



University
of Glasgow

GAEELIC LANGUAGE PLAN

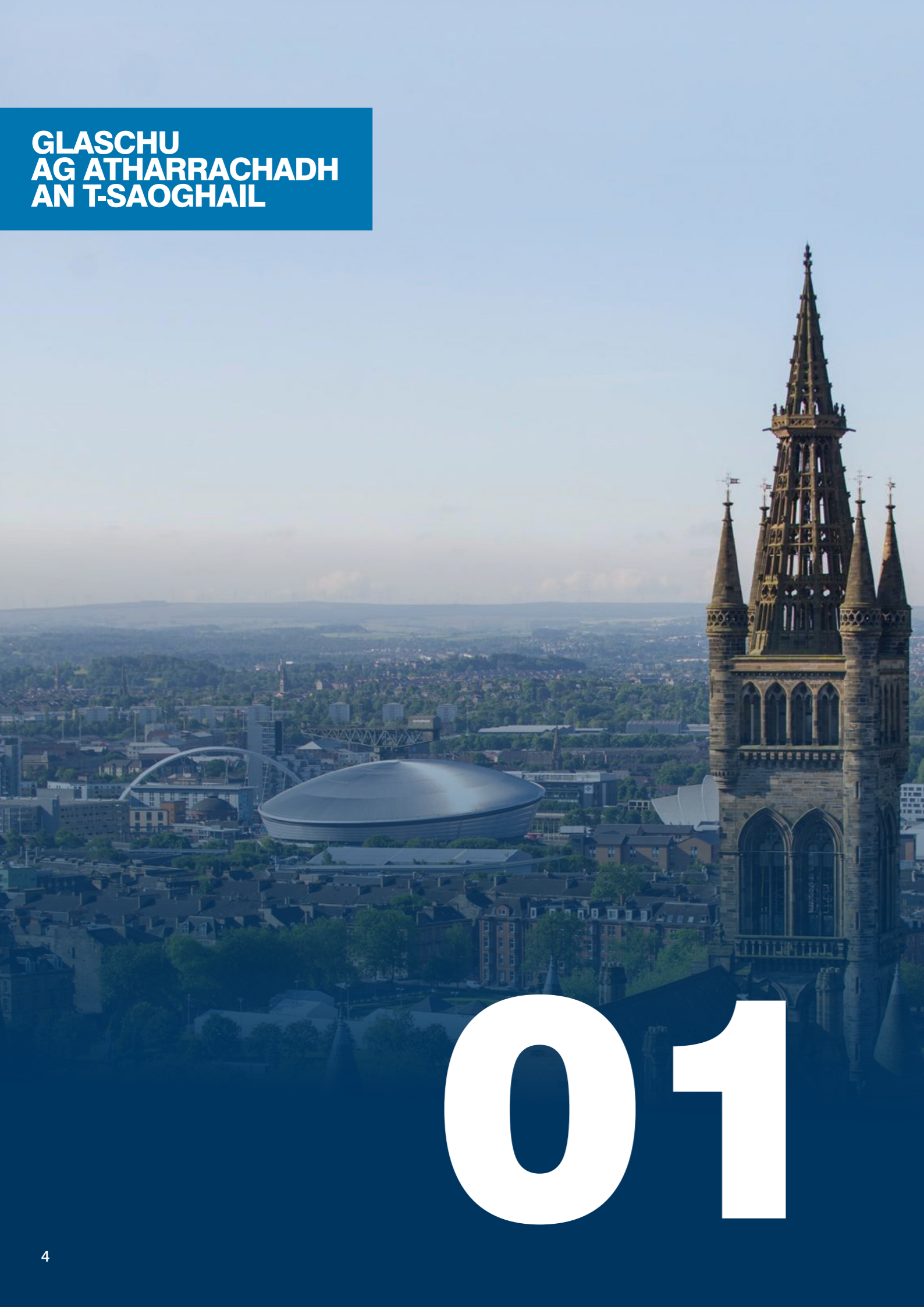
2024-

2027



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01

INTRODUCTION

Within our Gaelic Language Plan 2024 – 2027...

You will find a list of our ambitions, priorities, commitments, Key Performance Indicator (KPI) targets, and Corporate Service Aims to develop Gaelic over the next 3 years.

Our aim whilst developing the third Gaelic Language Plan for the University of Glasgow was to present information as precisely and directly as possible for the benefit of the University's staff, students and other audiences engaged with this plan.

Therefore, by design, this is a short plan with each measure evaluated to ensure that it strengthens the circumstances of Gaelic at the University today and positions commitments, through policy, to benefit Gaelic into the future.

Through this plan, we hope to demonstrate how we will support and share the responsibility to develop Gaelic through establishing new networks, as well as supporting those that are well-established, and by reaching out to work with Gaelic communities both physical and online.

We trust that this approach will further deepen the sense of community and ownership that exists at the University in relation to Gaelic, and through the development of more Gaelic-friendly spaces, we will build upon the community's confidence, and freedom to express itself in new and creative ways.

This Gaelic Language Plan represents a new chapter in the story of Gaelic at the University of Glasgow, and we hope you find it an enjoyable and enlightening read.

02

FOREWORD

As Principal and Vice-Chancellor of the University of Glasgow, it is my privilege to introduce the next phase of our commitment to supporting and developing Gaelic through the University of Glasgow's Gaelic Language Plan 2024 - 2027.

