

# *American Translators Association*

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## *Professional Development Programs and Initiatives*



Rusty Shugart  
Chair, Government Linguist Outreach Task Force  
Friday, 26 February 2021

*ata* American Translators Association  
*The Voice of Interpreters and Translators*

# Agenda

- Introductory Remarks and Overview
- ATA Government Linguist Outreach Task Force (GLOTF)
- ATA Professional Development Programs and Initiatives
  - Information Resources
  - Services
  - Events
- ATA during the Pandemic
- ATA Website
- Q&A and Closing Remarks

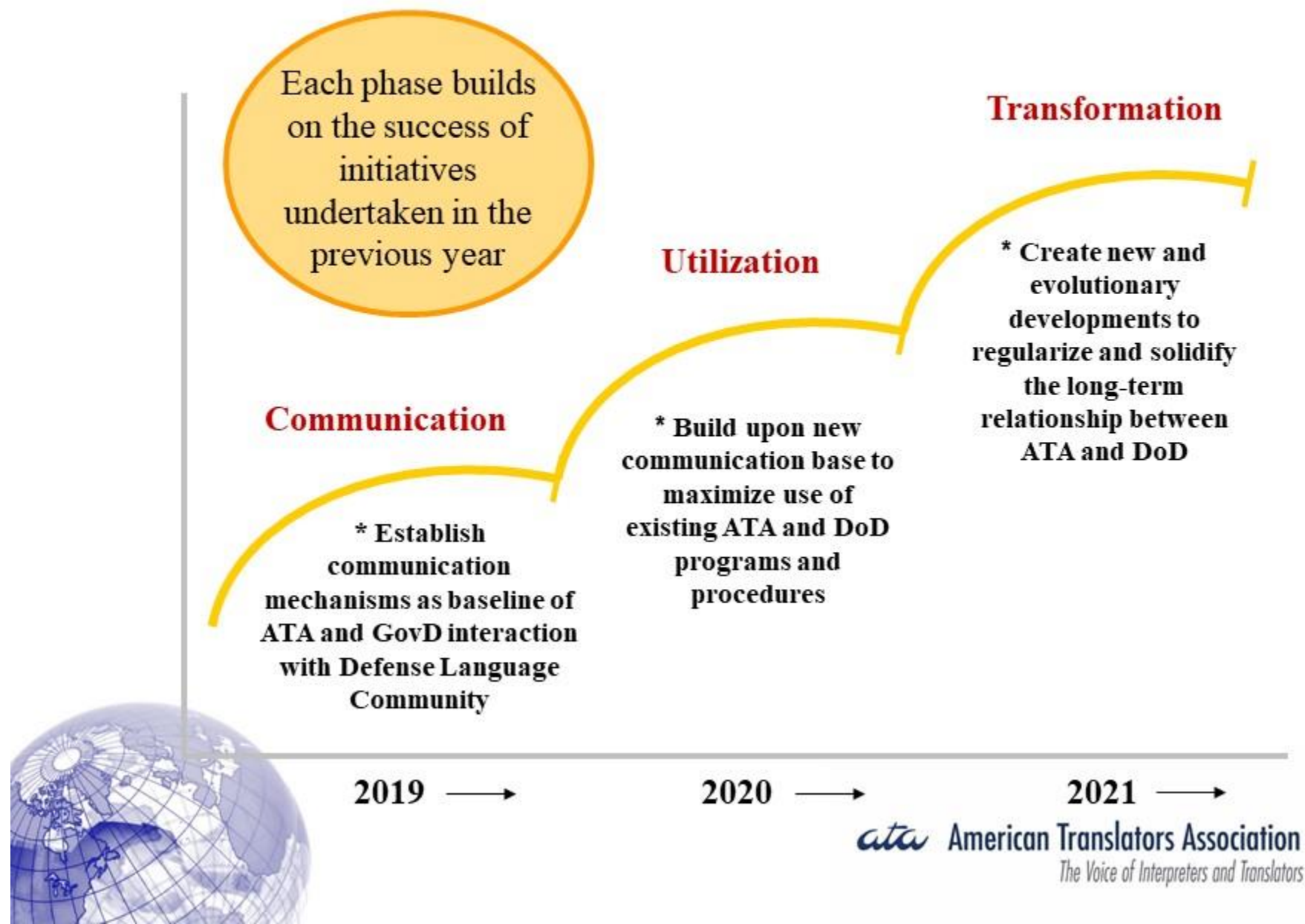


# ATA Government Linguist Outreach Task Force

Communication (Informational)				Utilization (Actionable)			Transformation (Strategic)		
1	2	3	4	5	6	7	8	9	10
Point of Contact		Subject Matter Expert		Focal Point		Advocate		Champion	
Initiatives				Initiatives				Initiatives	
<ul style="list-style-type: none"><li>C1. Improve ATA marketing to DLC members and program managers</li><li>C2. Establish ATA (GovD) information line/e-mail drop box</li><li>C3. Develop ATA comprehensive briefing tailored to DLC</li><li>C4. Create FAQ/"Translator and Interpreter Pathway Summaries" (TIPS) as Veterans Outreach Initiative</li></ul>				<ul style="list-style-type: none"><li>U1. Coordinate ATA outreach marketing initiatives with DLC leadership</li><li>U2. Engage CLP Office at