



July 2, 2017

To: Board of Directors and Past Presidents

From: Carol G. Velandia P., Administrator - translationspa@gmail.com

Lorena Ortiz Schneider, Assistant Administrator - lorena@ortizschneider.com

Leadership Council Members: Milena Calderari-Waldron, Marsel De Souza, Tianlu Redmon, Paula Irisity, Odile Legeay, Aleyna Maria Tusa, Christina Helmerichs, Giovanna Lester, Teresa Roman and Helen Eby

Summary of Activities

Interpreters Division

(Last report submitted April 2017)

Communications

Website, blog

The ID Leadership has continued to work on the E-voice blog, averaging an article every two weeks and posting information about new jobs and a variety of topics related to interpreting on

a regular basis. During the last quarter, the Division featured a number of original articles and interviews with relevant content about the different types of interpretation.

Articles posted in 2017 included:

- Interpreter interviews
- Interpreter Training Programs
- Interpreting Delivery Platforms
- Lighthearted Professional Advice

Social Media

The Division has invested a lot of time and effort in keeping the social media outlets relevant by posting articles and discussions on Facebook, Twitter and LinkedIn. However, as of June 30, 2017, LinkedIn Groups will no longer be supported on the Hootsuite Dashboard, or in any other similar integration platforms, which will double the work for the Social Media chair. Despite the fact that our LinkedIn Group members have been steadily increasing since the beginning, member participation is extremely low compared to other social media platforms. It is not as popular a social networking tool as FB or Twitter. The most recent 30 posts to our group over the last 6 months have attracted only 6 "Likes" and 1 comment from 157 members. Thus, our presence in LinkedIn will be reevaluated.

GSA Initiative

The ID offered its help to provide clarification of the Government Services Administration's Ordering Guide. ATA President Rumsey included some of the recommendations proposed by our representative; specifically, mentioning the existence of voluntary consensus standards such as ASTM and ISO, as well as NITA, that require federal agencies to use such standards. The

letter ATA sent to the GSA has not been shared with the Division yet. We would like to request the board share the letter with all ATA ID members, as it is relevant to them.

Continued Education

The Interpreters Division has continued to collaborate with ATA headquarters to secure continuing education credits for medical and legal interpreters in California (CIMCE credits). We created a process to request approval from the state of California for certain ATA sponsored webinars and so far one such webinar has been approved.

Getting it Right Brochure

The ID has volunteered to work with Chris Durban on updating the brochure. We communicated with Chris at the end of March and appointed Milena Calderari-Waldron to provide her with some feedback. Despite numerous attempts to reach Ms. Durban, we have not received any further instruction regarding our contributions to update the brochure.

Medical Interpreter Initiative

The ID and the MD continue to work on this project. We have carried out a two-year long investigation on the impact of language access in healthcare. We wrote a document, which is being reviewed by the ID's editor. Once it has been reviewed by ATA, we will publish it.

Networking

We will organize a joint dinner with the Medical Division at ATA58. However, the ID members are not in a position to provide a personal credit card to secure the venue. I respectfully asked the organization to offer a reasonable solution but have received no response. If the ID is

tasked with networking as its main role (as stated by the ATA president) there should be a reasonable way to accomplish this whereby our personal assets are not on the line.

Strategic Planning

The Interpreters Division is concerned that there appears to be a lack of strategic planning and effective communication between the ATA leadership and our Division. During my tenure as administrator of the Interpreters Division I have asked our current president to disclose his strategic plan and have offered my help in the planning, as well. The Division has numerous subject matter experts on legislation surrounding the interpreting profession. On a couple of occasions, I was reminded that the Interpreters Division's mission was solely that of networking and that external advocacy was not part of our role. It is our understanding that the Interpreting Policy Advisory Committee is tasked with the role of external advocacy. Some of our members continue to cooperate with this group and we have seen successful results. However, we want to understand what ATA's overall advocacy strategy for its interpreter members is. Efforts seem to be divided among other divisions and groups thus creating communication silos.

The role assigned to the Interpreters Division by the current president (mainly networking) lacks substance and does not promote the profession necessarily. This role is certainly important, but it is increasingly difficult for us to accomplish it successfully because members have to use their personal credit cards for securing venues for networking during ATA58. We have not found a single place in Washington DC that does not require a credit card as a guarantee for reservation. Therefore, it is unreasonable to expect networking to be the ID's main role without providing the means with which to accomplish it.

We respectfully request the board disclose their strategic plan for interpreter members. We also want to receive reports on lobbying efforts and their results. Our profession is growing at breakneck speeds and we want to know how ATA is responding to the myriad of challenges surrounding it. ATA's tag line is *The Voice of Interpreters and Translators*. Since interpreters are

key stakeholders within the ATA, it stands to reason that the Interpreter Division be an active participant in developing a strategic plan. Please address these concerns promptly.