Language Technology Division – Business Meeting

Saturday, October 28, 2017 - 12:30 PM

Minutes
Joe Wojowski led the meeting.

In attendance were:
Peter Reynolds, Flora Zhang, Jennifer DeCamp, Kate Fortin, Jess Combs, Jill, Aziz Elghayate, Alla Lushnikova, Rebecca Knowles, Daria Valentini, Mark Lewis

I.   Recognized our outgoing Assistant Administrator and Administrator (Percy Balemans and Matt Griffin).
II.   Call for volunteers:
        a. Website maintenance – Mark possibly interested if no one else available, and if it is on WordPress.
        b. Twitter -- Flora Zhang interested.
        c. Expanding content for YouTube channel – Joe and Percy added some items to that channel this part year. Possible subjects: Regex, Using CAT Tools, using Mac in conjunction with Parallels or virtual desktop, etc. for translation; other subjects.
III.   Ideas for this division for next year's conference:
        a. Fewer PowerPoint presentations and more hands-on demos of tech tools (Tool Bar is one existing format, but there could be a "Getting Started" option where members could actually try out the tools).
            i. One concern is hardware – someone would need to arrange for a fleet of laptops. According to Jennifer, the VP of ATA is fine with us doing this. Security would need to be good.
        b. Brainstorming session where the focus is when to use a technology and when to do something by hand.
        c. Sessions on a variation of presentation tools (Prezi, Google, others).
        d. The CAT tool vendors are in the Exhibition Hall, but it would be good to capitalize on this. Example: integrating MT into CAT tools.
            -- Watch out not to give preference to one company, so have this occur with 2 or 3 companies
            -- Some of the skills courses are limited to one hour, which is not sufficient. Is there a way to have a longer time slot? 90 minutes?
        e. Vendor presentations – other options or possibilities.
        f. Issue a challenge: "how do you integrate customer terminology?" i.e. find out which tool does it best. Battle of the tools type session. According to Jennifer, we have a lot of people who would be good at crafting this type of event, adding some drama, etc.
            -- Joe pointed out that we need to be careful to steer clear of sales pitches by vendors, or favoring one over another. It would have to be

presented in a fair and openly objective manner. For example, focus on "How to" and shy away from sales pitch.

-- A Terminology Challenge might be better suited to a YouTube video (Joe).

    g. The above item (f) also applies to interpreter quality standards and best practices.

    h. Jay Marciano's workshop on Wednesday on MT sold out months ago.

IV. Webinars – a lot of people would be delighted to do these. Currently, ATA Webinars are a source of revenue, and are a way for Certified Members to get CE points.

V. The remaining time was spent discussing pros and cons of using this "challenge format" for the actual conference slots, or outside the conference as an additional resource.

VI. ADJOURNED at 1:02 PM.

VII. Following up was a question to the membership: do we think SDL learning curve is the highest? Or not?

    a. Send any question to Joe online.