

Item 6 Report of the Vice Chair Engagement & External Communications

1. Social Media:

Our twitter following has increased to 4540, up approx. 200 since January, and our Facebook page now has around 2130 likes. This has been sustained by active campaigning on behalf of the sector, 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. Emma is in regular touch with the group to pick up any issues/publicise activities.

James' stats from the UCML website show that our views have increased to 10,388 with 5872 unique visitors.

The most popular pages are: the landing page (1,982 views), MOOC Project (934 views), Small Grants (849 views). Most (70%) of views from the UK, though also US and European countries (578 from Finland).

Referrers: Mostly Google (1,662), but also 386 from Twitter and 186 from Facebook.

National representation and/or support

- 2. Virtual Mobility and MOOCs:** Following the creation of a *special interest group* for UCML, the launch of framework principles for virtual mobility and development of a curated portfolio of resources including our three MOOCs, we worked on publicity materials and press releases for these across FutureLearn, UCML, and the relevant institutions.
- 3. Emma was interviewed on behalf of UCML for **University Business Magazine** in March about the significance of UCAS data for languages and the apparent declines in applications for modern languages, following a spate of articles on this topic in the press in February and March which appeared to show huge declines in numbers for certain Universities. We were very keen to temper this messaging and be more positive about the ways in which languages have to an extent 'reinvented' their disciplines in order to thrive in a difficult climate. UCML is looking into the data and preparing a report**

exploring the anomalies in the published data for languages. The article can be accessed here: <https://universitybusiness.co.uk/features/degrees-in-danger/>

Emma Cayley, April
2021.