

Development Coordinator Report - 2023 ATIA AGM

Prepared by Kea Adachi

Reporting period: October 16th, 2022 to October 16th, 2023

Highlights

International Translation Day:

- ATIA's ITD was held on September 23rd, 2023, online
 - o The first ITD session featured an interview style presentation with Guillaume Deneufbourg and Roula Salam as the host/moderator
 - o The second session was the University of Alberta Modern Languages and Cultural Studies Student Panel that featured PhD and MA candidates and a visiting scholar who presented on a variety of topics that related to the 2023 FIT ITD theme of "Translation Unveils the Many faces of Humanity", and was moderated by Odlie Cisneros
 - o The event was well attended with many audience questions during the Q&A sessions
 - o This is the second year that ATIA has collaborated with the University of Alberta's Modern Languages and Cultural Studies department. We hope to continue to grow this relationship and connect for more in-person and online events
- The City of Edmonton and the City of Calgary both recognized September 30th as International Translation Day and provided a letter of recognition and an official proclamation
- I have put up a blog post on the ATIA website with an overview of ATIA's ITD and a link to the video recording of the Student Panel

ATIA Orange Shirt Day online symposium:

- ATIA's OSD online symposium was held on September 30th, 2023
 - o The online OSD event began with a land acknowledgment from Roula Salam and was followed by a video recording of Louis Lapatack speaking about his time in residential school, the trauma he suffered, and how his connection to nêhiyawêwin helped him to become a sessional instructor at University nuxethot'jine thaa?ehots'j nistameyimâkanak Blue Quills (UnBQ)
 - This video also had a translation done by Tina Wellman
 - o Tina Wellman (Chair - ATIA Indigenous Languages Committee, Member - FIT Indigenous Languages Committee, and head of the Language Resource Department at University nuxethot'jine thaa?ehots'j nistameyimâkanak Blue Quills (UnBQ)), also gave a heartfelt talk about intergenerational trauma and how nêhiyawêwin and re-connecting with language has helped her in her journey

Ongoing Projects

Social Media:

- Weekly #mistranslationmonday post to Facebook, Twitter, Instagram, and LinkedIn
- Informational posts to Facebook, Twitter, Instagram, and LinkedIn which include upcoming information sessions, professional development opportunities, sister-association events/training/PD, employment and volunteer opportunities, ATIA committee updates, translation and interpretation news in Alberta and Canada, and sharing information about FIT
- Other posts and graphics include training, exam preparation, Associate level pre-requisite examination info sessions, and information on the grants, bursaries, and community services committee initiatives
- This past summer I did a weekly ATIA SUMMER READING PICKS post that featured books about translation, interpretation, language, and language professionals
 - o many of the books featured came as suggestions from ATIA members (thank you for sharing!)

Newsletter:

- ATIA's monthly newsletter features a message from the president or message from one of the vice-presidents, information on upcoming ATIA and sister association events, as well as PD, employment, and volunteer opportunities, and information about ATIA Committees
- Newsletters are uploaded to the ATIA website each month and shared via ATIA's social media platforms

ATIA Committees

- Grants & Bursary Committee
 - o Assisted in creating a fillable form to be used for grant and bursary applications
- Associate members Committee
 - o I have met with the committee chair and helped the committee to organize an in-person networking event, discussed ways to engage ATIA members, and have had initial discussions on how to ensure Associate members are (better) supported
- Interpreters Committee
 - o I met with the committee chair and discussed how I can assist the committee with an online member survey
- Title Protection & PR Committee
 - o See Title Protection & PR Committee Report

ATIA Committee Highlights:

- This year there were no ATIA Committee Highlights
- I hope to bring this back to the newsletter and ATIA social media platforms next year

Website:

- ATIA's website still has some issues that Allison, myself, and the web developers are working on
- This year we added a GRANTS/COMMUNITY section to the website where information on ATIA grants and bursaries and community services initiatives can be found
- We also added an INDIGENOUS LANGUAGES page to the website

- With help from the Indigenous Languages Committee, we hope to update and continue to populate this page with information, resources, and links to Indigenous Language events held within Alberta
- Every month I upload the ATIA newsletter to the Newsletter Archive page within the ATIA website
- I hope to add more content to the ATIA blog, with help from ATIA Committees
 - Blog posts this year include TransLit13 call for Submissions, and soon an update on ATIA's ITD 2023 event
 - I hope to include an update on the Title Protection Committee with a link to the [Letter of Support](#) in the coming weeks

Upcoming Projects for 2023-2024

- Continued support of the ATIA Board, ATIA Committees, and Administration
- Assisting with more public and member events (online and in-person)
- ATIA Committee Highlights
- Board Member Highlights
- Continued investigation into Title Protection
- Website Updates
 - Better PD points recording system
 - Updates to the Indigenous Languages page
 - Updates to the Grants & Bursaries page
 - Add a Title Protection page
- Include more ATIA blog posts

