

LeidenGlobal 2017

Annual Overview of LeidenGlobal in 2017



Introduction

LeidenGlobal (established 2013) is a consortium of academic and cultural institutions that seeks to advance the understanding of human cultures and societies throughout the world, and the scholarly community's engagement with partners and audiences in society at large. Through LeidenGlobal, academic and cultural institutions connect with local communities, media, government, business, and NGOs. Building on world-class museum and library collections, it aims to raise the impact of scholarship, across the full range from cultural events and public debate to graduate education and research projects. LeidenGlobal wants to be a meeting place for people interested in places around the world, and the dynamics between them, their histories, and their cultures.

LeidenGlobal partners are Leiden University (the faculties of Humanities, Social Sciences, Archaeology and Law), the Royal Netherlands Institute of Southeast Asian and Caribbean Studies (KITLV), the African Studies Centre Leiden (ASCL), the International Institute for Asian Studies (IIAS), the Netherlands Institute for the Near East (NINO), the National Museum of Antiquities, Museum Volkenkunde and the Roosevelt Institute for American Studies (RIAS).

The Annual Overview of LeidenGlobal 2017 gives a brief overview of the activities and results of LeidenGlobal in the year 2017, divided in several themed paragraphs: LeidenGlobal Activities, Participation & Collaboration, Communication, Documentation and Organisation.

A) LeidenGlobal Activities 2017

ORGANISATION & COORDINATION

1. LeidenGlobal Exhibition: 'Heritage on the Move'

Continuously from June 6, 2017

From January 2017 LeidenGlobal focusses on the theme 'Heritage on the Move' for at least 2 years. The theme has a link with all partners; their research, education and/or activities. As it turned out to be difficult to organise a series of lectures within this theme in the short term, the board decided to first organise a joint LeidenGlobal photo exhibition within the theme.

The exhibition may be seen as a way of knowledge valorisation by the LeidenGlobal partners as it deals with (cultural/academic) research that is done in Leiden. The theme 'Heritage on the Move' is the central and directly connecting theme to make the – rather diverse – photo exhibition to one whole.

In the run-up to the creation of the exhibition, there was great (online) attention to the Call for submissions, leading to almost 50 submissions. In the end 12 photographs from researchers associated with LeidenGlobal partners were selected, showing their vision on 'Heritage on the Move' within their own project.

Result: a photo exhibition consisting of 14 banners and a website with a digital photo exhibition. The exhibition has given considerable extra attention to LeidenGlobal and (the studies of) LeidenGlobal partners.

Exhibition on the Move:

a) Museum Volkenkunde – Leiden

6 June 2017

The Heritage on the Move photo exhibition was unveiled at Museum Volkenkunde during the Annual LeidenGlobal Event on June 6th by Mark Rutgers, Dean of Humanities at Leiden University. Previous to the unveiling, the backgrounds on each photograph were explained by the contributors to the exhibition.

Result: 82 visitors

b) Faculty of Archaeology –Leiden

15 June – 6 July 2017

On 15 June the 'Heritage on the Move' exhibition was opened at the Faculty of Archaeology (Van Steenis Building, Leiden) during the 'Centre for Digital Heritage' meeting (CDH 2017) in collaboration with the LDE Centre for Global Heritage & Development. During this three-day symposium entitled 'Heritage under Threat' the LeidenGlobal Exhibition was opened by Professor Pieter ter Keurs, board member of both LeidenGlobal and the LDE Centre for Global Heritage & Development.

- c) Faculty Club Leiden University – Leiden & P.J. Veth Building, Faculty of Humanities, Leiden University
6 – 21 September 2017
The photo exhibition was introduced during the opening of the Academic Year of the Faculty of Humanities at the Faculty Club by Dean Mark Rutgers. Afterwards it moved to the P.J. Veth Building to stay on display at the Humanity Faculty for another two weeks. This way the exhibition was also a part of the ‘open monuments weekend’ in Leiden and the Day of ‘Alumni of Leiden University’.
- d) Lokhorstkerk – Leiden (KunstRoute)
23 – 24 September 2017
During the Annual Event ‘KunstRoute Leiden’, a joint exhibition was organised by Leidse Stijl and LeidenGlobal. On September 23rd the joint exhibition was opened with amongst others City Council member Roos van Gelderen.
Result: ca 1,600 visitors
- e) Rijtuigenloods – Amersfoort (VSNU Impact Festival)
23 November 2017
The LeidenGlobal photo exhibition was on display for a day during the VSNU Impact Festival: Wetenschap in de Maatschappij at the ‘Kennisplein’ and was visited by guests and organisations from all over the Netherlands.
- f) Wijnhaven Building - Campus Den Haag
28 November – 14 December 2017
The LeidenGlobal photo exhibition was launched on the Spanish Steps of Leiden University, Campus Den Haag during the Step Talk | On the Move: African Migrants by Prof. Ton Dietz. Thereafter the exhibition was on display on the 3rd floor of the Wijnhaven Building.
- g) City Hall of Leiden
18 December 2017 – 14 January 2018
On the Move: What’s going on in Leiden? This expat event on December 18th included the exhibit opening by Mayor of Leiden Henri Lenferink, and an introduction to cultural and academic events in Leiden. Co-organised by Expat Centre Leiden.