With this third iteration, we have built upon our accomplishments in delivering previous University Gaelic Language Plans, and have developed new objectives in line with the evolving realities of a modern and vibrant Gaelic language and culture.

In creating this new Plan, we have kept some important priorities at the forefront of our minds. We are absolutely committed to supporting the aims of the National Gaelic Language Plan. And we want to provide a first-rate experience optimised for the bespoke needs of our students, staff and the various stakeholders who engage with the University on our plans for Gaelic.

The Gaelic story at the University features prominently, and many of our new objectives have arisen in consequence of drawing upon the 'Sgeul na Gàidhlig' research which explores the University's long-standing relationship to Gaelic; and underscores the importance of the Gaelic community to the University since its founding in 1451.

In order to integrate our commitments more widely throughout the University, we have developed clear priorities and commitments that align with the strategic vision of the University's World Changers Together 2025 strategy.

This will guide us to enhance contact between Gaelic and many of the University's functions.

The 2022 census reports an increase of 0.8%, or 43,100 additional people in the Scottish population over the past ten years gaining abilities in Gaelic language. This is encouraging news that demonstrates the impact of the planning process on the growth of Gaelic, including the increased prevalence and access to high quality learning resources, courses and opportunities to learn and use the language.

The University recognises that our duty to deliver this Gaelic Plan goes beyond our statutory obligations to do so. We're an anchor institution located in Baile Mòr nan Gàidheal (the City of the Gaels) – the adopted home of huge numbers of Gaelic speakers over the centuries. It is incumbent upon us to embrace Gaelic as a living language that has much to contribute to our University and wider society. I am confident that with the collective effort of our University community and partners, we will achieve the ambitious aims set out in this plan. In doing so, we will ensure that Gaelic continues to be a vibrant and integral part of the University of Glasgow's story for generations to come.

Professor Sir Anton Muscatelli
Principal and Vice-Chancellor
University of Glasgow

OUR AMBITIONS FOR GAELIC

03

Gaelic has been a part of the story of the University of Glasgow dating back to its founding in 1451.



Since its founding in 1451, the University of Glasgow has been enriched by Gaelic language and culture, leaving an indelible academic, cultural and social impression upon the institution's identity, and its reputation further afield.

This legacy is carried forward today by a vibrant, inclusive and conscientious community of students and staff who continue to contribute significantly to the ethos and values of the University.

We hope that the measures contained within this Gaelic Language Plan 2023 – 2027 will help to further Sgeul na Gàidhlig Oilthigh Ghlaschu (the Gaelic story of the University of Glasgow) and use this research in creative ways to highlight the significance of Gaelic at the University, thereby reinforcing the case for continued and strengthened support for years and generations to come.

In the spirit of continuing the Gaelic story, we will commit ourselves to do more by working with people, communities, organisations and partners to strengthen and improve the status of the language.

We will develop our understanding of Gaelic through historical and contemporary research and embark on creative projects to acknowledge and communicate the value of Gaelic in thought-provoking and exciting ways.

Aligned with this intent is the appreciation of Gaelic as a modern language and culture to be promoted and shared, enjoyed and used by the University, and the numerous people that make up its Gaelic community.

Through this plan, we aim to reach those with a deep connection with the language, or a general interest in Gaelic with outcomes of veritable worth that will strengthen the status and use of wGaelic for years to come.

OUR PLAN AS PART OF

WORLD CHANGERS TOGETHER 2025

04

2024-2027

Gaelic Language Plan

To ensure that the Gaelic Plan is understood within the wider strategic context of the University, we have aligned our priorities and commitments to the themes of the 5-year strategy World Changers Together.

Community

People Centred,
Globally Engaged



Through a variety of commitments, we seek to understand more fully the people with whom we engage so we can respond to their needs more effectively.

Collaborating with local councils and Gaelic organisations aligns the Gaelic Plan with the University's Civic Mission in pursuit of supporting the community's needs and exploring ways in which Gaelic can help alleviate societal issues.

We will form new partnerships with universities, agencies, companies and Gaelic organisations to provide better opportunities to develop Gaelic on a local, national and international level.

Challenges

Solution focused,
Impact orientated



That this plan exists at all is an illustration of the challenges faced by the Gaelic community and in response to that challenge, this plan is an example of a proactive and solutions focused approach to supporting the needs of the Gaelic community with clear and tangible outputs.

We have developed 5 strategic priorities for our Gaelic Language Plan 2024– 2027:

Connectivity

Collaboratively minded,
Digitally enhanced



Connecting with others in Gaelic can provide great motivation and purpose to people's lives with meaningful participatory experiences that enrich every aspect of what it means to be a part of UofG.

We acknowledge this through an emphasis on the importance of providing spaces to connect with others in Gaelic. That is why we seek to designate 3 University Gardens as a Gaelic priority area and will investigate other spaces on campus for this purpose also.

We will carry this forward into the digital space with a strategy for growing Gaelic content on social media that relies on supporting and collaborating with other content creators.

This plan is also digitally enhanced by greater use of data and analytics to develop our understanding of how best to develop Gaelic within different contexts.

Gaelic Language Plan

2024-2027

SECTION 04

OUR PRIORITIES

FOR GAEELIC

05

We have developed 5 strategic priorities for our Gaelic Language Plan 2024 – 2027:

1

We will support the National Gaelic Plan

2

We will support services for students, staff and the Gaelic community

3

We will value Gaelic as an important part of the University of Glasgow

4

We will deliver inspiring and inclusive experiences

5

We will share the responsibility for Gaelic

1 We will align our commitments to support the primary aims of the National Gaelic Plan and measure their impact

Providing more opportunities to use and learn Gaelic is fundamental to the maintenance and success of the language. As such we have designed commitments that deliver in support of the primary aims of the National Gaelic Plan.