DLIFLC</li><li>U3. Integrate ATA literature/presence into TAP</li><li>U4. Produce and distribute webinars/podcasts tailored to DLC</li><li>U5. Engage DoDEA on School Outreach Program</li><li>U6. Seek greater use of ATA Chapters/Affiliates in DLC engagement</li><li>U7. Market language-related TA/GI Bill Programs</li><li>U8. Promote ATA Certification to DLC as professional development opportunity</li><li>U9. Characterize ATA leadership/management positions as DLC professional development opportunities</li></ul>				<ul style="list-style-type: none"><li>T1. Establish/routinize long-term liaison relations with key DLC Organizations</li><li>T2. Develop procedures/mechanisms to generate reliable data points on DLC ATA membership and involvement</li><li>T3. Create academic partnerships to develop non-resident T&amp;I degree programs</li><li>T4. Identify mechanisms to eliminate or reduce costs of ATA membership and events for DLC</li><li>T5. Consider new ATA Chapter/Affiliate for Monterey, CA, to facilitate closer interaction with DLIFLC and JFAO Program</li><li>T6. Engage in "Letter Campaign" to DoD leadership to reinforce criticality of DLC professional development</li><li>T7. Recommend Monterey, CA, as site of future ATA Annual Conference</li></ul>	

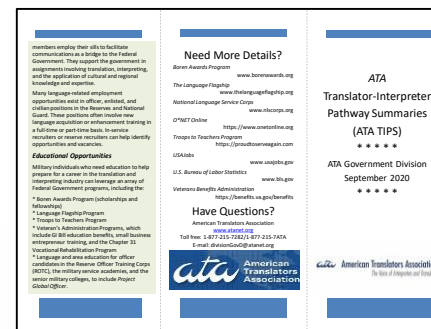
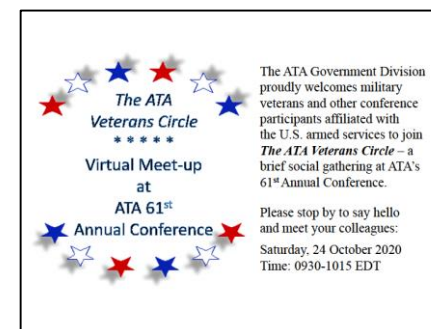
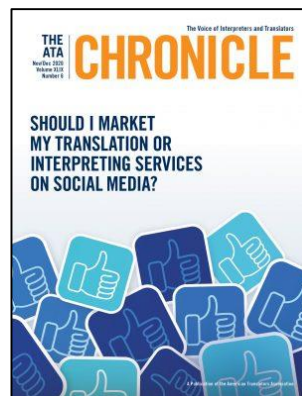
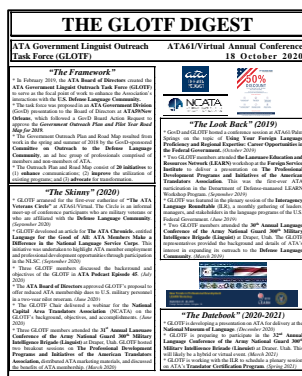


