

UCML business meeting

Friday 14 January 2022, 10am-12pm



Item 3d: Vice-Chair External Engagement and Communication

Handover

I have taken over the role of Vice-Chair External Engagement and Communication from Emma Cayley at the end of September and will serve as liaison for the ECA SIG group.

Website and social media

Data on the website for 2021 is comparable to previous years:

Views in 2021: 29,631

Unique visitors in 2021: 15,543

Most visited pages (excl. home page): Small Grants (2,119), MOOC Project (1,035), Granularity Report (980). For info, the UCML-AULC Survey 2021 has been accessed 477 times.

Top referrers: Google (4,832), Twitter (2,192), Facebook (795)

Online presence on social media is still increasing. Areas/groups within UCML are invited to send pitches and Twitter content (including about external representation or events). This includes advertising of internal and external advocacy/language matters, including also a focus on research.

Social media promotion includes events related to the UCML small grants and also UCML collaboration, e.g. the online toolkit workshop with Open University.

ECA SIG

An ECA SIG meeting took place on 5 November and the ECA SIG. Alongside a range of events, an ECA survey was created and circulated via UCML communication channels.

UCML Media coverage

Recent conversations with *The Guardian* have resulted in a feature on the success of Japanese/Korean, featuring Emma Cayley, followed by a radio interview (December 2021). A feature on the Year Abroad in ML (student experience) has been published in *The Linguist* following consultation with the YA SIG (December-January 2021). Relevant press coverage regarding developments in the field (e.g. the Year Abroad/British Council; GCSE reform) have been amplified via our social media channels.

External relations

- British Council: engagement has focused on the 2022-23 round of applications for the Language Assistants programme and the future of the Year Abroad

- EASSH general meeting 2021 and engagement in follow-up meetings (e.g. research infrastructures)
- Strategic Forum for the Humanities meeting 2021: attended alongside EC to discuss trends and needs in language recruitment
- In collaboration with relevant subject associations, UCML is advocating a university contribution to GCSE MFL debates.