



January 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: Helen Eby, Milena Calderari-Waldron, Marsel De Souza, Tianlu Redmon, Cristina Helmerichs, Paula Irisity, Cristina McDowell, Odile Legeay, Farah Arjang, Giovanna Lester, Teresa Roman

Summary of Activities and Next Steps

Interpreters Division

(Last report submitted on October 2016)

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 2016 included topics such as:

- Medical interpreting
- Interpreter education/training

- UN interpreting
- Professional development
- Lessons from real life situations from court interpreting
- A report from the largest annual conference on community interpreting
- A dispatch from an ATA board meeting

Interviews posted in 2016 of:

- Robyn Dean
- Holy Mikkelson
- Sheila Shermet
- Daniel Tamayo
- Cyril Flerov

Paula Irisity improved the ID logo to be of higher resolution and better quality.

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. We have experienced significant growth since 2015. (Please see the table below). Tianlu Redmon has spearheaded all the social media efforts since 2015 and she is an asset to our Division's Leadership Council.

Networking event

The Medical Division and the Interpreters Division planned a networking dinner for Thursday November 3, 2016 at the Waterfront in San Francisco. We raffled three autographed books generously donated by Robyn Dean and Cyril Flevov.

The Interpreters Division created a button to identify members of the division during the conference. The button was designed by Lizette Odfalk and the artwork was donated by artist John Nolan (www.nolanart.com).

For the third consecutive year, the interpreters Division has given out post cards with the stated mission of the Division.

“As professional interpreters, we work to overcome language barriers. We facilitate equal access to services and education in many languages.

Whether you are a healthcare, legal, conference or business interpreter you can find a forum for discussion regarding interpreting issues, share your ideas, and work with colleagues to promote the development of the profession.”

The purpose of the cards is to educate ATA members about the Division. We hope to encourage interpreters to join our division.

Continued Education

The Interpreters Division collaborated with ATA headquarters to secure continued education credits for medical and legal interpreters. The ID worked with the Certification Commission for Health Care Interpreters, which approved 59 sessions and 3 pre-conference seminars. This is the highest number of approved sessions ever. The ID also reached out to the National Board of Certification for Medical Interpreters, unsuccessfully.

Project to increase ATA voting members

The Interpreters Division Leadership Council has proposed to collaborate with ATA to raise awareness among members about becoming ATA voting members. There is a potential opportunity to increase the number of voting members. Currently only 30% of ATA members are voting members. Many have approached ID LC with questions about this process. The ID would like to proactively reach out to members and provide information about the process and the benefits via mass e-mail. Our goal is to increase the number of voting members to 50% in year 2017. This proposal was submitted to ATA headquarters in December 2016.

Next Steps

Blog

We plan to continue using the E-Voice to inform and offer a voice to interpreters. We have a pressing need for proofreaders and editors with strong English language skills. There is also the ever-constant need for authors for the blog. One of our LC members, Gio Lester, has graciously accepted to be an ongoing contributor. She will collaborate with 3 to 4 blogs during the year 2017.

Medical Interpreter Initiative

We will continue our collaboration with the Medical Division and resume the Medical Interpreter Initiative, provided there are sufficient available volunteers.

Voting Members

We would like to launch the project to increase the number of voting members.

Minutes from ATA San Francisco Conference (please see below)

Interpreters Division

2016 Annual Meeting

San Francisco

Minutes

Leadership Council Members Present: Farah Arjang, Milena Calderari-Waldron, Paula Irsity, Helen Eby, Cristina McDowell, Lorena Ortiz Schneider and Tianlu Redmon.

Call to order at 4:50 pm by Assistant Administrator Marsel De Souza

Initial remarks

Division Administrator Carol Velandia is currently in India pursuing her Social Work studies. She hopes to become a language access advocate for the US. Marsel read the following letter Carol sent.

“During the past two years I have had the honor to serve as the Administrator of the Interpreters Division of ATA. I have counted on an incredible team of interpreting professionals that have lent their time, talents, passion and experience for the purpose of advancing the interpreting profession.