Using Gaelic

We have set forth proposals to encourage greater use of Gaelic across the University. This will be achieved by establishing tailored support and resources for staff in consultation with the proposed staff network Gaisgich na Gàidhlig (Gaelic Champions) who will advocate for greater use also.

We will develop communications planning and messaging to increase the use of Gaelic across the University's social channels, as well as using analytics to help us understand how Gaelic content is used and consumed.

We will grow our language schemes and seek to prioritise environments that facilitate immersive Gaelic experiences.

Learning Gaelic

Between the activities of Celtic & Gaelic, UofG Gàidhlig, Short Courses and An Comunn Oiseanach, there are a variety of informal and formal opportunities on offer for staff and students to learn Gaelic, and to study Gaelic history and culture. Commitments within the plan will aim to strengthen this offer by co-ordinating and promoting these opportunities through the development of a marketing strategy.

We will also develop resources and support for learners to take their language learning journey to the next level.

Measuring Impact

We will align our KPI targets to ensure that we are measuring the fundamental success criteria of creating new Gaelic learners and facilitating an improvement in a variety of ways in which Gaelic use is encouraged.

2 We will increase our support and services for students, staff and the Gaelic community

The University of Glasgow has been at the vanguard of providing a first-rate service to Gaelic speakers and learners within our community of students and staff, as well as working alongside partners to provide events that support the local community.

Through our proposals we will explore what additional support and services we can provide through resources,

projects, events and tours that add value to people's experience of engaging with Gaelic.

We are keen to investigate how the Gaelic Plan can help us to understand better the requirements of the Gaelic community and how we can work alongside local authorities and organisations to meet their needs.

3 We will promote how we value and understand Gaelic to be an important part of the University of Glasgow

Gaelic has echoed through the hallways of the University of Glasgow for hundreds of years. As such, we intend to recognise the importance of the story of Gaelic at the University by promoting how we value and understand Gaelic as an important part of university life and identity.

Through exciting new proposals to explore a position of Gaelic Creative Director in residence briefed to reinterpret and repurpose research such as Sgeul na Gàidhlig, as well as materials associated with the British Academy recognised DASG project and partner archives within new creative projects.

4 We will focus on delivering inspiring and inclusive experiences through creative and immersive Gaelic environments

We have developed a range of proposals within the Gaelic Language Plan that seeks to inspire people to engage with Gaelic in new, thoughtful and meaningful ways. Through partnerships in creative fields we will commission new Gaelic awareness sessions that examine issues past and present that relate to the story of Gaelic.

Connected with this ambition is our aim to increase the visibility and profile of Gaelic throughout our estate so that Gaelic is seen and heard as a living language, as well as identifying and protecting supportive environments that facilitate an immersive experience for students and staff.

5 We will encourage shared responsibilities for Gaelic by developing partnerships and monitoring mechanisms

We have developed proposals and targets within this Gaelic Plan that aim to encourage greater participation with its implementation and delivery.

To support this, we propose to use Gaisgich na Gàidhlig (Gaelic Champions Network), An Comunn Oiseanach and the Students' Representative Council (SRC) to increase the profile of Gaelic across the University, with provisions for Scots also.

A yearly Gaelic Action and Monitoring Plan will be created in collaboration with teams across the University focused on providing a reporting mechanism back to the Gaelic Development Manager, and to provide a way of evaluating the success of plan implementation We will work with external partners such as Historic Environment Scotland as well as other universities to research and develop new projects.

OUR COMMITMENTS FOR GAELIC

06

We have 25 commitments to develop Gaelic within 5 main development areas:

6.1 PUBLIC FACING

6.2 LEARNING AND SERVICES

6.3 RESEARCH AND DATA COLLECTION

6.4 LANGUAGE SCHEMES
PROJECTS AND EVENTS

6.5 CORPORATE RESPONSIBILITY
AND MAINSTREAMING

6.1 PUBLIC FACING

Through our public facing commitments we will improve the presence of Gaelic within communications, marketing, events, interpretation, and signage that reflects and draws upon the vibrancy of the Gaelic community.

We will develop:

- 01** Gaelic within communications
- 02** Audience engagement with Gaelic
- 03** Our marketing of Gaelic opportunities
- 04** The visibility of Gaelic
- 05** Gaelic through interpretation, events and tours

6.1 PUBLIC FACING COMMITMENT 01

“We will develop our use of Gaelic within communications”

Gaelic Use & Representation		Actions		
Delivered by	Commitment 01	2024/25	2025/26	2026/27
Lead: Gaelic Development Manager	We will develop our use of Gaelic within communications and visually across all formats, including website, socials and publications	Develop Guidance Materials covering how UofG teams and staff ought to use and present Gaelic.	Promote guidance materials via internal communications, including links in UofG brand guidelines, Gàidhlig staff web pages, and a new staff toolkit to ensure broad accessibility.	Update the resource linking to new information and expanding the image library collection of bold and exciting imagery that helps to market Gaelic life at UofG
Support: External Relations UofG Gàidhlig		Materials created to include: - Campaign guidelines - Visual and text narratives - Communication lines - Bank of Gaelic imagery and video that presents Gaelic visually as a modern and progressive language - Links to authoritative resources, information and research - Organisations, networks and community pages		
An Comunn Oiseanach				
Gaisgich na Gàidhlig				
Photographic Unit				

