



To: Board of Directors and Past Presidents
From: Helen Eby, Administrator: helen@gauchatranslations.com
Lorena Ortiz Schneider, Assistant Administrator: lorena@ortizschneider.com
Date: January 15, 2019
Re: Interpreters Division Report

Leadership Council Members: Amine El-Fajri, Christina Green, Cristina Helmerichs, Enrica Ardemagni, Flávia Lima, Hicham Zerhouni, Maha El-Metwally, Milena Calderari-Waldron, Natalia Abarca, Paula Irisity, Roxane King, Tianlu Redmon, Aleyna Tusa Marie

Summary of Activities

BLOG:

<http://www.ata-divisions.org/ID/blog/>

Peer reviewed blog:

We now have a peer-reviewed blog. We have published [author guidelines](#), every article is reviewed by at least one subject matter expert and is then sent to our style editor to make sure the articles match the ATA ID style guide. Roxane coordinates the team, schedules the articles, and is the sole point of contact for the authors. The reviewers are anonymous to the authors, as is customary in peer-reviewed publications. Ethics of peer-reviewed publications preclude the Administrator from insisting on what articles should be published, so the Content Editor works with editorial independence.

We are following this model because the Certification Commission for Healthcare Interpreters (CCHI) offers continuing education (CE) credits to medical certified interpreters who publish in peer reviewed publications. We have asked CCHI to consider our blog a peer reviewed publication as a benefit to our ID members seeking CE units. This process has also helped us be analytical about the content of our blog.

Informational articles, reporting on news from the field, are not subject to the peer review process, and the Administrators have a role in overseeing those articles.

Blog progress:

We have published our first member post and have several posts in process.

We have 11 posts from nine authors in process.

Upcoming topics are:

- Interpreting technology
- What an interpreter needs to know and is not on the PowerPoint
- Interpreting, from the point of view of a risk manager
- Team interpreting
- Similarities between interpreting and translation
- Interpreting in Brazil
- Translation in the context of the medical interpreting encounter (from ATA presentation)

Several LC members who presented at the ATA Conference are submitting articles based on those sessions to the ATA ID blog.

We are also inviting stakeholders who work with interpreters in other ways to write for the blog.

EMAIL TO MEMBERS:

As Administrators, we started our tenure by sending an email to all members. We intend to do that on a quarterly basis so all members of the Interpreters Division have an opportunity to interact with the work we do. Members thanked us for reaching out.

COMMUNICATIONS COMMITTEE:

Our Communications Committee coordinates the distribution of messages from the ID to its members, attempting to deliver them to the community before the messages are stale. The Committee covers the following areas:

- **Twitter.** We are thinking of using chats to engage with our members. There is a duplicate Twitter account, which we are ignoring. We can't find a way to delete it.

- **Facebook.** The ATA ID has a duplicate page that has not been in use for many years. We are ignoring that page because we can't find a way to delete it.
- **Linked In:** Christina Green is reactivating this group successfully. It had been dormant for some time while Linked In went through changes in how groups were set up and found.
- **Google Group:** We restarted our email discussion group through Google Groups because they are simpler to manage. Our members are posting almost daily and answering each other's posts. This had not happened for many years. We look forward to building this community. As of January 15, 2019, we have 163 members. They have participated in 29 discussion topics as of January 15, some of which had 19, 21 or 31 responses.

See detailed report at the end of this document (Attachment 1).

Future possibilities:

The goal of the Communications Committee is member engagement. We are exploring a variety of forms of engagement:

Having teleconferences with ATA ID members, announced through the groups that are active (Linked In and the Google Group, for example). We are considering having one in February and another one in March.

RESPONSE TO THE WORK OF THE INTERPRETERS DIVISION SO FAR:

The members are responding positively in the email discussion group. We are receiving favorable comments in other forums, where we see that the ATA ID has influence beyond the boundaries of our approximately 4,000 members. Some have asked why join ATA, and are starting to see the value of ATA for interpreters based on recent ATA recognition of interpreters through the Credentialed Interpreter designation and current division goals. We tried to answer the question of the value ATA brings to interpreters in our membership renewal post, here: <http://www.ata-divisions.org/ID/seven-ata-benefits-for-interpreters/>. Non-ATA members appreciated this information.