2. Annual LeidenGlobal Lecture

June 6, 2017

The Annual ‘LeidenGlobal Lecture’ was organised within the theme ‘Heritage on the Move’. Prof. Wayne Modest, from Museum Volkenkunde, was scheduled to provide the keynote speech ‘On the Move: A Mobilities Approach to Heritage’, but due to personal circumstances his keynote was cancelled. Nevertheless the Annual LeidenGlobal Lecture did move on with a modified program: After an introduction by chairman Prof. Gert Oostindie and a short speech by Prof. Mirjam de Bruijn on ‘Heritage on the Move’ and Voice4Thought, nine of the twelve researchers whose submission was selected for the exhibition, briefly discussed their photo and the link to their academic research. Finally, the Dean of the Humanities Faculty Prof. Mark Rutgers unveiled the photo exhibition.

Result & progress: Of the 116 registered participants, 82 people were present. The high number of dropouts can be explained by the bad weather (code yellow) and by the cancellation of the Graduate Workshop (see point 3) which made these scholars skip the event as well. The present participants reacted positively to the modified program and notified that such a programme is worth repeating.

3. LG Graduate Workshop

(June 6, 2017 - cancelled)

Prior to the LeidenGlobal event, LeidenGlobal had also organised the annual Graduate Workshop for Research Master and PhD students around the keynote lecture by Prof. Wayne Modest, with also an introduction by him, entitled 'We Have Always Been Mobile: A Non-Sedentarist Approach to Heritage'. After LeidenGlobal was notified on the absence of Wayne Modest on June 6th, all participants were immediately informed on the cancellation (and postponement) of this workshop. The Graduate Workshop will be executed during the academic year 2017-18. There were 17 applications for the Graduate Workshop.

4. LG Course Mixed Methods in the Social Sciences and the Humanities

March - May 2017

The LeidenGlobal spring course 'Mixed Methods' for Research Master and PhD students, is organised annually on behalf of LIAS by the study of Cultural Anthropology (CA-OS). This year CA-OS appointed two new coordinators for the course: Dr. Janneke Verheijen and Freek Janssens. LeidenGlobal was responsible for PR & Communication, enrolment & registration and the evaluation.

Result & progress: The course was followed by 14 ResMA (mandatory) and 20 PhD students. As the evaluations showed a less positive appreciation than last year LIAS, after consultation with CA-OS, decided to take the course back in its own hands for the academic year 2017-18 under the guidance of Professor Frank Pieke.

5. LG Course Discipline & Place in the Social Sciences and the Humanities

September-December 2017

The annual recurring course 'Discipline & Place' for Research Master and PhD students was held again in the autumn of 2017. LeidenGlobal was responsible for setting up the course, supervising the students and speakers, PR & Communication, the recruitment & registration and the evaluation. The coordinator of the course was dr. Jessica Roitman, researcher at KITLV.

Result: 24 applications; 4 ResMA students and 20 PhD students. The course was very positively evaluated.

6. Voice4Thought Festival 2017 @Leiden

September 23-29, 2017

LeidenGlobal organised the festivals 'Filmday' in collaboration with the African Studies Centre Leiden and Kijkhuis Leiden on September 28th, with two films that focussed on the festivals' theme 'Radicalisation'. Both films were introduced by lecturers who also guided the discussion after the film screenings. The LeidenGlobal film screening 'Last Train Home' had an introduction and discussion by Anne Sytske Keijser, Lecturer and expert on Chinese Film, language and literature at Leiden University.