6.1 PUBLIC FACING COMMITMENT 02

“We will develop audience engagement with Gaelic ”

Communications		Actions		
Delivered by	Commitment 02	2024/25	2025/26	2026/27
Lead: Gaelic Development Manager Support: UofG Gàidhlig External Relations Gaelic content creators	We will produce a communications strategy and plan to enhance audience engagement	Develop the strategy by: Reviewing past and present Gaelic content for audience engagement insights Designing audience profiles and mapping user journeys to understand information access Forging internal and external partnerships, collaborating with Gaelic content creators on shared campaigns Develop the Communications Plan by: Creating tools like a social events calendar for organised communication, identifying Gaelic promotion themes and dates Aligning content to events such as Seachdain na Gàidhlig (National Gaelic Week) and initiatives like UNESCO Indigenous Languages Decade	Formulate a Gaelic communications plan in collaboration with team members involved in internal and external UofG communications channels	Review effectiveness of the Gaelic Communications Plan through analytic insights reporting on the success of content and campaigns within the Gaelic Action and Monitoring Plan and refine approach to communications going forward

2024-2026
GAELIC LANGUAGE PLAN

6.1 PUBLIC FACING COMMITMENT 03

“We will develop our marketing of Gaelic opportunities”

Marketing		Actions		
Delivered by	Commitment 03	2024/25	2025/26	2026/27
Lead: Gaelic Development Manager Support: College of Arts Marketing and Conversion External Relations	We will produce a marketing strategy and plan that better communicates the wealth of Gaelic opportunities at UofG	Develop our approach to marketing by: Ensuring a broad national reach whilst maintaining our ability to produce targeted campaigns in smaller local areas Utilising educational networks, including teachers and parent groups for promotion of UofG opportunities Developing our student recruitment with resources, messaging and events delivered by ambassadors to the Celtic & Gaelic subject area Assessing opportunities to tie in with existing student recruitment events Targeting events and festivals based on their relevance and footfall of young and captive Gaelic speaking and interested audiences	Develop outcomes from the research in the previous year into a Marketing Plan and target relevant events for exposure and recruitment opportunities	Deliver the Marketing Plan and meet targets for growth of students studying on Gaelic courses and subjects provided by UofG

2024-2027
GAELIC LANGUAGE PLAN

SECTION 06

6.1 PUBLIC FACING COMMITMENT 04

“We will increase the visibility of Gaelic”



Visibility & profile		Actions	
Delivered by	Commitment 04	2024/25	2025/26 & 2026/27
<p>Lead: Gaelic Development Manager</p> <p>Support: Estates</p>	<p>We will increase the visibility of Gaelic across the University</p>	<p>Strengthen our commitment to Gaelic/bilingual signage across the estate by developing policy with two primary objectives:</p> <p>The first is to implement a check with the Gaelic Development Manager to review all forthcoming planned developments and redevelopments on the estate for the integration of Gaelic</p> <p>Recommendations will then be put forward and carried out with the supervision of Estates working in collaboration with the Gaelic Development Manager</p> <p>The second will be to increase Gaelic and bilingual signage across the estate within our signage renewal cycle</p> <p>We will commit to establishing a range of prominent signage that will be fully bilingual within the renewal cycle going forward</p>	<p>If necessary, we will obtain sign off to changes within the University's Signage Policy and Design Protocols document</p> <p>Developing plans for a Historic Plaque scheme across the University and look at other levels of Gaelic interpretive content</p> <p>Explore digital signage spaces with the potential for Gaelic/Scots content displayed on large electronic screen</p> <p>Promoting Gaelic to be widely visible within all UofG Gàidhlig events and third party cross- promoted events</p>

6.1 PUBLIC FACING COMMITMENT 05

“We will develop Gaelic through interpretation, events and tours”







Exhibitions and Tours		Actions	
Delivered by	Commitment 05	2024/25	2025/26 & 2026/27
<p>Lead: Gaelic Development Manager</p> <p>Support: Hunterian Estates SRC External Relations Celtic & Gaelic</p>	<p>We will develop our public Gaelic offer through interpretation, events and community tours</p>	<p>Support the Hunterian to develop an approach to Gaelic interpretation based primarily within the Gael perspective.</p> <p>This work will seek to understand how artefacts from the Gàidhealtachd and other areas can serve as vehicles to express a manner of narratives that serve as alternative viewpoints to received historical interpretive tradition. Further work to integrate Gaelic into the work of the Hunterian will include the development of educational resources, and through events</p>	<p>Developing Gaelic and Scots tours within the University.</p> <p>Taking Sgeul na Gàidhlig research as inspiration we will develop a tour-guide script in Gaelic in tandem with our exploration of a minority language historical plaque scheme. Volunteers will be sought and trained to deliver tours at set times open to the public with a Scots version considered as part of the process also</p>

6.2 LEARNING AND SERVICES

Through our commitments to learning and services we will change how we engage with staff, students and the public so they are better informed, equipped and enriched by Gaelic.