WEBSITE MIGRATION:

We are planning to migrate the website to the new ATA templates shortly.

LIST OF PAST ID PRESENTATIONS:

We are creating a page with a list of past Interpreter Division presentations, listing the title, speakers and tracks. We hope to add the abstracts from the Conference program and links to blog posts as available. We are starting with the presentations from ATA59.

LIST PREPARATION AND CE TRAININGS AVAILABLE FOR INTERPRETERS:

We have prepared a form for our members to submit notices of trainings that provide continuing education (CE) credits for court and medical interpreters and include them in our upcoming events page. This is an important member service the Division Committee recently approved. The form can be found here:

<http://www.ata-divisions.org/ID/events/training-events/>

This form is based on item 15 of the latest Discussion Group Etiquette guidelines issued by ATA.

DISTINGUISHED SPEAKER:

We continue to actively solicit ideas from leadership council members about potential Distinguished Speakers for ATA 60.

INTERPRETING DIVISION CONCERNS:

The Interpreting Ethics/Practices questionnaire on the ethics page for ATA certified translators. Is this relevant to translation certification?

Certified interpreters, who have a credentialing process through ATA, are required to take continuing education classes on the codes of ethics of their certifying bodies every year. They are required to swear an oath to abide by the code of ethics of their credentialing body.

Ethics for interpreters offered by ATA, in any event, should be evaluated every year by members who are aware of the latest updates in the interpreting codes of ethics to verify that they meet the requirements to qualify for ethics CE credits for certified interpreters.

2019 ATA ID Communications & Networking Committee Guidelines

Objectives

- Promote professional interpreting as key in producing effective communication
- Promote ATA conferences, webinars, articles, social media campaigns, membership, and certification
- Promote ID activities, blog posts and other means of communication
- Engage existing ID members, interpreters at large, and sister associations by providing links to useful resources, information, and services
- Help organize local meet-ups
- Understand interests of ID members
- Identify potential volunteers

Online presence

- Facebook
 - 3.116 followers and 3.072 likes (as of December, 2018)
- Institutional account: Admin can assign Editor roles; Admin position can be transferred to an Editor
- Followers can post as visitors
- Capability to establish a group page
- High follower activity
- • Twitter
 - 935 followers
- Individual account
- Moderate interaction with other Twitter users
- • LinkedIn
 - 213 members
- Owner can assign Manager roles; Ownership can be transferred to a Manager
- Open group: Every group member can post
- Low membership activity, previously dormant
- • Google Group
 - 163 members (Created on November 16, 2018. 16 "topics" (threads) as of December 15, 2018)
- Owner assigns Manager roles. Two managers
- Open group: Every group member can post
- Open to ATA ID members only

- • Website
 - 252 subscribers receive notification by email of new posts
- New ATA template to come
- Regular content: reminder of membership renewal and joining ID, holiday greetings (including International Translation Day), call for ATA Conference proposals, invites to Division activities, "Informational" posts, language resources
- Blog: Long posts, peer-reviewed
- Automatic posting to social media accounts – Option to be reviewed with new website
- Almost no interaction with users. Posts are open for comments, but very few people comment.

Content

- Repost blog content from website on social media
- Cross-post from other social media accounts and groups
 - Follow at least one other channel besides the one you manage
- Promote ATA-related content
- Advocate code of ethics and best practices
- Follow news about the interpreting world
- Announce language resources and training opportunities
 - Guidelines need to be in place to properly vet resources

Responsibilities (To be expanded by each team)

- Facebook
 - 2019 Administrator: Flávia; Editors: Christina, Tianlu (backup)
 - Post regularly (3-5 times a week)
 - Write brief, eye-catching sentences to spark conversation
 - Respond to inquiries (check inbox), Likes (invite them to follow), visitor posts (share, comment, or Like them as appropriate), comments (Like them, respond to them), and reposts (Like or thank them)
 - Start and monitor a Facebook group
- Twitter
 - 2019 Account managers: Maha, Paula; Backup: Tianlu
 - Post regularly (Once a day; Paula: ATA/ID-related, Maha: others)
 - Write brief, eye-catching sentences to spark conversation
 - Mention other users as appropriate
 - Properly and effectively use hashtags

