

YALSA Board of Directors – Annual 2012
Topic: The Hub Manager Annual Report
Item # 6

YALSA Board of Directors Meeting
ALA Annual Conference, Anaheim
June 22 - 26, 2012

Topic: The Hub Manager Annual Report

numbers” post, and teen reactions to the movie and hosted a Twitter conversation about library programs based around the franchise.

- In April we had an in-depth analysis of all of Laurie Halse Anderson’s works and further analysis and data visualization related to the news item that high schoolers are supposedly reading at a fifth grade level.
- In May we wrote about trends we see coming in YA fiction, posted a list of YA books each superhero in the Avengers might like (to coincide with the opening of the Avengers movie), and created an interactive map of the road trip in .

We also continue to post book lists on various timely topics, reflect on news and current events related to YA lit, and bring attention to YALSA’s awards and booklists (as we did with the announcement of the Teens’ Top Ten nominees in April).

In February, we also **reached out to other ALA divisions and affiliates** to highlight their selection lists and awards that feature YA titles such as the Stonewall Awards, the Amelia Bloomer list, and the Sydney Taylor Award.

At the beginning of April, we **launched the 2012 Best of the Best Reading Challenge**, which encourages our readers to experience as many of the 80 titles on the 2012 Best of the Best list as they can before the end of June. As of May 25, 112 people (including librarians, teens, and some of our own bloggers) have signed up for the challenge, and 23 people checked in via our most recently weekly post about the challenge. If participants finish 25 titles within the three-month period, they will be invited to create a reader response to a title that they read or listened to, which we’ll post on The Hub. Everyone who finishes the challenge will also be entered into a drawing to win a YALSA tote bag full of 2011/2012 YA lit (and a few of YALSA’s professional development titles, if the winner is a teacher or librarian). So far, participants have noted that the challenge has inspired them to read in genres and formats they otherwise might not have.

I have also begun working with each Hub Advisory Board member on individual projects that make use of their particular skills and interests. One of those projects has been **to tidy up our tags and develop tagging guidelines** for bloggers as well as **re-evaluate our categories** to better capture what we’re writing about and how. This should help us improve our SEO and provide those who use tags and categories to discover new content to do so more effectively. Another project is organizing a **monthly blogger chat**, which will provide us with additional content about upcoming titles for the blog as well as help to foster a sense of community among our bloggers.

Goals and Further Considerations

- **Continue to develop the Hub Advisory Board’s**

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- Beyond search engines, the sites that drive the majority of our traffic are Twitter, Facebook, other blogs, and email referrals. Continue to find ways to **encourage sharing of our content**.
- Find ways to **spread The Hub's (and YALSA's) name** beyond our current readership, especially into the