We will develop:

-  **06** How we increase staff engagement through creative training opportunities
-  **07** How we equip staff to engage with Gaelic
-  **08** How we collaborate with partners to research Gaelic Intangible Cultural Heritage (ICH)
-  **09** How we promote a' Bhliadhna Bhogaidh (Gaelic Immersion Year)

6.2 LEARNING AND SERVICES

COMMITMENT 06

“We will develop how we increase staff engagement through creative training opportunities”

Training and Resources		Actions	
Delivered by	Commitment 06	2024/25 & 2025/26	2026/27
<p>Lead: Gaelic Development Manager</p> <p>Support: UofG Gàidhlig</p>	<p>We will aim to commission training opportunities that engage staff with Gaelic and minority language issues in creative and thoughtful ways</p>	<p>Achieved over two years by</p> <p>Subject to adequate resourcing, we will develop and deliver Minority Language Awareness Sessions for staff that explores historical and current issues within Gaelic, Scots and British Sign Language (BSL) communities</p> <p>These interactive sessions will aim to engage staff with valuable insights into the importance of supporting minority language and culture, and capture thoughts and ideas on how staff and the UofG as a whole might improve to support minority language development going forward</p> <p>We will also support the launch of a new Scottish Languages Massive Open Access Course with a focus on Gaelic language and culture for domestic and international audiences</p>	<p>Feedback collected from the sessions will be captured and reviewed for ideas to develop the next Gaelic Language Plan and minority language planning at UofG</p>

6.2 LEARNING AND SERVICES

COMMITMENT 07

“We will develop how we equip staff to engage with Gaelic”



Training and Resources		Actions		
Delivered by	Commitment 07 We will develop a comprehensive toolkit for UofG staff, packed with guidance, learning resources, and essential links to bolster their engagement with Gaelic	2024/25	2025/26	2026/27
Lead: Gaelic Development Manager Support: External Relations		Consult with staff to determine requirements Establish materials to equip staff to engage with Gaelic and develop skills Curate the tool-kit resource incorporating learning resources, information on local classes and guidance on how to organise events and Gaelic translation	Launch the staff tool-kit resource and promote internally	Monitor access and use of the staff tool- kit and update on an ongoing basis

6.2 LEARNING AND SERVICES

COMMITMENT 08

“We will develop how we collaborate with partners to research Gaelic Intangible Cultural Heritage (ICH)”



Intangible Cultural Heritage		Actions	
Delivered by	Commitment 08 We will work with partners to research Gaelic Intangible Cultural Heritage (ICH)	2024/25	2025/26 & 2026/27
Lead: Historic Environment Scotland Support: UofG		Collaborate with partners to seek funding from the collaborative doctoral research scheme to support ICH research	Subject to successful funding, we will co-supervise the appointed researcher and provide advice on the creation of resources as an outcome of the project, such as a map

6.2 LEARNING AND SERVICES

COMMITMENT 09

“We will support the A’ Bhliadhna Bhogaidh Gaelic immersion course”


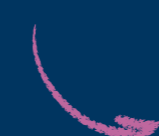





A’ Bhliadhna Bhogaidh		Actions
Delivered by	Commitment 09	2024-2027
Lead: Celtic and Gaelic	We will support the A’ Bhliadhna Bhogaidh Gaelic immersion course	Promoting a’ Bhliadhna Bhogaidh within the newly developed marketing strategy and plans and to foster partnership working between the participants of the course and the aims of UofG Gàidhlig through community projects, events and media content
Support: Gaelic Development Manager		

6.3 RESEARCH AND DATA COLLECTION

Through our commitments to research and data collection we will develop our understanding of Gaelic and apply what we learn going forward.

We will develop:

-  **10** How we investigate options to research Gaelic
-  **11** How we communicate our research on Gaelic
-  **12** How we use historical research on Gaelic for reimagined creative purposes
-  **13** How we collect data on students with Gaelic skills
-  **14** How we understand Gaelic audiences

6.3 RESEARCH & DATA COLLECTION

COMMITMENT 10

“We will develop how we investigate options to research Gaelic”



New Research		Actions	
Delivered by	Commitment 10	2024/25	2025/26 & 2026/27
Lead: Gaelic Development Manager	We will investigate options for Gaelic research with a focus on impact	Consult with partner universities, Gaelic organisations and communities to establish a list of potential research projects and rank order those projects in terms of their impact	Taking forward the most viable research project(s) and seeking external funding and partnerships to support

6.3 RESEARCH & DATA COLLECTION

COMMITMENT 11

“We will develop how we communicate our research on Gaelic”



Current Research		Actions
Delivered by	Commitment 11	2024/25, 2025/26 & 2026/27
Lead: Gaelic Development Manager Collaboration: Gaelic researchers	We will explore new ways of communicating and engaging the public with our research on Gaelic	Develop a communications series through the life cycle of the Plan to explore the work of UofG staff involved in researching Gaelic Mediums for consideration include live-streaming, podcasting and video creation as well as the Celtic & Gaelic Subject Area’s Blog to engage new audiences with our work, facilitate Q+A opportunities with our researchers and build public understanding of the work that we do We will also look for opportunities to collaborate with other teams in their public communications such as with College of Arts and Humanities on their podcast series

6.3 RESEARCH & DATA COLLECTION

COMMITMENT 12

“We will develop how we use historical research on Gaelic for reimagined creative purposes”