We have built a blog together, we have fostered relationships with other Divisions, we have advanced advocacy projects, we have doubled the number of members in all of our social media outlets. More importantly we continue to raise awareness about our profession in external circles, such as academia and policy.

ATA has provided a venue to share ideas but each volunteer provides their talents to make these ideas a reality.

I regret not being present at the conference. I am currently pursuing my studies in Social Work in India. I hope to become an advocate for language rights within the United States and truly hope these studies help me further this dream.

I am confident, however, that the team you see now in front of you: Marsel De Souza, Lorena Ortiz Schneider, Helen Eby, Milena Calderari Waldron, Christina McDowell, Tianlu Redmon, Farah Arjang, Christina Helmerichs, Paula Irisity and Odile Legaey are the best representatives of the Division. I have only words of gratitude for the work each of them did in order to make this meeting and this conference meaningful to you all.

I want to give special thanks to Marsel de Souza who concludes his duties as Assistant Administrator. He has been an asset to our group and will now transition to work as a member of the leadership council with the specific duty of conducting more research about the profession.

Finally I want to welcome Lorena Ortiz Schneider as the new Assistant Administrator. Lorena has been the blog editor for over six months. Her incredible talent and motivation has made the blog an astounding success.

I look forward to working for two more years for the Interpreters Division of ATA. I hope you feel free to continue to approach us with questions and inquiries through our email address, webpage, listserve or any other method of communication.

Thank you!"

After serving for two years, Marsel De Souza is stepping down as Assistant Administrator. Lorena Ortiz Schneider is the newly elected Assistant Administrator. The Leadership Council is adding two councilmembers: Gio Lester and Teresa Roman.

Pictures are being taken by Paula Irisity. Please inform her if you do not wish for your picture to be published.

Cyril Flevov and Robyn Dean donated autographed books to be raffled during the ATA ID annual dinner. This year's dinner is a joint event with the Medical Division.

Getting It Right – Interpreting

Marsel De Souza was a member of the team that translated “Getting It Right – Interpreting” into Portuguese.

Meeting our membership’s demands

The ATA ID’s survey results had been previously presented at last year’s conference in Miami and a report is posted on the ATA ID blog.

- Total number of respondents: 536
- Restricted to Interpreters Division
- Survey again in 2017 with lessons learned
- Maybe extend survey to all ATA members in 2017

This year we present the progress made to address members’ concerns identified by the survey.

Q: *How do you think the ATA ID can raise the standards of the interpreting community?*

A: Over 50% of respondents want provision of information on certification and credentialing opportunities.

ATA ID posted an interpreters’ credentialing opportunities table on its website. ATA ID will continue to promote articles comparing interpreter credentials.

A: Just under 25% of respondents want interaction with other stakeholders.

ATA ID leadership council members:

- Participated in the drafting of the ASTM F2089-15 Standard Practice for Language Interpreting

- Have a close working relationship with ATA Interpreter Policy Advisory Committee (IPAC)
- Partnered with ATA Medical Division to publish an article in Caduceus comparing different medical interpreter certifications

Q: *What do you think the primary focus of the ID for the next two years should be?*

A: Membership's top two focuses:

- Developing on-line training. ATA ID points out that this is ATA Professional Development Committee's responsibility.
- Social media outlets. ATA ID is presenting statistics at this annual meeting.

Q: *What are the main challenges facing our profession?*

A: Lack of awareness regarding standards with untrained interpreters taking jobs away from professional interpreters.

ATA ID urges its members to advocate at the state and federal levels through legislation and regulations. ATA ID published an article on the Association of Language Companies (ALC) survey to promote data-based understanding of the role of freelancers in the profession.

A: Declining standards and/or rates as a result of commoditization of the profession.

