

UCML Winter Plenary 2020

Friday 17 January 2020 10.00–16.00

The Reading Room, British Academy,
10–11 Carlton House Terrace,
London SW1Y 5AH



BUSINESS MEETING

Item 6: VC Engagement & External Communication Report

As this is my final report it will look back over the last 3-4 years.

Online Communication:

Our twitter feed has grown from having 1,813 followers in 2016 to 3,697 followers and it is now the social media outlet that we use that sees the most engagement on nearly a daily basis. We have sent over 8,500 tweets since the account opened which averages at over 1,000 tweets a year.

Our Facebook page in 2016 was our most active social media space and it is still used regularly and widely. In 2016 we had 966 followers and in 2019 we have 2,113 followers.

On both platforms it is noticeable that posts with photos/images tend to bring more attraction but also our members engage well with posts where there is UCML generated information – reports, events, grants/awards, comments on particular situations/events. Job adverts are often also shared widely.

Thanks mainly to the hard work of Claire St John Eve, UCML now has a fantastic website that is up to date, much easier to manage, can be accessed by committee members more widely and most importantly it is 100% under our control and we have achieved this as well as a significant savings in our annual website related fees. It has been a pleasure working with Claire to bring this about and ensure that we have a secure website which works both as an archive and a window into our current activities.

New forms of Engagement:

In the past 3 years UCML has engaged widely with a growing community and it is now the home for Routes into Languages. It became a founding member of GenderAction alongside IoP, UCL and KCL. GenderAction has again received financial and inkind support from the IoP and GLA and will continue to work with nurseries, primary and secondary schools to improve Gender balance. Under the direction of Claire Gorrara, UCML now provides small grants for members engaging with our activities. All of these 3 forms of direct engagement and extremely positive developments and allow UCML to both respond to the needs of our

members as well as help shape and support the narrative on language studies and research in the UK.

I put myself forward as a candidate for this post as I am a CI in @LanguageActs, one of the OWRI projects funded by AHRC and it has been a pleasure and an honour to work with all the UCML members and help foster links between the OWRI projects and UCML. The new annual UCML surveys developed by Elena Polisca in conjunction with colleagues from the Language Acts team are but one of the tangible ways in which UCML is supporting research that is significant for Modern Language Department. The past 4 years have not been easy for our sector and UCML has been there to support departments and members and continued to speak with one voice to represent our communities and it is well placed to continue to do so as we enter a new decade.

Ana de Medeiros

December 2019