Furthermore on the festival, LeidenGlobal had an advisory role in the field of marketing & communications and supported some applications for funding and organisation. For more information see website [Voice4Thought](#)

Result of the LeidenGlobal afternoon film screening: 91 participants ASCL evening film screening ca 25 participants

7. LeidenGlobal StepTalk

November 28, 2017

On November 28, previous to the opening of the LeidenGlobal Exhibition 'Heritage on the Move' at Wijnhaven Building The Hague, LeidenGlobal organised a StepTalk in collaboration with the African Studies Centre Leiden and Leiden University. The StepTalk took place during lunch time and was given by Prof. Ton Dietz on 'African Migrants on the Move', providing insights into the topic of African migration to Europe.

Result: attendance of ca 100 participants, not only students, but also employees of the ministries that are located in the neighbourhood.

8. Annual High School Conference

(December 18, 2017 - postponed to February 1st 2018)

In collaboration with Stichting Confessioneel Onderwijs Leiden (SCOL), for the third time LeidenGlobal guided a team of high school students from various secondary schools in organising a conference on awareness of societal issues. This year the organisation started in September instead of June. Within the theme 'migration', the students chose to organise the conference on the influence of migration on the Dutch culture. As the original chosen date of December 18th was a very inconvenient date for most of the invited lecturers, it was decided to postpone the conference for a few weeks to February 1st to be sure to have the right lecturers available for the conference.

9. On the Move: What's going on in Leiden:

Exhibition Opening and Introduction to Cultural & Academic events in Leiden

December 18, 2017

In collaboration with the Expat Centre Leiden, LeidenGlobal organised a festive opening of the LeidenGlobal Exhibition at the City Hall of Leiden. After the opening by Mayor of Leiden, Henri Lenferink, both Expat Centre Leiden and LeidenGlobal gave a presentation on their own organisation. LeidenGlobal especially informed the expats to partake in the cultural and academic events organised by LeidenGlobal and its partners.

Result: 34 attendees and a publication in the online news page of Leiden and surroundings 'Unity.nu'.

MEETING & PRESENTATION

- ❖ **Presentation:** On June 1st LeidenGlobal gave a presentation at the Faculty of Humanities for the Leiden Mayor Henri Lenferink and alderman Paul Dirkse, with the objective to strengthen the cooperation between LeidenGlobal and the Municipality of Leiden.
- ❖ **Short Presentation** at mini conference of LeidseStijl on June 9th.
- ❖ **Board Meetings:** In 2017 LeidenGlobal organised a total of 4 board meetings, of which 3 meetings with the Executive Board and 1 meeting with the General Board of LeidenGlobal. Both boards consist of representatives of all partners.
- ❖ **Communication Meeting:** In 2017 LeidenGlobal held its first communication meeting with the communication representatives of the LeidenGlobal partners. The meeting and introduction of every member was very useful and all attendees requested for a biannual communication meeting to stay updated on each other's activities.

B) Participation & Collaboration

In addition to its own activities, LeidenGlobal also actively participates in other affiliated projects, including:

- ❖ **Taalmuseum Leiden**
LeidenGlobal is in the editorial advisory board of the Language Museum Leiden (Taalmuseum Leiden). LeidenGlobal gives input by thinking along with the subject, providing input for the activities of the Language Museum and reading / editing texts.
- ❖ **LeidenAsiaYear**
LeidenGlobal was partner of the LeidenAsiaYear throughout 2017. LeidenAsiaYear celebrated the opening of the Asian Library and showed the unique position of Leiden as centre for knowledge on Asia through many activities. LeidenGlobal has been helping out to stimulate Asia-themed activities, and organised a film screening and discussion in collaboration with LeidenAsiaYear. Furthermore LeidenGlobal helped with PR and communication activities.
- ❖ **Leiden African Studies Assembly (LeidenASA)**
LeidenGlobal is a member of the LeidenASA core group. LeidenASA stands for the Leiden African Studies Assembly (LeidenASA) and is a network of Leiden based Africanists. LeidenGlobal helps out with giving advice and input on the activities that strengthen the goals of LeidenASA.
- ❖ **Voice4Thought**
In addition to the V4T Festival (see point B.6), LeidenGlobal was actively involved in the Voice4Thought team (see above).
- ❖ **LeidseStijl**
LeidenGlobal and Leidse Stijl exchange ideas and collaborate in activities when possible such as the participation in a mini conference on June 9th and partner at Exhibition in Lokhorstkerk during Kunstroute.

COLLABORATION

LeidenGlobal has several cooperation partners with whom activities are organised and/or advice is given.

