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**WEBSITE, REFLECTIONS, OCCASIONAL PAPERS AGM REPORT**

**4th November, 2017.**

**Website statistics**

The website stats from 1st October, 2016 to the end of October 2016 (11 months) show that we had 11,823 sessions (up around 700 on last year), representing **26,268** different page views, visitors staying on-site on average **2 min 8** minutes each visit (longer for international users). Access to the site traditionally dips in July/August, a trend that was repeated this year with an overall bounce rate of 56%. The highest referrals this period came from Twitter and Facebook (worth nothing!) but also Taylor and Francis, TooMuchTooSoon, Children’s Mathematics Network and Nursery World, very different from last year and appears to show the power of Twitter and Facebook. 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. Main referring websites are: Bing, Facebook, T&Fonline, Foundationyears.org and the NCB.

Usage in different countries is once again fascinating: 114 distinct countries use our website ranging from UK itself followed by the USA and Australia. New this year are countries such as Japan and Nigeria. In terms of continents, Europe as a whole occupies almost 90% of all usage, North America 3%, Asia 1.9%, Oceania 1.5%, South America 0.7%, Africa 0.6% and Central America 0.2%.

**Website general**

It’s nearly four years now since the website was re-designed. We continue to be grateful to T & F for hosting our website and providing us with access to statistical information which give us very accessible statistics. Unfortunately, it looks like Piwik (the statistical information site) will not be available in future years, which is a shame given how useful we have found it. Because of it, we now have a whole year’s worth of data to work with which means we could make year-on-year comparisons. Whether this will be possible in future, we still don’t know.

To keep the website fresh and bring some new ideas, the website now has three people adding new material at least monthly. Janet is delighted to receive support from Rory McDowall Clark and Gareth Betts-Davies: with Rosa Collins as Twitter/Facebook lead, the four of us attended a training session at T & F offices in June to introduce us all to different aspects of the website.

We have posted three new **book reviews** this year, thanks to Rory. 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 Rory if you think of anything else that would be useful ([roryrory@operamail.com](mailto:roryrory@operamail.com)).

**Facebook /Twitter/LinkedIn**

We have now had our Twitter and Facebook accounts for TACTYC running for two years. Rosa Collins is coordinating both of these. It seems we currently have 642 followers on Twitter, which shows what an excellent job Rosa has been doing. 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. Any comments on any of our social media should be directed to Rosa or Janet.

**Occasional Papers**

As in previous years, two papers have been commissioned in 2017: Occasional Paper 9 from Prof. Jayne Osgood’s research for TACTYC on EY training and Occasional Paper 10 on nursery education in England by Dr. Julian Grenier. We have yet to commission papers for 2018 but this is in hand. 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 only three papers this year ([www.tactyc.org.uk/reflections](http://www.tactyc.org.uk/reflections)) but we have also posted two student reflections from our student award. 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 for our new section.

In 2017, we offered a money incentive and free membership to the student who wrote the best Reflections article.We had a good number of submissions, some of which will eventually be published on the website. The winner and runner-up were, respectively, Emma Bailey and Jamie-Lee King. Their papers can be read online. We intend to run this opportunity again in 2018 (our 40th anniversary year), so do encourage students you know to apply. Rory McDowall Clark did an excellent job in encouraging the students and organising the review of their submissions.

**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, Rory McDowall Clark and Gareth Betts-Davies*

TACTYC Website Editors

4th November, 2017.