

# UCML Winter Plenary

15th January 2021

10:00-11.30am



## Item 3c: Vice-Chair Communications and External Engagement

### 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 4350, up approx. 350 since July, and our Facebook page now has around 2110 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 had a request from the UCML ECA network to set up separate social media accounts and discussed this at the December Executive meeting. We concluded that it would be a good idea for the ECA network to develop their own social media presence, under the aegis of UCML, and that Emma would be in touch with the group to agree this and would keep in regular touch about comms.

Latterly our twitter feed has been very active as a result of a campaign about Erasmus +, using the hashtag #erasMUST. The campaign has also included a letter of concern written by UCML to the Minister for Education, with co-signatories from various subject associations from across ML and beyond to the rest of humanities, education, social sciences, and STEM. The letter is now also shared on Facebook and our website and can be found here, <https://university-council-modern-languages.org/2021/01/14/ucml-writes-to-uk-minister-for-education-on-erasmus/>, and our Erasmus+ webpage here, <https://university-council-modern-languages.org/erasmus/>.

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 ran last term. The cost is being borne across the sector with UCML paying FutureLearn up front. The Southampton and Leeds MOOCs will run this semester, with the final Leeds MOOC starting on 1<sup>st</sup> March 2020 and running for two weeks. We are working on publicity materials for these across FutureLearn, UCML, and the relevant institutions.

3. **Languages support for other SHAPE disciplines:** On 15<sup>th</sup> 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 23<sup>rd</sup> 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, January 2021.