

## **UCML AGM**

Friday, 14th July, 2023

UCML Report, Vice-chair external engagement and comms.

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## (Social) media:

- announcement of some new data around language uptake at school level, also in the Guardian and around GCSE marking
- announcements of schemes and awardees, new ambassador schemes, and various events and recognitions
- Twitter and Facebook activity was maintained, and reports have been run on Twitter and website traffic.
- The emergence of 'Threads' as an alternative to Twitter may be worth exploring, though one issue is that you can only log in to a single profile at a time, and building community or network will take time.
- Move to incorporate the jiscmail list more systematically also support reach).

Liaison with ECA group: Spring meeting took place on 10 February.

<u>Advocacy</u>: letter of support and signatures sent for Birkbeck, UEA and Kent, with positive returns in some cases. Other closures or reductions have been announced, particularly within the widening participation group.

<u>Translation Studies</u>: report/policy paper prepared with colleagues in Translation Studies to be presented as afternoon panel.

Website views:

Total views										Months and years		Average per day	
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2019							4	39	103	107	232	1.3K	1,820
2020	2.6K	1.5K	1.9K	3.2K	6.5K	3.9K	4.3K	1.4K	2.0K	2.0K	2.2K	3.1K	34,645
2021	4.3K	2.5K	3.0K	2.6K	2.5K	2.9K	4.8K	2.3K	2.2K	1.5K	2.4K	2.6K	33,807
2022	4.3K	1.9K	2.0K	1.8K	2.8K	2.8K	3.5K	1.7K	2.4K	2.1K	2.9K	1.7K	29,612
2023	2.9K	2.1K	3.1K	1.6K	2.5K								12,168
Fewer Views More Views													

## Referral stats (90 days ending 23 May):

- Search engines (mainly Google) 1,309
- Twitter 450
- Routes into Languages 311
- Facebook 256