Repurposing Gaelic Research		Actions		
Delivered by	Commitment 12	2024/25	2025/26	2026/27
<p>Lead: Gaelic Development Manager</p> <p>Partnerships: DASG archive</p> <p>Tobar an Dualchais</p> <p>A' Bhliadhna Bhogaidh</p> <p>Ceòl is Craic</p>	<p>We will explore historical research and archives to enrich narratives employed in creative ventures, performances, and special events</p>	<p>Establish a UofG Gàidhlig creative team with the aim of researching Gaelic archives, local histories and stories to curate themes and narratives that will feed through events</p>	<p>Launch the first event which will involve projection mapping and live performance elements focused on telling the story of Sgeul na Gàidhlig in support of Seachdain na Gàidhlig</p>	<p>Support the UofG Gàidhlig creative team in expanding events via collaborations with Ceòl is Craic and similar partners, emphasizing events that tell Gaelic stories</p> <p>Visuals and footage from events will be harnessed to amplify these stories digitally and in print</p>

6.3 RESEARCH & DATA COLLECTION

COMMITMENT 13

“We will develop how we collect data on students with Gaelic skills”



Data Systems		Actions		
Delivered by	Commitment 13	2024/25	2025/26	2026/27
<p>Lead: Gaelic Development Manager</p> <p>Support: Lionra Oifigearan Gàidhlig nan Oilthighean</p>	<p>We will seek to implement a system of data collection to provide information relating to number of students with Gaelic</p>	<p>Research to establish data sources that could provide information in keeping with GDPR regulations</p> <p>Collaborate with ???LOGO to investigate potential for national coverage for participating Universities</p>	<p>Have agreements to share data in place with provider(s)</p>	<p>Produce the first report for the start of the academic year</p>

6.3 RESEARCH & DATA COLLECTION

COMMITMENT 14

“We will develop how we understand Gaelic audiences”



Analytics		Actions	
Delivered by	Commitment 14 We will create opportunities to work and collaborate with UofG Gàidhlig to improve how we deliver our services	2024/25	2025/26 & 2026/27
Lead: Gaelic Development Manager Support: Students through appointments External Relations		Provide opportunities for students to work with UofG Gàidhlig in the following areas: - Review of analytics and audience engagement - Consultation exercises - Development of new services - Development of comms and marketing approaches	Basing our communications and services planning on a deep understanding of our audiences' distinct needs, and how we can better serve those

6.4 LANGUAGE SCHEMES, PROJECTS AND EVENTS

Through our commitments to language schemes, projects and events we will increase access to high quality and innovative Gaelic projects that add value to peoples' lives.

We will develop:

-  **15** The Taigh na Gàidhlig residency scheme
-  **16** How we explore Gaelic culture and heritage through the creative arts
-  **17** How we collaborate to support the Gaelic community
-  **18** How we encourage staff to take part in language initiatives and to develop their own
-  **19** How we support An Comunn Oiseanach
-  **20** We collaborate with partner universities

6.4 LANGUAGE SCHEMES, PROJECTS AND EVENTS

COMMITMENT 15

“We will develop the Taigh na Gàidhlig residency scheme”



Language Schemes		Actions
Delivered by	Commitment 15	2024/25, 2025/26 & 2026/27
Lead: Gaelic Development Manager	We will develop the Taigh na Gàidhlig scheme with new aims and aspirations	We will grow the Taigh na Gàidhlig scheme with an approach that focuses on offering exciting and creative sessions that enable participants to develop new valuable skills through the medium of Gaelic. We will also look to form new partnerships with industry, community groups and social events in Scotland and abroad seeking cultural exchanges to enrich the participants' experience of the scheme

6.4 LANGUAGE SCHEMES, PROJECTS AND EVENTS

COMMITMENT 16

“We will develop how we explore Gaelic culture and heritage through the creative arts”



Creative Director in Residence		Actions		
Delivered by	Commitment 16	2024/25	2025/26	2026/27
Lead: Gaelic Development Manager Support: College of Arts & Humanities	We will develop a case for a Gaelic Creative Director in residence position within College of Arts and Humanities with a remit to create new music inspired from archive materials and sound recordings	Develop a case for the position within the College of Arts and Humanities. Seek external collaborations and partnerships to strengthen the scope of the project Apply to external funding sources	Advertise and secure a position of Gaelic Creative Director in residence for an agreed term to begin work on creating performance pieces and pitching this to relevant festivals such as Celtic Connections This position will be a Gaelic Essential designated post	Exploring the potential to tour this performance nationally and internationally

6.4 LANGUAGE SCHEMES, PROJECTS AND EVENTS

COMMITMENT 17

“We will develop how we collaborate to support the Gaelic community”



Gaelic Community		Actions
Delivered by	Commitment 17	2024/25, 2025/26 & 2026/27
Lead: Gaelic Development Manager Partnerships: DASG archive Tobar an Dualchais A' Bhliadhna Bhogaidh Ceòl is Craic	We will seek to better understand the Gaelic community and to initiate meaningful and impactful projects that promote Gaelic as well as benefitting the community in other ways	We will survey local councils and Gaelic organisations to investigate the demand for Gaelic community services, with a view to establishing a database of members of the Gaelic community within the Glasgow area and a basis for further collaboration on Gaelic-related issues, initiatives and projects. This work will help to provide a better understanding of the Gaelic community within Glasgow, and from this information we can design collaborative projects that serve the community's needs and aims to connect Gaelic development with tackling social issues such as loneliness

6.4 LANGUAGE SCHEMES, PROJECTS AND EVENTS

COMMITMENT 18

“We will develop how we encourage staff to take part in language initiatives and to develop their own”