ATA ID notices several improvements such as:

- Online platforms for scheduling/invoicing/paying interpreters
- Procurement reform by divorcing administrative cost (intermediary) from service cost (interpreter)
- Capping administrative cost at 15% so that interpreters receive the remaining 85%; and
- Unionization in some states (CA, WA), language companies (Purple Communications) and hospitals (SEIU)

Distinguished Speaker

This year, ATA ID's guest speaker is renowned ethicist **Robyn Dean** and our featured topic is "Interpreter Ethics." **Robyn Dean** has been a nationally certified American Sign Language interpreter for over 25 years specializing in health care. She has over 20 publications, all of which focus on the theoretical and pedagogical frameworks used to advance the practice of community interpreters. She is currently an assistant professor at the Rochester Institute of Technology, where she is the lead instructor for the Institute's postgraduate degree in health care interpreting. She also teaches courses for postgraduate degrees designed for sign language interpreters in Europe.

You Did What? Making Sense of Conflicting Codes of Ethics, a 2-hour panel moderated by Helen Eby. Panelists: Robyn Dean, Milena Calderari-Waldron, Cristina Helmerichs and Marina Hadjioannou Waters. The panelists discussed the professional duties of interpreters and the expectations placed upon them across different areas of interpreting referencing the codes of ethics from four organizations: ASTM International; signed language interpreting (National Association of the Deaf - Registry of Interpreters for the Deaf); health care interpreting (National Council on Interpreting in Health Care); and court interpreting (federal courts). The panelists began meeting in July 2016 through conference calls. There were many interesting conversations regarding commonalities and common challenges in interpreting ethics situations. The ATA ID will publish a report on the panel in its blog.

Returning to Ethics: A Meta-Ethical Analysis of Community Interpreters' Codes and Standards of Practice. Robyn Dean discussed the challenges associated with the ethical framework offered to community interpreters. Metaphors (e.g., conduit/advocate) are often employed to describe practitioners' behaviors and have since emerged in pedagogy and training material as an ethical device (e.g., interpreters should or should not be a conduit). However, the devices used to describe behaviors are not the same as those used to propose or evaluate behaviors. Normative ethics dictates the use of terms that evaluate the consequences of decisions in light

of a profession's values. The speaker proposed an alternative framework of ethical decision-making similar to a garden with forking paths.

Critiquing and Deconstructing Metaphors: A Normative Ethical Framework for Community

Interpreters. Robyn Dean wants interpreters to enhance (or at least not prevent) cooperation between interlocutors of other languages/cultures. This proposition is in alignment with ideals from morality scholarship: cooperation is the highest form of ethical reasoning. In community interpreting, this ideal is arguably evident in the frequently used metaphor "member of the team." The speaker distilled the "interpreter-as-team member" metaphor into a series of professional values and proposed a framework that aligns with a cooperation-based, ethical framework for interpreters working in community settings.

Social Media

Tianlu Redmon presented a statistical analysis of the ATA ID's social media. From July 2015 to October 2016:

- Facebook went from 877 followers to 1,688 representing a 92% growth
- 1,689 total Facebook page likes as of November 3, 2016
- Facebook fans are 72% female and mostly younger - 40% between 25-44 years old
- About half of Facebook fans (797) are located in the US followed by Mexico (166), Egypt (91), Brazil (87), Argentina (73) and Spain (47)
- Most people view Facebook on a mobile device
- Twitter went from 17 followers to 143 representing a 741% growth
- LinkedIn went from 27 followers to 112 representing a 322% growth

Blog and Website

The editor in chief is responsible for:

- Bi-weekly calendar of postings
- Author contact spreadsheet
- Contacting potential contributors for original content

- Locating and contacting interesting posts /ers for re-posting
- Editing written materials

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- Interpreter education/training
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- Professional development
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- Sheila Shermet
- Daniel Tamayo
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We are stronger together

ATA ID actively collaborated with the Interpretation Policy Advisory Committee (IPAC) to evaluate the different interpreter credentials for the Credentialed Interpreter tag for the ATA online directory. The goal was parity with translators when requesters search the ATA online directory. One of the byproducts of this joint effort is the publication of an article comparing the various healthcare interpreter certifications in the US.

Other ways of participating are joining the ATA ID Listserv, contributing articles and becoming an ATA voting member!

Adjournment at 5:55 pm.