# GLOTF Three-year Implementation Plan





# GLOTF Accomplishments in 2020



# GLOTF Initiatives in 2021



# ATA Mission Statement





# Professional Translator Framework

Services (8)	CAT Tools (55)	Specializations (11)
<ul style="list-style-type: none"><li>* Translating</li><li>* Abstracting</li><li>* Editing</li><li>* Desktop Publishing</li><li>* Dubbing/Subtitling</li><li>* Localization</li><li>* Proofreading</li><li>* Sight Translation</li></ul>	<ul style="list-style-type: none"><li>* TRADOS</li><li>* Google Translator Toolkit</li><li>* MemoQ</li><li>* Memsource</li><li>* SYSTRAN</li><li>* +50 others in ATA Directory</li></ul>	<ul style="list-style-type: none"><li>* Arts and Humanities</li><li>* Business</li><li>* Computers</li><li>* Engineering</li><li>* Entertainment</li><li>* Industry and Technology</li><li>* Law</li><li>* Medicine</li><li>* Natural Sciences</li><li>* Pure Sciences</li><li>* Social Sciences</li></ul>





# Professional Interpreter Framework

Modes (4)	Services (5)	Methods (5)
<ul style="list-style-type: none"> <li>* Consecutive</li> <li>* Simultaneous</li> <li>* Sight</li> <li>* Sign</li> </ul>	<ul style="list-style-type: none"> <li>* Community</li> <li>* Conference</li> <li>* Educational</li> <li>* Healthcare</li> <li>* Legal/Court</li> </ul>	<ul style="list-style-type: none"> <li>* In-Person Interpreting</li> <li>* Over the Phone Interpreting (OPI)</li> <li>* Video Remote Interpreting (VRI)</li> <li>* Remote Simultaneous Interpreting (RSI)</li> <li>* Whispering (Chuchotage) Interpreting</li> </ul>
Credentialing (3)	Specializations (13)	
<ul style="list-style-type: none"> <li>* Conference</li> <li>* Healthcare</li> <li>* Legal/Court</li> </ul>	<ul style="list-style-type: none"> <li>* Business/Trade</li> <li>* Disaster Relief/Humanitarian</li> <li>* Government/Diplomatic</li> <li>* Immigration</li> <li>* Insurance</li> <li>* Intergovernmental</li> <li>* Labor Relations</li> </ul>	<ul style="list-style-type: none"> <li>* Law Enforcement</li> <li>* Media</li> <li>* Medicine</li> <li>* Military/Conflict Zones</li> <li>* Science</li> <li>* Social Services</li> </ul>



# ATA Standing Committees

Original By-laws (5)	Others (16 Today)
Executive (Board of Directors)	Advocacy
Ethics	Business Practices Education
Finance and Audit	Certification
Membership	Chapters
Nominating & Leadership Development	Divisions
	Education & Pedagogy (Non-ATA Programs)
	Governance & Communications
	Honors & Awards
	Interpretation Policy Advisory
	Membership
	Nominating and Leadership Development
	Professional Development (ATA Programs)
	Public Relations
	Standards
	Strategy
	Translation & Interpreting Resources

# ATA Language and Subject-specific Divisions

Language (12)	Subject-specific (10)
Arabic Language Division (ALD)	Audiovisual Division (AVD)
Chinese Language Division (CLD)	Educators Division (EdD)
Dutch Language Division (DLD)	Government Division (GovD)
French Language Division (FLD)	Interpreters Division (ID)
German Language Division (GLD)	Language Technology Division (LTD)
Italian Language Division (ILD)	Law Division (LawD)
Japanese Language Division (JLD)	Literary Division (LD)
Korean Language Division (KLD)	Medical Division (MD)
Nordic Division (ND)	Science & Technology Division (S_TD)
Portuguese Language Division (PLD)	Translation Company Division (TCD)
Slavic Languages Division (SLD)	
Spanish Language Division (SPD)	



