UCML Exec Committee

UCML
UNIVERSITY COUNCIL
OF MODERN LANGUAGES

Item 6: VC External Engagement & Communications

1. **Social Media:**
   We continue to be very active on social media, perhaps seeing a boost to traffic as a direct result of the pandemic. Our twitter following has increased to 4291, up approx. 300 since July, and our Facebook page now has around 2105 likes. This was largely as a result of some very active campaigning on behalf of the British Council and a concerted effort to attract new followers, as well as the establishment of some active networks under the aegis of UCML including the ECA network. We have a request from the UCML ECA network to set up separate social media accounts and would like to canvass opinion from the Executive on this, since our other groupings and SIGs do not have separate channels. An alternative might be allowing 'twitter takeovers', or possibly setting up a further social media account, on Instagram for example, to allow content such as short blogs and clips to be posted. We could also set up a UCML Instagram account to disseminate this type of content. Happy to receive any thoughts on this.

James' stats from the UCML website also show that we had 1,830 views in 2019 which has rocketed up to 32,187 in 2020 thanks to his careful management of the site. The most viewed pages are: Year Abroad (4,039); British Council Campaign (2,421); Online Resource Sharing (1,693)

Referrals: Search engines (3,676); Twitter (2,653); Facebook (1,667).

National representation and/or support

2. ***Virtual Mobility and MOOCs****:* Following the creation of a *special interest group* for UCML, we are working in collaboration with ML sector leads to provide framework principles for virtual mobility and development of a curated portfolio of resources including our three MOOCs. There is good take up for the Cardiff MOOC which has been running this term. The cost is being borne across the sector with UCML paying FutureLearn up front. The Southampton and Leeds MOOCs will run next semester, with the final Leeds MOOC starting on 1st March 2020 and running for two weeks. We are working on publicity materials for these across FutureLearn, UCML, and the three MOOC institutions (Cardiff, Leeds, and Southampton).

3. **Languages support for other SHAPE disciplines:** On 15th June, on behalf of Claire, I attended the Strategic Forum for Humanities which UCML has been invited to join, chaired by Professor Aditi Lahiri, VP for Humanities at the British Academy, and attended by a wide range of scholarly organisations representing the Humanities, including the Arts and Humanities Alliance, the Leverhulme Trust, the AHRC and Research England. I attended the Strategic Forum again on behalf of Claire on 23rd November and presented the UCML toolkit

for surviving and thriving in difficult times, alongside Neil Kenny (Languages Lead at the BA) who updated us on language policy. This was in the context of the possible help that the experiences of languages can offer to the Arts and Humanities in the face of swingeing cuts, restructuring and closures across the sector. https://university-council-modern-languages.org/wp-content/uploads/2019/08/UCML-Surviving-and-Thriving-Tool-Kit-2019.pdf

Emma Cayley, December 2020.