****

**WEBSITE, REFLECTIONS, OCCASIONAL PAPERS REPORT**

**AGM 31st October, 2015.**

**Website statistics**

The website stats from December 2015 to the end of October 2016 (11 months) show that we had 11,159 sessions (down 3,000 on last year), representing 26,102 different page views, visitors staying on-site on average 2.39 minutes each visit (longer for international users). 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, About TACTYC, news, Occasional Papers, Reflections and, this year, research, projects and profiles. [N.B. It would be good to have more of these from our members.] Referring websites are: Bing, Facebook, T&Fonline, Foundationyears.org and the NCB.

Usage in different countries is once again fascinating: 111 distinct countries use our website ranging from UK itself (84% of all traffic) to just one user in countries such as Fiji, Albania, the Bahamas and Venuzuela. Australia, Ireland, India, Germany, Spain, Canada and Brazil all showed a very slight percentage of new users this year. In terms of continents Europe, as a whole, occupies 88% of all usage, North America 3%, Asia 1.9%, Oceania 1.5%, South America 0.7%, Africa 0.6% and Central American 0.2%/

**Website general**

It’s nearly three now since the new website was. Unfortunately, our T & F link and trainer, Bart, has moved on and we now have a new person whom we haven’t yet met (Andrew Hudson), who I’m sure will prove to be just as helpful. We continue to be grateful to T & F for hosting our website and providing us with access to statistical information (Piwik) which give us very accessible statistics on a daily basis (if we want that!) We now have a whole year’s worth of data to work with which means we can make year-on-year comparisons.

To keep the website fresh, I try to add new material at least fortnightly, usually in the form of published reports or research papers that come to our attention or new books. We have posted two new book reviews this year and are considering whether this is or is not useful to members/users – this might be worth a comment at the AGM. 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 that would be useful ([janet.moyles@btinternet.com](mailto:janet.moyles@btinternet.com)).

**Facebook /Twitter/LinkedIn**

We have now had our Twitter and Facebookaccounts for TACTYC running for over a year. Rosa Collins ([atrosies@aol.com](mailto:atrosies@aol.com)) is coordinating both of these. It seems we currently have 400+ followers on Twitter, which shows what an excellent job Rosa has been doing, and there is a direct link to Twitter now on our website. Our Facebook ‘likes’ continue to grow (162 to date). Question: should we now start to ‘follow’ any other organisations/people on Twitter? So far we have not done this.

Our LinkedIn page this last year has had very few hits – people seem to be using Twitter/Facebook more. Given that we have tried to get our over 600 members to join LinkedIn, we’ve decided not to pursue this aspect of our work as it was taking time and not necessarily being used very much. If you think differently, please say so at the AGM. over 500 members. Any comments on any of our social media should be directed to Rosa or me.

**Occasional Papers**

As in previous years, two papers have been commissioned in 2016: Occasional Paper 8, *Reception Baseline Assessment* by Dr. Guy Roberts-Holmes and Dr. Alice Bradbury and, after the Conference, we will also be producing Occasional Paper 9 from Prof. Jayne Osgood’s current research for TACTYC on EY training. We are also currently commissing the first paper for 2017 which will be about nursery education. 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)).

**Reflections Papers**

We have published five papers this year ([www.tactyc.org.uk/reflections](http://www.tactyc.org.uk/reflections)) (not quite the six we promise but we are very much dependent on YOU. As a very popular part of the website, it seems we need to encourage a few more of you into making reflections 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. In the coming year, we are offering a **money incentive to the student who writes the best Reflections article.** There will be more details about how to apply on the website in the new year.We always offer useful feedback and guidance as it is one aim of reflections to support new writers so what are you all waiting for?!

**Member Profiles**

We have so few of these sent in each year and, 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

6th November, 2016.