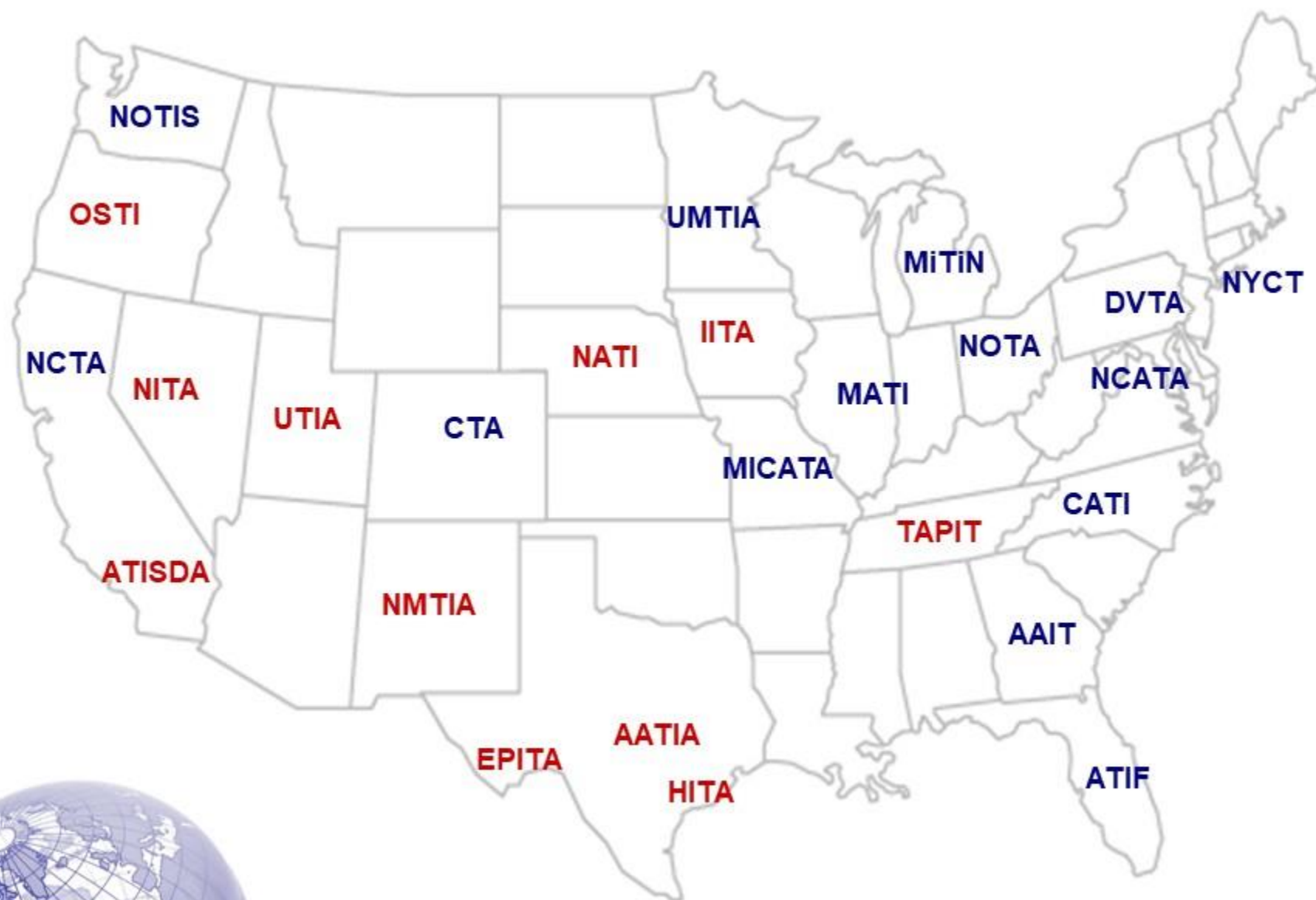


# ATA Chapters and Affiliated Groups

Chapters (14)	Affiliated Groups (11)
<ul style="list-style-type: none"><li>* Association of Translators &amp; Interpreters of Florida (ATIF)</li><li>* Atlanta Association of Interpreters &amp; Translators (AAIT)</li><li>* Carolina Association of Translators &amp; Interpreters (CATI)</li><li>* Colorado Translators Association (CTA)</li><li>* Delaware Valley Translators Association (DVTA)</li><li>* Michigan Translators/Interpreters Network (MiTiN)</li><li>* Mid-America Chapter of ATA (MICATA)</li><li>* Midwest Association of Translators &amp; Interpreters (MATI)</li><li>* National Capital Area Translators Association (NCATA)</li><li>* New York Circle of Translators (NYCT)</li><li>* Northeast Ohio Translators Association (NOTA)</li><li>* Northern California Translators Association (NCTA)</li><li>* Northwest Translators &amp; Interpreters Society (NOTIS)</li><li>* Upper Midwest Translators &amp; Interpreters Association (UMTIA)</li></ul>	<ul style="list-style-type: none"><li>* Association of Translators &amp; Interpreters in the San Diego Area (ATISDA)</li><li>* Austin Area Translators &amp; Interpreters Association (AATIA)</li><li>* El Paso Interpreters &amp; Translators Association (EPITA)</li><li>* Houston Interpreters &amp; Translators Association (HITA)</li><li>* Iowa Interpreters &amp; Translators Association (IITA)</li><li>* Nebraska Association of Translators &amp; Interpreters (NATI)</li><li>* Nevada Interpreters &amp; Translators Association (NITA)</li><li>* New Mexico Translators &amp; Interpreters Association (NMTIA)</li><li>* Oregon Society of Translators &amp; Interpreters (OSTI)</li><li>* Tennessee Association of Professional Interpreters &amp; Translators (TAPIT)</li><li>* Utah Translators &amp; Interpreters Association (UTIA)</li></ul>



