it again.

Regular Hub Content

Retaining bloggers outside of selected list blogging teams continues to be a challenge. The Advisory Board has been helpful in writing new posts, and the bloggers I have are great at what they do. I've tried to simplify the on-boarding process, but I still feel there may need to be some changes made in the way I solicit content. I'm open to suggestions, and am still hopeful I will eventually be able to share more regular content.