- Interact with followers (by retweeting, mentioning, joining conversations, etc.)
- LinkedIn
 - 2019 Owner: Christina; Managers: Tianlu, Helen
 - Post regularly (Weekly activity)
 - Interact with group members
 - Monitor conversation and intervene when needed
- Google Group
 - 2019 Managers: Paula (manager and content contributor), Christina (manager), Helen (content contributor)
 - Encourage LC members to participate
 - Review in March whether to set up a task force
 - Post regularly
 - Interact with group members
 - Monitor conversation and intervene when needed
- Website
 - 2009 Administrators: Paula, Helen. HQ has a user with administrator role.
 - Post content: articles for the blog, informational posts and short news items.
 - Keep the website up to date.
 - Maintenance: Ensure it is up and running. Contact Admins/HQ for technical problems.
 - Design: Organize information; design the look and feel of the website. Design layout of posts, find visuals for posts, pages, sliders.
 - Monitor post comments (through the website, the WordPress app, and by email) and notifies admins. Monitor analytics.
- Overall Coordination within Each Team
 - Backup and shadowing
 - Each team should have at least one admin and one backup.
 - For teams with two admins, they should take turns managing the account or have clear division of responsibilities, which is laid out in writing.
 - Admins should let backup shadow and communicate ahead of time if help from backup is needed.
- Off-time

- Admins and backups on the same team should notify each other of off-time (vacations and other out-of-office situations) ahead of time and discuss ways to maintain activity (scheduling, backup posting, etc.).
- It is presumed that everyone is off during national holidays in the U.S. However, you are strongly encouraged to schedule posts or create contents ahead of time.

Tools of Engagement

- Facebook “Schedule”
 - o Posts can be scheduled ahead of time by using the Publish>Schedule feature.
- Hootsuite
 - o Can be used to schedule posts on Twitter
 - o Not very compatible with Facebook and LinkedIn any more
- Built-in Analytics
 - Both Twitter and Facebook (“Insights”) have analytics to help you understand which posts are most popular and the trend of the followers within a certain period of time. With Facebook, you can also see where your followers are from, what time of the day they are active, etc. The number of Mentions on Twitter can be used to gauge interaction with other users.
 - WordPress dashboard offers Google Analytics and the Jetpack plugin, both of which provide site statistics for the website. You can also access data on subscription to the blog via email through the Jetpack plugin.

Routine Maintenance and Reports

- Password
 - Chair maintains a spreadsheet of usernames and passwords.
 - Passwords are updated annually at the beginning of each year when a new ID Leadership Council starts and whenever a Committee member departs.
- Header Image
 - Webmaster designs new header images for Facebook and Twitter five times a year (four seasonal and one featuring ATA Conference destination)
 - Each team updates their profile with the image webmaster sends them
- Quarterly Reports

- Monthly summary of number of posts, new followers, overall followers, top post/most engaging
- Brief quarterly reports of member engagement, administrative updates, achievements, and areas of improvement (January, April, July, October--a week before ID Administrator sends report to ATA)

Expectations and Etiquette

For Committee Members

- Follow up on things you posted
- Be active on the platform(s) you manage as an individual or using your personal account
- Post on Facebook and Twitter with images whenever it is appropriate
 - Find free, non-copyrighted images on Pixabay
 - Use gifs Twitter provides
- Search keywords and join conversations
 - Interpreter, translator, ATA interpreter, language, etc.
- Receive email notifications from the platform(s) you manage and act on them
 - Community activity
 - Security issues
- Actively invite users to engage
- Hold and attend online meetings when necessary
- No self-promotion
- No mentioning of fees when announcing services and training
- No discussion of rates

For group members (Google, LinkedIn, Facebook groups)

See Attachment 1 for ID Discussion Groups Rules and Netiquette (Draft)

Attachment 1

ATA ID Discussion Groups Rules and Netiquette (Draft)