# ATA Chapters and Affiliated Groups



# National Capital Area Translators Association (NCATA)

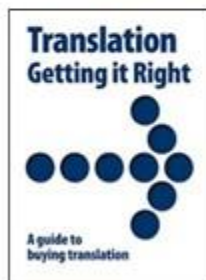
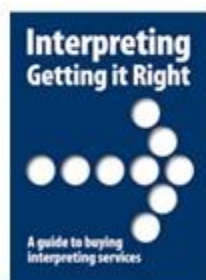
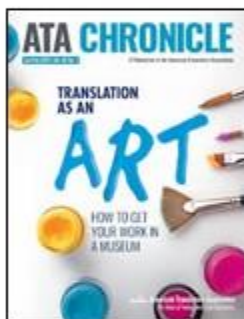
- New office site in Gaithersburg, MD, in 2021
- 159 members (including Dutch, Polish, Uzbek, and Vietnamese)
- Webinars, certification exam workshops, social events, annual brunch
- Improved directory of members; website overhaul underway
- Outreach effort (hindered by COVID in 2020)
  - Embassy contact
  - Conferences in local area
  - University of Maryland Job Fair
- Social media initiatives
  - Facebook, Twitter, Instragram (new)
  - Marketing: webinars, virtual happy hours, events/job announcements, topical content





# Primary Benefits of ATA Membership

- Professional Information Resources
- Professional Services
- Professional Events



# Portfolio of ATA Programs and Initiatives

Information Resources	Services	Events
<ul style="list-style-type: none"><li>* ATA Website</li><li>* The ATA Chronicle</li><li>* The ATA Compass</li><li>* Podcasts</li><li>* Listservs and Blogs</li><li>* Special Topic Publications</li><li>* ATA Scholarly Monographs</li></ul>	<ul style="list-style-type: none"><li>* Industry Advocacy</li><li>* Translator Certification</li><li>* Directory of Translators and Interpreters</li><li>* ATA Newsbriefs</li><li>* Honors and Awards</li><li>* School Outreach</li><li>* American Foundation for Translation/Interpretation</li></ul>	<ul style="list-style-type: none"><li>* Annual Conference</li><li>* Chapter and Division Events and Activities</li><li>* Certification Exam Prep Workshops</li><li>* Webinars</li><li>* Support to Language Advocacy Day</li><li>* Board of Director Meetings</li><li>* Special Events</li></ul>





