

To: Board of Directors and Past Presidents  
From: Christina Green, Administrator, ATA Board Member  
Date: 1/23/2023  
Re: Interpreters Division Report

The Interpreters Division of the ATA updated its Leadership Council (LC) after ATA's annual conference in October 2022.

The Leadership Council is as follows:

- Carol Shaw
- Yasmin Alkashef
- Gabriela Penrod
- Cristina Helmerichs
- Helen Eby
- Marisol Santana
- Mary Hernández-Castellanos
- Natalia Abarca
- Maggi Hong

#### **Committees/contact groups**

Blog and web:

**Chair:** Carol Shaw

**Webmaster:** Paula Irisity

**Members:**

- Maggie Hong
- Gaby Penrod
- Helen Eby

Podcast/Professional Development

- Daniela Obregón
- Yasmin Alkashef

Social Media

**Chair:** Mary Hernández-Castellanos

**Members:**

- Marisol Santana
- Paula Irisity
- Maggi Hong

The Leadership Council met for the first time on November 16, 2022, via Zoom. The ID's LC plans to meet monthly to discuss items of interest for 2023.

During the November meeting, the LC discussed plans for 2023 including:

- Changes in our social media presence
  - We created a new account on Instagram. We are currently working to create a TikTok account and content that will be cross posted. Mary Hernández-Castellanos and Marisol Santana are responsible for creating and uploading content.
  - LinkedIn: We are switching our group to a page to communicate more easily and directly with our members.
  - Blog and website: Both will continue running as usual.

During our January meeting, the LC discussed the new changes to the Annual Conference brought forward by the board, as well as the initiatives planned for 2023.

We also discussed the rapid growth and success our Instagram account has had in only a few days since being created.

In less than 30 days, these are the statistics:

Accounts reached: 910

Accounts engaged: 108

Total followers 283, up 4.6% since our last meeting.

The Division currently has 2,506 members (based on a search tool on atanet.org site) Our division is very strong, and we have heard comments from professionals in other organizations that ATA has very good and solid webinars and training for interpreters, more so than any other professional association.

We are very proud to have a few of the Leadership Council members in the Professional Development Committee. We appreciate the opportunity to collaborate.

Daniela Obregón, has been a very active assistant administrator for the division. She will be well prepared to become the Administrator when her time comes.

We will host the first Interpreters Connections of the year on February 2.

Our next meeting will be the second week of February.

Respectfully Submitted,

Christina Green  
Administrator

Daniela Obregón  
Assistant Administrator