



British Society for
Research into
Learning Mathematics

www.bsrlm.org.uk

Executive Committee 2018-19

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Online Communications Coordinator

Pete Wright, UCL Institute of Education

Online Communications Coordinator's Report 2018-19

The new BSRLM website has now been up and running for three years. Whilst the design and appearance of the website continue to prove popular with members, the issues highlighted in last year's report, i.e. relating to the accuracy of membership details, payments and the functionality of the database, are yet to be resolved. Members of the Executive have spent a great deal of time considering ways forward with this including exploring the feasibility of changing our website provider and meeting with possible alternative providers. However, for the moment, we are sticking with our current provider and looking for ways to resolve the issues.

During 2018-19 the website has developed as follows:

- The number of visitors to the website continues to grow and between 15th October 2018 and 14th October 2019 we had 9600 users viewing 15000 sessions (up 8% and 5% on the previous 12-month period).
- The five most popular pages were: bsrlm events (3777 views during the past 12 months), proceedings of day conferences (2520 views), future conferences (1859 views), future conferences (1859 views), members/become a member (937 views).
- The blog section continues to expand, and we have added 4 new blogs during 2018-19 making a total of 11 blogs from various authors. The five most popular blogs are: What's the point of the professional skills tests? (721 views altogether up until 15th October 2019), Bold Beginnings: a missed opportunity? (665 views) Language development and mathematics learning through mathematical stories (356 views), How do teachers describe mathematics tasks? (205 views), The case for space in the early years (175 views).

During 2018-19 the Twitter account developed as follows:

- The BSRLM Twitter account continues to be used to publicise BSRLM events, events organised by other organisations we have affiliations with, other events and news items of interest to members. Retweets are not necessarily endorsements by BSRLM.
- Up until 15th October 2019, a total of 1789 tweets have been sent from the account since April 2014 (the figure was 1442 on 1st November 2018) and we currently have 1325 followers (compared with 1121 last year).

To avoid overburdening members with communications, we continue to employ the following policy on emailing members and posting news of events on the website (agreed by the Executive):

BSRLM will make use of posts on the website and the facility to email members through the website for the following purposes:

- *To publicise conferences/events/announcements relating directly to BSRLM activities.*
- *To publicise conferences/events/announcements relating directly to the activities of organisations to which BSRLM is affiliated (e.g. RME, BCME, BERA Maths Education SIG).*

We will not use website posts or emails for the following (although we will tweet/retweet this information):

- *To publicise conferences/events/announcements on behalf of organisations to which we are not directly affiliated (e.g. universities, ATM).*
- *To publicise conferences/events/announcements relating to the activities of organisations to which we are not directly affiliated (even if these have been publicised by organisations to which BSRLM is affiliated, e.g. RME, BCME, BERA Maths Education SIG).*

Pete Wright
UCL Institute of Education
Online Communications Coordinator
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