# ATA Professional Information Resources

<b>ATA Website</b>	www.atanet.org; central repository of content; public facing and member-only resources
<b>The ATA Chronicle</b>	ATA member-focused; bimonthly; hardcopy and softcopy versions; extra content online
<b>The ATA Compass</b>	Outreach-focused guide to translation and interpreting in the global marketplace
<b>Podcasts</b>	No charge; varying length; on-demand; downloadable; over 50 produced to date
<b>Listservs and Blogs</b>	ATA Divisions publish Listserv products; blogs offered at Chapters/Affiliated Groups
<b>Special Topic Publications</b>	Publications on special topics are produced as necessary, to include ATA Position Papers
<b>ATA Scholarly Monographs</b>	Peer-reviewed studies on professional issues in the global translation/interpreting industry





# ATA Professional Services

<b>Industry Advocacy</b>	"The Voice of Interpreters and Translators"
<b>Translator Certification</b>	Validation of professional competency with code of ethics; continuing education obligations
<b>ATA Directory of Translators and Interpreters</b>	"Find a Language Professional": language pair declarations and certifications/credentials
<b>ATA Newsbriefs</b>	Bi-weekly reporting to membership on translation/interpreting reporting in public media
<b>Honors and Awards</b>	Encourages, rewards, and publicizes notable work of seasoned professionals and students
<b>School Outreach</b>	Public relations initiatives at elementary, middle school, high school, and university levels
<b>American Foundation for Translation/Interpretation</b>	Support for charitable activities, education, and research on translation/interpreting profession



# ATA Certification Program

- Translation Exams Only (No Interpreting Exams)
- Approximately 500 exams per year in 30 language combinations
- ATA Professional Certification
  - Highlighted entries in ATA Language Services Directory
  - Use of CT and the “ATA Certified Translator” seal
- Viewed as “mid-career credential” for working translators
- Follow-on requirements for good standing
  - Code of Ethics/Standards of Practice
  - Continuing Education
- Resources for exam preparation: Annual Conference sessions, journal articles, workshops, chapter/affiliate training events
- Practice exams and exam feedback available to ATA members/non-members



Verify at [www.atanet.org/verify](http://www.atanet.org/verify)

# ATA Translation Certification Exams

Language	Into English (14)	From English (16)
Arabic	✓	✓
Chinese	✓	✓
Croatian	✓	✓
Dutch	✓	✓
Finnish		✓
French	✓	✓
German	✓	✓
Hungarian		✓
Italian	✓	✓
Japanese	✓	✓
Polish	✓	✓
Portuguese	✓	✓
Russian	✓	✓
Spanish	✓	✓
Swedish	✓	✓
Ukrainian	✓	✓





# Interpreter Credentialing Organizations

- Conference
  - The American Association of Language Specialists (TAALS)
  - United Nations (UN)
  - U.S. Department of State (Conference/Seminar)
- Healthcare
  - Certification Commission for Healthcare Interpreters (CCHI)
  - National Board of Certification for Medical Interpreters (NBCMI)
- Legal/Court
  - Federal Court Interpreter Certification
  - National Association of Judicial Interpreters & Translators (NAJIT)
  - National Center for State Courts (NCSC)
- Sign
  - National Interpreter Certification (Registry of Interpreters for the Deaf [RID])