Initiatives		Actions
Delivered by	Commitment 18	2024/25, 2025/26 & 2026/27
Lead: Gaisgich na Gàidhlig Support: Gaelic Development Manager	We will encourage staff to take part in language initiatives and to develop their own	Using the Gaisgich na Gàidhlig staff network to encourage staff to take part in Bòrd na Gàidhlig's Cleachd I initiative and to encourage thinking around setting up new initiatives through the plan cycle

6.4 LANGUAGE SCHEMES, PROJECTS AND EVENTS

COMMITMENT 19

“We will develop how we support An Comunn Oiseanach”



An Comunn Oiseanach		Actions		
Delivered by	Commitment 19	2024/25	2025/26 & 2026/27	
Lead: An Comunn Oiseanach Support: Gaelic Development Manager	We will support An Comunn Oiseanach to run and promote Gaelic language schemes of their own	Establish a monthly meeting with An Comunn Oiseanach to plan ahead the running of various language schemes and events for students, and look at how UofG Gàidhlig can offer support	UofG Gàidhlig will work with An Comunn Oiseanach to establish succession planning, to make sure that the level and quality of language initiatives is kept high through a yearly turnover of student representatives	

6.4 LANGUAGE SCHEMES, PROJECTS AND EVENTS

COMMITMENT 20

“We will develop how we collaborate with partner universities”



Data Systems		Actions		
Delivered by	Commitment 20	2024/25	2025/26	2026/27
Lead: UofG Gàidhlig Partnerships: UHI Aberdeen Edinburgh	We will collaborate with universities to establish a network of staff involved in Gaelic development	Establish the network and set aims and explore ideas for collaboration and sources of funding	Develop collaborations between universities with shared ambitions for Gaelic, and act as a collective voice for the advocacy of Gaelic at tertiary level education	Growing the network to establish further aims to promote collaboration between universities

6.5 CORPORATE RESPONSIBILITY AND MAINSTREAMING

Through our commitments to corporate responsibility and mainstreaming we will share the responsibility for Gaelic development widely throughout the University

We will develop:

-  **2 1** How we share the responsibility for Gaelic development
-  **2 2** How we share responsibility for the implementation of the Gaelic Plan
-  **2 3** How we encourage greater financial responsibility for Gaelic
-  **2 4** How we develop and promote Gaelic environments
-  **2 5** UofG Gàidhlig over the course of the plan

6.5 CORPORATE RESPONSIBILITY AND MAINSTREAMING

COMMITMENT 21

“We will develop how we share the responsibility for Gaelic development”

Networks		Actions	
Delivered by	Commitment 21	2024/25	2025/26 & 2026/27
Lead: Gaelic Development Manager Support: Gaisgich na Gàidhlig SRC	We will share the responsibility to develop Gaelic through established and newly created networks of students, staff and teams	Establish the Gaisgich na Gàidhlig (Gaelic Champions) staff network	Collaborate with the Student Representative Council (SRC) to increase the representation of minority languages and enhance Gaelic development across the University

6.5 CORPORATE RESPONSIBILITY AND MAINSTREAMING

COMMITMENT 22

“We will develop how we share responsibility for the implementation of the Gaelic Plan”



Reporting		Actions	
Delivered by	Commitment 22 We will mainstream responsibility for the implementation of the Gaelic Plan through policy and reporting mechanisms	2024/25	2025/26 & 2026/27
Lead: Gaelic Development Manager Support: Teams across the University		Create and implement an annual Gaelic Action and Monitoring Plan that sits underneath the published Gaelic Language Plan The Plan will sit with UofG Gàidhlig but will be University wide with assigned leads per action and a target for completion	The Gaelic Action Plan by years 2 and 3 will be well established with progress being reported to UofG Gàidhlig with summary of achievements reported to Comataidh na Gàidhlig

6.5 CORPORATE RESPONSIBILITY AND MAINSTREAMING

COMMITMENT 23

“We will develop how we encourage greater financial responsibility for Gaelic”



Resourcing		Actions
Delivered by	Commitment 23 We will encourage greater financial responsibility for Gaelic throughout the University	2024-27
Lead: Teams across the University		Encouraging teams associated with frequent Gaelic plan delivery to plan for Gaelic spend as part of their annual budgeting profile and feed this through the Gaelic Action and Monitoring Plan

6.5 CORPORATE RESPONSIBILITY AND MAINSTREAMING

COMMITMENT 24

“We will develop and promote Gaelic environments”



Gaelic Environments		Achieved by
Delivered by	Commitment 24	2024-2027
Lead: Gaelic Development Manager Support: Facilities Estates	We will develop and promote environments that foster Gaelic	Seeking an agreement to designate No 3 University Gardens as a mini- Gàidhealtachd (Gaelic-speaking environment) that would prioritise access and use of the building's facilities including teaching spaces by courses and activities connected to Gaelic. This would be deemed as an essential extension of the aims of A' Bhliadhna Bhogaidh and recognise the historical significance of the building as a hub for Gaelic development. We will also reach out to other areas of the University to explore designated spaces for social interaction in Gaelic

6.5 CORPORATE RESPONSIBILITY AND MAINSTREAMING

COMMITMENT 25

“We will develop UofG Gàidhlig over the course of the Plan”