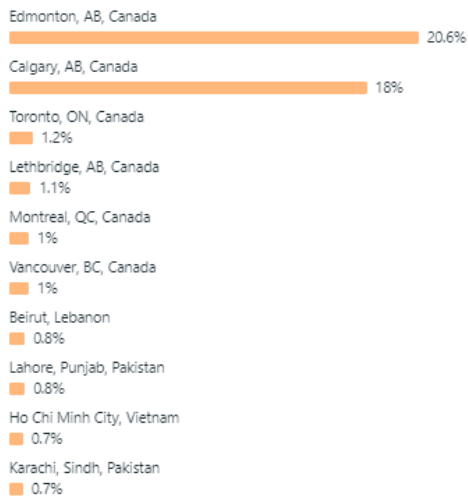
Social Media and Online Metrics

Facebook & Instagram:

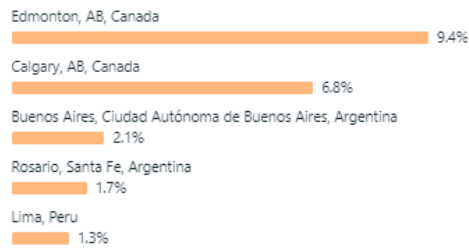
- 734 followers on Facebook (last year numbers: 656)
- 235 followers on Instagram (last year numbers: 224)