# ATA Professional Events

<b>Annual Conference</b>	1,500 attendees; pre-conference workshops; 170 education sessions; 70 vendors/booths
<b>Chapter and Division Events and Activities</b>	Chapters/Divisions offer regional and language/subject-specific networking events
<b>Certification Exam Prep Workshops</b>	Training initiatives provide cost-effective means to prepare for certification exams
<b>Webinars</b>	Reasonably-priced professional education opportunities; live 60-minute online events
<b>Support to Language Advocacy Day</b>	Collaboration with major language advocates to promote multilingual communication services
<b>Board of Director Meetings</b>	Board meetings are open to ATA members; transparent and participative process
<b>Special Events</b>	Hosting and participation in special events related to the translation/interpreting industry





# ATA 62nd Annual Conference – Minneapolis

## Business Practices and Tools

- Computer-assisted Translation (CAT) tools
- Communication skills, client relations
- Cybersecurity, privacy, GDPR
- Financial, retirement planning
- Independent contracting, A to Z
- Marketing, branding
- Negotiation skills, contracts
- Payment practices
- Productivity, organizational systems
- Social media, digital presence
- Website design, management
- Work/life balance





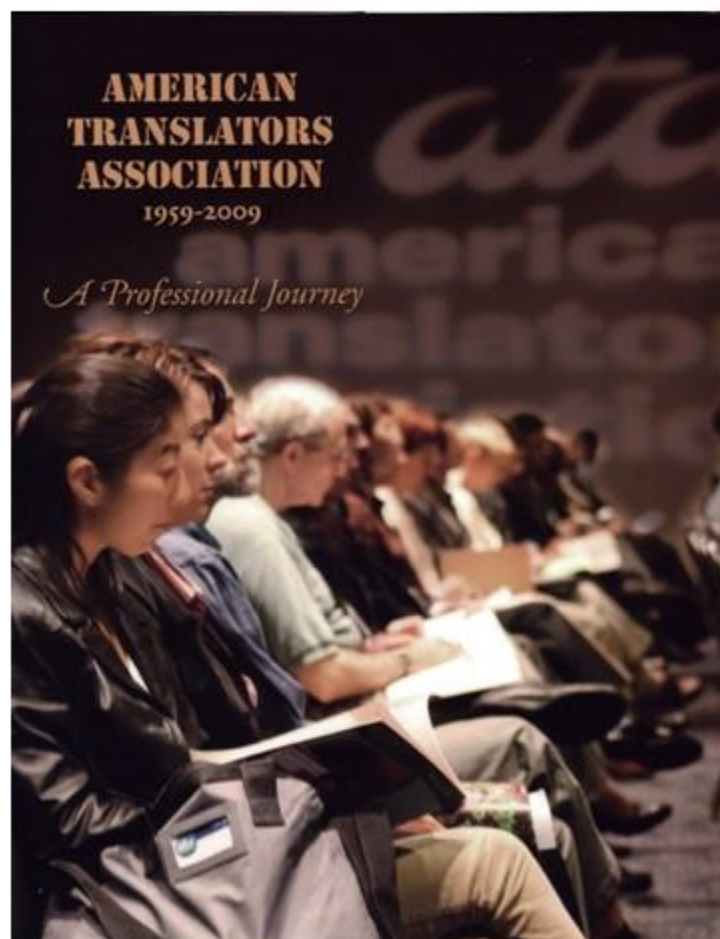
# NCATA Webinar Topic Survey – Marketing for 2021

- Marketing on social media, branding
- Reaching international clients, marketing in the U.S.
- Emailing prospective clients, marketing to direct clients
- Most effective types of online presence
- Time spent online rather than working on projects
- Marketing to local business, government agencies, and services
- Creating a website, optimizing IT/SEO
- Marketing during a pandemic
- Building a LinkedIn profile; using LinkedIn as an inbound marketing tool



# Notable Milestones in the Development of ATA

- ☐ 1959 (May) – ATA Charter Meeting
- ☐ 1959 (December) – General Meeting
- ☐ 1961 – Delaware Valley Translators Association
- ☐ 1961 – Registry of Translators
- ☐ 1962 – Designation as the U.S. affiliate of the International Federation of Translators (FIT)
- ☐ 1963 – California Chapter
- ☐ 1966 – Code of Ethics
- ☐ 1972 – *The ATA Chronicle*
- ☐ 1973 – Accreditation Exam (German into English)
- ☐ 1983 – Science and Technology Division
- ☐ 1985 – Japanese Language Division
- ☐ 1992 – Headquarters in Virginia
- ☐ 1994 – Executive Director
- ☐ 1996 – Website (Refresh in 2021)
- ☐ 1997 – American Foundation for Translation and Interpretation (AFTI)
- ☐ 2003 – Medical Division
- ☐ 2004 – School Outreach Program
- ☐ 2012 – *The Voice of Interpreters and Translators*
- ☐ 2015 – *The ATA Podcast*