Legal Rules without Exception

1. The Interpreters Division (ID) Discussion Group of the American Translators Association (ATA) is an online exchange forum subject to the same antitrust rules that apply to all Association meetings and all communications in Association media. Therefore,

- Do not post material that includes discussions of rates, and material that includes specific rates, fees, or changes therein, as specified in ATA Antitrust Compliance Policy (see http://www.atanet.org/governance/governance_policystatement.php).
- Do not post material that interferes with the ability of others to do business, including the disclosure of information developed solely for a company's or an individual's conduct of business (trade secrets) or any suggestion, exhortation, or other statement about refraining or refusing to do business with any person or entity.

2. When posting on the ATA ID Discussion Group, you must bear in mind that you are responsible and can be held legally liable for what you write. Therefore,

- Do not post any racist, sexist, discriminatory, defamatory, abusive, profane, threatening, embarrassing, insulting, or illegal material.
- Do not post material that infringes on any person or entity's names, copyright, trademark, or other intellectual property; to be safe, assume that all material is copyrighted unless the author has explicitly stated that the material is in the public domain.
- You agree and represent that any you have the right to use and submit any information, content, or material to the ATA ID Discussion Group and also grant any other ATA ID Discussion Group participant the right to copy, reproduce, or otherwise use any such information, content, or material that you post.
- Do not make accusations against any individual or a legal entity. Any accusation may be considered defamatory even if it is based on sources that are generally reliable or credible. It is preferable to list only facts you can document.
- Request information about specific individuals or entities to be provided to you in private. If you have such information, provide it to the requestor in private.

Discussion Group Etiquette

1. This forum is dedicated to the discussion of issues related to interpreting in general.
2. The discussion is about issues, not personalities. Although views may differ, all list users are expected to maintain a respectful and polite tone at all times.
3. Sign your postings with your real name.
4. Do not challenge or attack others. Postings on the ATA ID Discussion Group are meant to stimulate conversation, not to create contention. Let others have their say, just as you expect to be heard.
5. Do not post sales or promotional messages.
6. Do not post anything that you would not want the world to see or that you would not want anyone to know came from you.
7. Check your facts. Avoid stating your opinions as facts.
8. When starting a thread, identify its subject with a descriptive subject line. (Ex.: "Please help" is not a descriptive subject line; "EN-SP Leg. 'to plead no contest'" is.)
9. Avoid "subject creep". If the subject of a thread has changed, change the subject line to reflect the new subject.
10. Do not send attachments with your messages.
11. Be brief and to the point. When answering a message, back-quote only the relevant portion, rather than the entire message or the entire thread.
12. Do not use all caps in your subject line or message body. All caps are perceived as shouting.
13. If you see an item on the web that you think might be of interest to all members, forward the URL only, rather than the entire item or article, to the list.
14. Use the ATA ID Discussion Group only if you wish to simultaneously reach all users in the group. If you want to respond to only the person who posted something to the discussion group, you should respond with a private message to that member's email address.
15. Discussion should be related to interpreting and the profession. Links (along with short descriptive text) to articles, and to job postings for institutional and nonprofit organizations, are generally appropriate. Inappropriate content, including a member's promotion of any of their own or another's services, will be removed by the moderator(s). However, ID maintains a calendar on ID's website listing events/courses that have been approved for continuing education points, that offer an ATA member-to-member benefit, or that are organized by a nonprofit organization.

Disclaimer

ATA, its officers, directors, and employees, and the moderators of this ATA ID Discussion Group, assume no responsibility for the opinions and information posted on this site. By subscribing to the ATA ID Discussion Group, you, the user, agree to release, hold harmless, indemnify, and defend the ATA, its officers, directors, and employees, and the ATA ID Discussion Group moderators, from any and all legal or civil actions, claims, damages, costs, or penalties arising from messages you have posted on the ATA ID Discussion Group.

ATA or the ID does not actively monitor the site for inappropriate postings and, as a rule, does not on its own undertake editorial control of postings. However, in the event that any posting that violates these policies is brought to ATA's or the moderators' attention, appropriate action will be taken, which may include a warning, temporary suspension, or permanent removal from the list.