UofG Gàidhlig Development		Actions	
Delivered by	Commitment 25	2024/25	2025/26 & 2026/27
Lead: UofG Gàidhlig	We will develop the vision, aims and functions of UofG Gàidhlig over the course of the plan so it is better positioned to serve students, staff and the Gaelic community	Conduct a rebranding exercise with the development of a new mission and vision statement, redeveloped logo and web pages	Investigating the potential of digital and mobile technologies such as a UofG Gàidhlig App as a way of promoting UofG Gàidhlig services, communications and providing a means to encourage Gaelic activity through bookable activities and language scheme enrolment

KEY PERFORMANCE INDICATORS



Key Performance Indicators	Impact
Use of Gaelic	Targets Delivered
Communications	We will set baseline analytic targets in Yr 1 relating to impressions, reach, shares and shared campaigns aiming for average 5% growth year on year
Language schemes, projects and Initiatives	We will grow participation in Taigh na Gàidhlig 50% year on year
	We will collaborate with local councils and Gaelic organisations to develop a database of Gaelic speakers within Glasgow
	We will aim to have 30 staff participating in the Cleachd I Gaelic identifier scheme by the end of the plan cycle
Gaelic Environment	We will increase the space for Gaelic friendly environments by designating No.3 University Gardens as a Mini-Gàidhealtachd
Creative	We will aim to engage 500 people at physical events and 2000 people digitally with creative outputs from our Creative Director in residence position
Gaelic Tours	We will aim to engage 200 participants with our Gaelic tours by the end of the Plan cycle
Learning Gaelic	Targets delivered
Resources	We will establish a baseline use of the tool-kit resource and aim to increase this by 10% from year 1 to 3
Courses	We will aim to increase the total sum of participants on Gaelic learning courses by 10% by end of plan cycle
Staff Training	We will aim to engage 300 staff with our creative minority languages training program by end of plan cycle

CORPORATE SERVICE AIMS

We will further adhere to our corporate service responsibilities by maintaining support for established protocols, as well as enhancing and strengthening some commitments.

The following list of corporate service commitments, established as standard practice within the University of Glasgow are the result of continuous Gaelic Planning and policy development since 2012.

The commitments overpage are those that otherwise have not been fully explicated within our primary table of commitments.

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08 CORPORATE SERVICE AIMS

Staff Survey

We will update our knowledge of Gaelic skills among staff and students via consultation and survey work in the first year of the plan.

We will also further promote staff to record Gaelic language ability and competence through the University's staff member's profile area. It is our intention, through our commitment to research data sources pertaining to capturing student Gaelic skills (Commitment 13) that we aim to transition to more regular and systemised modes of collecting this data going forward.

Logo

The University of Glasgow's logo is available in English, Gaelic and bilingual (English/Gaelic) versions. Work will be undertaken to update the guidance on use of the Gaelic and bilingual versions within our commitment to produce a Staff Tool-kit resource.

Correspondence and Events

The Celtic & Gaelic subject area, as well as UofG Gàidhlig actively welcomes public correspondences through the medium of Gaelic. In the Plan's first year, we will further promote this on relevant webpages and continue to host bilingual events, with simultaneous translations as required.

Recruitment

The role of Gaelic Development Manager with responsibility for our Gaelic Language Plan is a fulltime and permanent post. Recruitment adverts are published bilingually where Gaelic is an essential or desirable skill for the position.

In the past year (2022 – 23) we have recruited two new positions with Gaelic as desirable or essential skills. Throughout the plan we will aim to recruit more positions with Gaelic as an essential post, starting with the position of Creative Director in Residence. We will also commit to auditing the total number of Gaelic positions and vacancies going forward.

Communications and Publishing

We continue to issue bilingual press-releases concerning Gaelic and Gaelic-related news at the University. UofG Gàidhlig materials are produced in Gaelic or bilingually when appropriate.

Celtic & Gaelic recruitment materials are also produced bilingual. Additionally, the Celtic & Gaelic subject area offers a language policy on bilingual academic content, and the University Calendar includes instructions for Gaelic thesis submissions.

Corpus

We adhere to the 2005 Gaelic Orthographic Conventions when preparing all Gaelic written materials as standard.

IMPLEMENTATION, MONITORING AND TRANSPARENCY

09

Gaelic Action and Monitoring Plan

The Gaelic Development Manager will produce a Gaelic Action and Monitoring Plan that will sit underneath the main published plan. The Action and Monitoring Plan will categorise tasks under the published plan commitments and targets under the KPI tables of the Gaelic Plan and assign staff as lead implementers throughout the University.

A yearly report will be created from the information collected through the Gaelic Action and Monitoring Plan and sent to Comataidh na Gàidhlig for consideration.

Comataidh na Gàidhlig

Comataidh na Gàidhlig is a strategic board that will oversee plan delivery. It will comprise of staff selected for their knowledge, skills and strategic decision-making powers within the University who will advise on plan delivery as well as regarding the following areas:

- Effective Plan Management
- Mainstreaming
- People and Resources
- Opportunities outside of UofG

Gaisgich na Gàidhlig

Gaisgich na Gàidhlig will be a network of Gaelic staff interested in championing Gaelic development across the University. We will aim to support the group to become self-sufficient and staff-led with support from the Gaelic Development Manager.

PCCan Poblach

We want to put forward every effort possible to engage Gaelic communities, and society at large with our plan. In the spirit of this we will seek to publish a few headline KPIs that give a quick overview in terms our success with plan delivery.

The indicators we intend to publish include:

- Percentage of overall commitments complete
- Number of participants in language schemes
- Estimated numbers of visitors at UofG run Gaelic events



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