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**WEBSITE, REFLECTIONS, OCCASIONAL PAPERS REPORT**

**AGM 31st October, 2015.**

**Website statistics**

The website stats from January to the end of October 2015 show that we had 14,191 sessions (slightly up on last year), representing 10,507 individual users, who made 36,697 different page views and stayed on average 2.5 minutes each visit. Access to the site traditionally dips in July/August, a trend that was repeated this year. The highest referrals this period came from TooMuchTooSoon (top last year), but also Taylor and Francis, Foundation Years, Facebook, NCB and OfSTED, very different from last year (no explanation, sorry!) There were also a number of individual institutions accessing the website which I suggest shows students are using its facilities. The most popular aspects of the site continue to be the *Early Years* Journal, conference, news, reflections, occasional papers and, this year, research, projects, profiles and joining information.

Usage in different countries is once again fascinating: outside of the UK (85% of all traffic), the United States (2%) and Brazil (1.5%) are by far our most dedicated users, with Australia coming third (1%). Ireland, India, Germany, Spain, Canada, Netherlands and South Africa all showed a percentage of new users this year. We appear to have a number of first time users, i.e. United Arab Emirates, Nigeria, Japan, Philippines, Kenya, Sweden and Singapore.

**Website general**

It’s nearly two years now since the new website was developed and it’s been running 20 months to date. Jane Payler, Sacha Powell and I had a further training session this year (July) as the server for the website continually makes changes to what’s available and possible. This year, it has been the introduction of Piwik statistics, which now give us more readily accessible statistics on a daily basis (if we want that!) However, it has only been operational for four months so this year statistics are still based on Google analytics as these are the only ones that can give us the whole year’s worth of data.

To keep the website fresh, I try to add new material most weeks, usually in the form of published reports or research papers that come to our attention or new books. The number of new books may increase next year as we drop the books section of the Journal and attempt to place more on the website. Please remember that the website may not always look different on the home page but do dig a bit deeper for new materials which we hope will be of interest to members and other users. And do contact me if you think of anything else which will be useful ([janet.moyles@btinternet.com](mailto:janet.moyles@btinternet.com)).

**Facebook/LinkedIn/Twitter**

As requested by many of you, we have in the latter part of this year set up a Twitter account for TACTYC which Rosa Collins ([atrosies@aol.com](mailto:atrosies@aol.com)) is now (thankfully) coordinating. Earlier this week, we already had 47 followers. We will be monitoring how useful and interesting it is over the course of the next year so do let Rosa or me know how you feel about Twitter. A direct link to Twitter will be appearing on our website shortly. Rosa has also taken over our Facebook page and our ‘likes’ continue to grow (90 to date).

As to our LinkedIn page, we now have 121 members and we get about 1-2 requests a month to join. Given that we have over 500 members, however, perhaps we should be encouraging more members to join us as it does contain information about e.g. Conferences and Meetings and anything else that is of current interest. Any comments on any of our social media can now be directed to Rosa.

**Occasional Papers**

Two papers were commissioned and written in 2015: Occasional Paper 6 from Jan Georgeson’s team and their *Two-Year-Old research*; Occasional Paper 7, Sheila Degotardi, her topic being *Relationship-based pedagogies with babies and toddlers: Issues for teaching and implications for learning***.** We are hoping to produce the next OP in Spring 2016, potentially on the subject of baseline assessment. Any thoughts on issues of importance to you or research on which you would like to write an Occasional Paper would be gratefully received by the Executive and can be sent via our contact page ([www.tactyc.org.uk/contact](http://www.tactyc.org.uk/contact)). I have recently reversed the order of the papers so that the latest appears at the top of the list.

**Reflections Papers**

Unfortunately, we’ve not met our target of six papers this year, although we have published four to date ([www.tactyc.org.uk/reflections](http://www.tactyc.org.uk/reflections)). As a very popular part of the website, it seems a shame that we can’t encourage a few more of you into making submissions. Any thoughts or offers gratefully received – those of you in higher education could perhaps encourage your students to try out their publication skills through writing a reflections article. We always offer useful feedback and guidance as it is one aim of reflections to support new writers.

**Member Profiles**

As we have so few of these sent in each year, as last year, I’m wondering how useful members find them (the website stats suggest they are frequently used). It would be interesting to have some feedback please. And, if they are interesting, could you please, please send in some more of them?!

*Janet Moyles*

TACTYC Website Editor

27th October, 2015.