

Division Annual Meeting

ANNUAL MEETING OF THE LANGUAGE TECHNOLOGY DIVISION OF THE AMERICAN TRANSLATORS ASSOCIATION

Saturday, October 26, 2019

Palm Springs Convention Center

Palm Springs, CA

Members present: Percy Balemans (outgoing Administrator), Joseph Wojowski (incoming Administrator), Daniel Sebesta (incoming Assistant Administrator), around 20 other individuals (including some who are not yet LTD members)

1. Called to order

2. Accepted agenda

3. Approved minutes of last year's meeting

4. Language Technology Division Overview for 2019

- Reported on **sessions at the Annual Conference**
 - ✓ 12 sessions in the LTD track this year (23 sessions were submitted for the LTD track; some sessions were submitted for other tracks but were also tagged for the LTD track).
 - ✓ Distinguished Speaker was identified and invited to propose, but eventually decided not to submit a proposal for this year's conference.
- Reported on **survey**
 - ✓ We organized a survey at the beginning of the year to ask Division members what they expected of the Division and how they wanted to contribute. A summary of the results can be found on our website. Some of the key findings:
 - ✓ Members want to use language technology and want to learn more about it.

- ✓ Members are interested in more than just CAT tools (e.g. quality assurance tools, machine translation, dictation software).
- ✓ Webinars and YouTube videos were selected as the preferred channels to learn.
- ✓ Members were hardly aware of our social media channels (Google Group, Twitter, YouTube) and, unsurprisingly, hardly used them.
- Reported on **Facebook group**
 - ✓ Following the results of the survey, we set up a Facebook group to offer an additional medium for Division members to meet each other, in addition to the Google Group.
- Commended **Leadership Council members**
 - ✓ Flora Zhang: Twitter
 - ✓ Daniel Šebesta: survey
 - ✓ Mark Lewis: website

5. New Business for 2019

- Call for additional Leadership Council members: We need more volunteers to keep the Division going. Some people stepped up at the annual meeting.
- ATA's 61st Annual Conference (Boston, Massachusetts, October 21–24, 2019): call for session proposals and Distinguished Speaker recommendations.
- Continue driving member engagement through the various channels (Google Group, social media) and building awareness of the importance of language technology for the future of the linguistic professions.

6. Questions and suggestions from members / other individuals present

- Are there any plans to develop own tools?
- Are there plans to cooperate with other Divisions?
- How can social media be made more interactive?
- How can members be made to own the Division more?
- Two audiences identified:
 - young and tech-savvy, but don't know what is out there
 - older and not tech-savvy, uncomfortable with technology
- Look into possibilities to join non-ATA initiatives / social media.
- Set up a sort of mentor/mentee or newbie/buddy program for LTD.

- Problem: most information/instructions are already out there, but people prefer more one-on-one/personal interaction (personal instruction rather than watch a video on YouTube).
- More education on the advantages of MT integration?

7. Adjourned

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