- ❖ **Gemeente Leiden/Leiden Municipality**; the cooperation has strengthened throughout 2017, especially within the programming of 'Leiden Kennisstad' (City of Knowledge).
- ❖ **Stichting Confessioneel Onderwijs Leiden**: working together to stimulate a wider worldview and knowledge of high school students in Leiden
- ❖ **Kijkhuis Leiden**: new cooperation with the organisation of the Voice4Thought Film Screening
- ❖ **ExpatCentre Leiden**: new cooperation. Working together to inform the expats on LeidenGlobal activities, amongst others the opening event of the LeidenGlobal exhibition in the City Hall (see point B.1)
- ❖ **BplusC (Library and Cultural Centres in Leiden)**: new cooperation to be executed in 2018. Working together to bring more the knowledge and experts of LeidenGlobal to the people in Leiden.

C) Communication

Through LeidenGlobal, academic and cultural institutions connect with local communities, media, government, business, and NGOs. LeidenGlobal wants to raise the impact of scholarship across the board, from cultural events and public debate to government policy and education.

LeidenGlobal wants to ensure that the partners optimise their connections with their target groups. This makes it necessary for LeidenGlobal to enlarge its own network of target groups. To this end, a Marketing & PR export plan was established in December 2016. Since, LeidenGlobal has intensified its communication via its website, the social media and its newsletter.

1. Website

The LeidenGlobal website is an important communication medium for all activities and news items distributed by LeidenGlobal, the partners and affiliated organisations. In addition to these highlights and the agenda function, the website also offers an expert page, with an extensive database of experts.

In the first quarter of 2017 LeidenGlobal made some changes and additions to the website to clarify the means of LeidenGlobal. A special 'About us' item was added to the website with a description of LeidenGlobal and a link to the Annual Report.

The webpages 'Highlights' (front page with news items, important events and exhibitions of all partners and some affiliated organisations) and 'Events' (agenda function for daily activities) continue to be the most important pages of the website. The agenda offers an overview of activities organised by LeidenGlobal and its partners, such as lectures, film screenings, discussions, book launches, symposia and other (short-term) events.

The statistics of the LeidenGlobal website are being registered since the end of August 2016. Therefore it is not possible to compare the website statistics to 2016. In total, in 2017 LeidenGlobal had more than 4,000 visitors of the website and 18,5K page views. The average session duration seems relatively short (just under 4 minutes). This is explained by the setup of the website: in most cases the overview of highlights and events (the pages that draw the highest number of visitors) directly refer to the partner's webpage with the specific information on the event, the exhibition or the news item. As a result, the bounce percentage (percentage of visitors who leave the site immediately) is also high at 57,5%.

| Website Statistics | SEP-DEC 2016 | JAN-JUN 2017 | JUL-DEC 2017 | 2017 TOTAAL |
|------------------------------|---------------------|---------------------|---------------------|--------------------|
| Users | 1506 | 2326 | 1836 | 4060 |
| Sessions | 2386 | 3675 | 2827 | 6502 |
| Page views | - | 11,021 | 7,552 | 18,573 |
| Avg. Session Duration | 4:30 | 4:00 | 3:48 | 3:55 |
| Bounce Rate | 51% | 57.31% | 57,73% | 57,49 |
| New Visitor | 36,9 | 16% | 15,20% | 14,50% |
| Returning Visitor | 63,1 | 84% | 84,80% | 85,50% |

2. Social media

In 2017 the social media was more actively addressed than in 2016. Every day, LeidenGlobal posts messages on its Social media platforms Twitter and Facebook, occasionally several items per day. The most important news coverage remains the news and activities of the LeidenGlobal partners. These posts are usually written in the language in which the activities are offered (English or Dutch).

a) Twitter

On December 31st 2017 LeidenGlobal had 546 followers on Twitter, which is an increase of 208 followers in one year. LeidenGlobal gained ca 15 followers each month in the first half of 2017 and ca 20 per month the last months of the year. The number of people visiting the LeidenGlobal profile increased from an average of 1,000 visitors per month in 2016 to 1,200 visitors per month in 2017. The number of people who see a LeidenGlobal Tweet has more than doubled since 2016 from 20,000 a month to 49,000 a month. In 2017 LeidenGlobal posted an average of 56 tweets a month and was retweeted about 80 times a month.