# ATA During the Pandemic

- ATA headquarters staff working from home; limited access to Alexandria office
  - Board of Director meetings online with Slack for preparation
- Annual Conference entirely online – Boston rescheduled for 2025
  - Planning for hybrid Annual Conference in 2021 (October – Minneapolis)
- Freeze of membership dues for 2021; installment plan for membership renewal
- Free monthly webinars for members; CEU impact for certified translators
  - Temporary suspension of ATA Certification Exam sittings
- Zoom accounts provided to language/specialized divisions for professional development purposes
- “Coalition advocacy”: AB5, COVID-19 relief, medical interpreters



American Translators Association  
The Voice of Interpreters and Translators



# ATA Website



A screenshot of the ATA Website homepage displayed in a web browser. The browser's address bar shows the URL <https://www.atanet.org>. The website has a dark blue header with the ATA logo and tagline "The Voice of Interpreters and Translators" on the left. On the right of the header, there are links for "Join ATA", "Renew", "Contact Us", and "Log In", along with a green button that says "Find a Language Professional". Below the header is a navigation menu with links for "CERTIFICATION", "CAREER AND EDUCATION", "CLIENT ASSISTANCE", "EVENTS", "NEWS", "MEMBER CENTER", and "ABOUT US", followed by a search icon. The main content area features a large background image of a globe with a network of white lines connecting various points. Overlaid on this image is the text "Professional Translators and Interpreters Connect Us to Our World" in a large, white, sans-serif font. Below this text is a paragraph: "When you care about your customers, want to take your message to the next level, and are committed to quality, the language professional you need is an ATA member." At the bottom of this section is a green button with the text "Find a Translator | Find an Interpreter". The browser's taskbar at the bottom shows the Windows logo, a search bar with the text "Type here to search", and several application icons. The system clock in the bottom right corner indicates the time is 10:19 PM on 2/11/2021.

American Translators Association  
The Voice of Interpreters and Translators

Join ATA Renew Contact Us Log In

Find a Language Professional

CERTIFICATION CAREER AND EDUCATION CLIENT ASSISTANCE EVENTS NEWS MEMBER CENTER ABOUT US

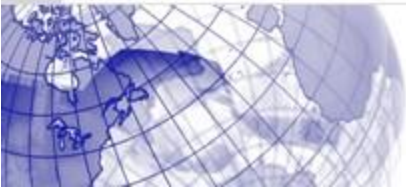
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# Contact Information



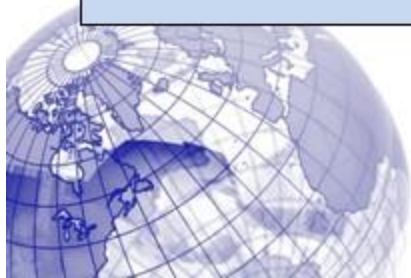
**For additional information:**

**Visit:** <https://www.atanet.org/>

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**Contact: ATA Government Division**

**Rusty Shughart:** [russ4ata@yahoo.com](mailto:russ4ata@yahoo.com)





# Connect with ATA on Social Media

- Facebook <https://www.facebook.com/AmericanTranslatorsAssociation>
- Twitter <https://www.twitter.com/atanet>
- LinkedIn <https://www.linkedin.com/company/american-translators-association>
- YouTube <https://www.youtube.com/c/AmericanTranslatorsAssociationATA>
- Instagram <https://www.instagram.com/americantranslatorsassn>



Join ATA's Online Community

Visit us on social media to connect with other community members.