Twitter remains an important medium for promoting activities and disseminating news items. According to the statistics, the Dutch-written Tweets of LeidenGlobal are better viewed and retweeted than the Tweets in English language, therefore in the second semester of 2017 LeidenGlobal started using more Dutch language (NL-ENG distribution 60% -40% instead of 50% -50%).

| <i>Twitter statistics</i> | 2016 | 2017 |
|---------------------------------------------------|--------|--------|
| Followers on Dec 31st | 338 | 546 |
| New followers/month | 8 | 17 |
| Average Tweet Impressions | 20.000 | 49.000 |
| Average number of Profile Visits per Month | 1.000 | 1.200 |
| Average number of Mentions per month | 5 | 9,5 |

b) Facebook

LeidenGlobal has its current Facebook account since October 2016. In 2017 LeidenGlobal has become more active on Facebook with an average of two messages per day instead of one. It regularly mentions activities, news and backgrounds of all partners and other interesting items that have a link with LeidenGlobal. The visit to the Facebook site and the range of Facebook messages fluctuates each month. In 2017 LeidenGlobal has gained 231 new page likes (with a total of 244 new followers) and this number continues to grow. English and Dutch posts are equally read. The best read topics are our own LeidenGlobal activities (events, exhibitions, courses).

| <i>Facebook statistics</i> | 2016 | 2017 |
|-----------------------------------------|------|------|
| Likes on Dec 31st | 85 | 316 |
| Followers on Dec 31st | 92 | 336 |
| New followers/month | - | 19 |

c) Newsletter

The newsletter 'LeidenGlobal News' contains updates of LeidenGlobal activities in past, present and future. It always includes an expert item and occasionally mentions important news of the partners. The frequency of the number of newsletters has been standardized since August 2016, with a newsletter every other month, thus LeidenGlobal has sent a total of 6 newsletters in 2017. On December 31st LeidenGlobal had 312 subscribers to the newsletter, 27 subscribers more in total than in 2016.

The Open Rate (the percentage of newsletters that have been opened) has gone down from an average 51,8% in 2016 to 45,9% in 2017, while the average click rate (the percentage of newsletters that have been clicked on) increased from 15,5% to 17,1%. We have no explanation for these variations.

| <i>LeidenGlobal News statistics</i> | 2016 | 2017 |
|-------------------------------------------|------|------|
| Subscribers on Dec 31st | 285 | 312 |
| Number of Newsletters | 3 | 6 |
| Open Rate | 51,8 | 45,9 |
| Click Rate | 15,5 | 17,1 |

D) Documentation

For the professionalization and optimisation of processes, LeidenGlobal documents multiple methods and organisational steps of activities. A format for the student conference, a manual for the LeidenGlobal Course and a Marketing & PR implementation plan were already completed in 2016. The following documents were produced in 2017:

- ❖ **The (short) Annual Report 2016:** This first annual report was written in Dutch and has been placed on the website after approval by the board.
- ❖ **Finance application manual.** An overview has been made for making invoices and requesting finances, now that the financial system of the university has been changed as of 2017. The manual makes it easier to issue invoices quickly in the future.

E) Organisation

LeidenGlobal has a General Board and an Executive Board. The General Board is chaired by the Dean of the Faculty of Humanities and meets once a year to discuss LeidenGlobal policy, finances and general performance. The directors of each partner institution are members of the General Board. The executive board consists of any representatives of the participating partners and meets three or four times a year to discuss ongoing projects, new project proposals and any other matters concerning the day-to-day activities of LeidenGlobal. The executive board is chaired by an elected representative of one of the partners who serves as chairperson for a period of three to four years. LeidenGlobal has an office supervised by the manager. The manager has a central role in developing LeidenGlobal policy and activities and is responsible for all day-to-day operations.

A number of changes took place in 2017. In March 2017 the new Dean of Humanities, Mark Rutgers started as LeidenGlobal's new chairman of the General Board.

Aphrodit Zoufoukaridis, who had temporarily replaced the former manager of LeidenGlobal during her maternity leave, was appointed as the new manager of the LeidenGlobal Office as of January 1st. As the General Board had made the decision to split the originally available 1.0 fte for permanent staff from the office of LeidenGlobal between a manager (0.6 fte) and a communication officer /editor (0,4fte), on February 1st Nicky van de Beek was appointed as communication officer. After a period of five months, it became clear that the LeidenGlobal office was more in need of a project assistant than a communication officer and it was decided to exchange the 0.4 fte of the Communication Officer to a Project Assistant. For the progress and transmission of the communication activities, Nicky van de Beek was contracted for another two months until September 1st. In November a new assistant was found, starting January 1st 2018.

In 2017, three interns, Harkirat Singh (January), Angela van der Meer (February-June) and Rosanne Mulder (August 2017-January 2018) were consecutively employed by LeidenGlobal. They assisted the manager with the various projects, activities and PR & Marketing (0.6fte).

April 2018, Aphrodit Zoufoukaridis, Manager LeidenGlobal