Followers based on region/cities on Facebook and Instagram

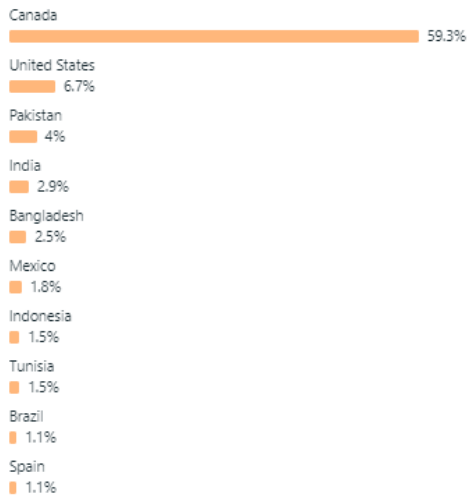
Top cities



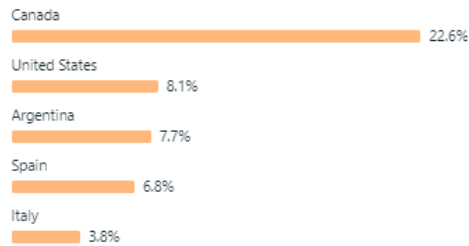
Top cities



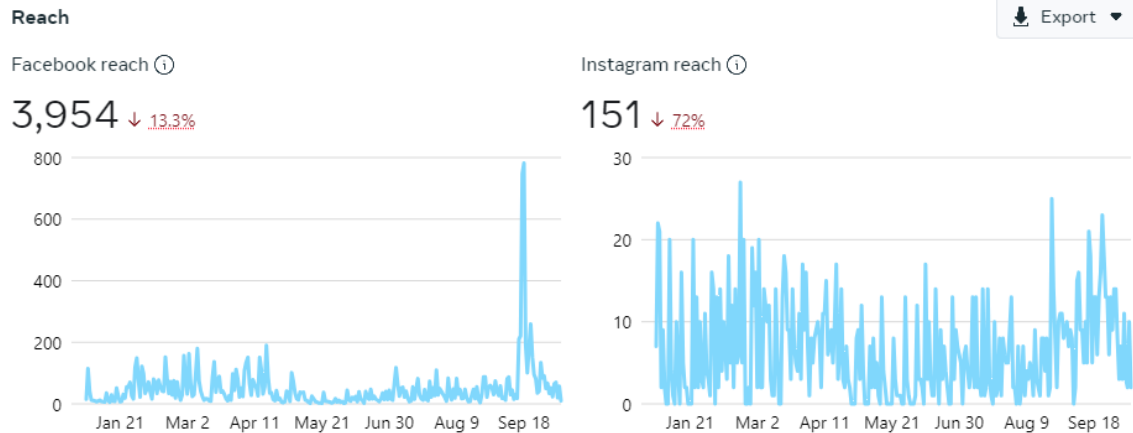
Top countries



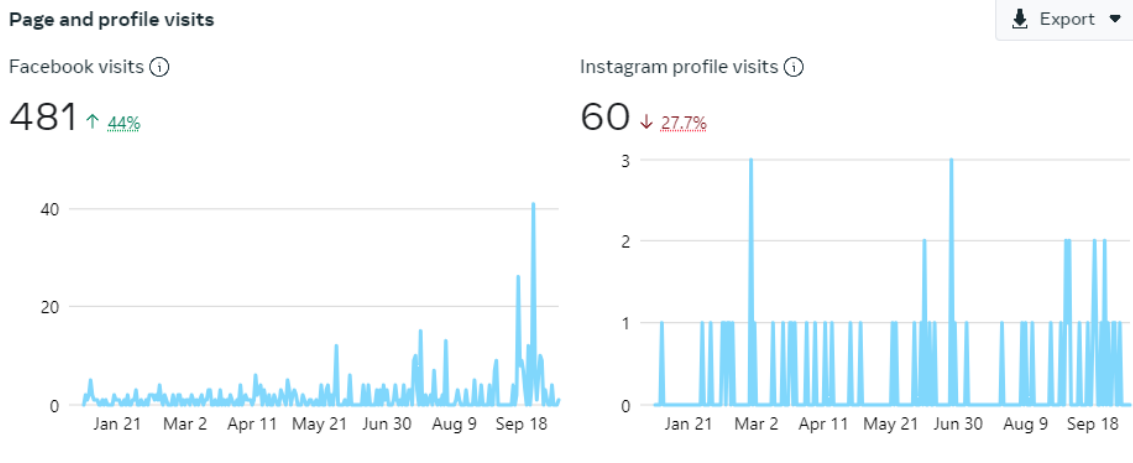
Top countries



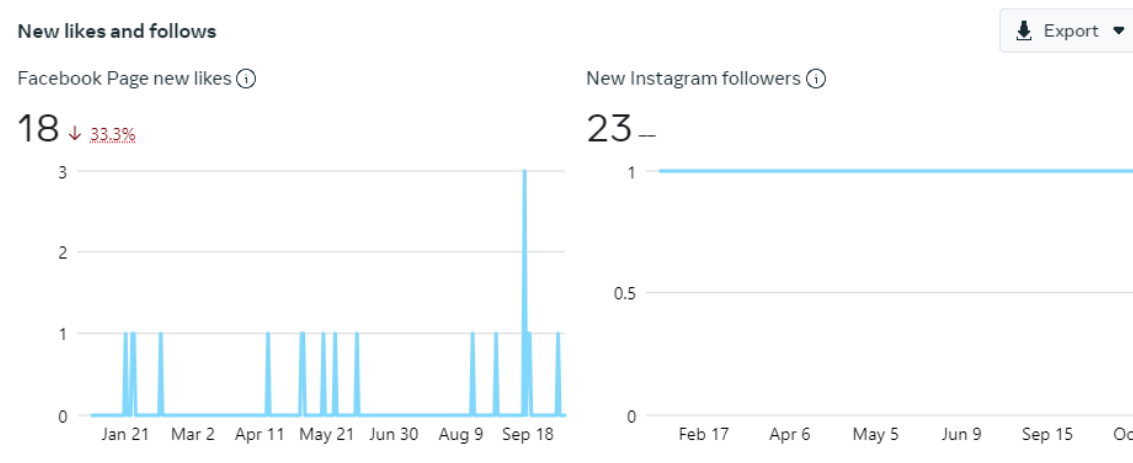
Facebook and Instagram Audience Reach from: January 1st, 2023, to October 10th, 2023



Facebook and Instagram Page and Profile Visits from: January 1st, 2023, to October 10th, 2023



Facebook and Instagram New Likes and Follows from: January 1st, 2023, to October 10th, 2023

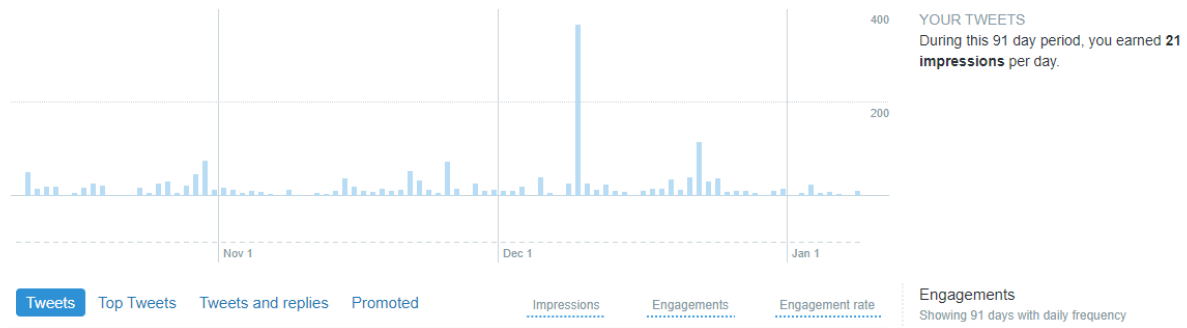


Twitter:

- 161 followers, up from last year (146 followers)
- 552.8 Tweet Impressions on average per month (Tweet Impression = the number of times a tweet has been seen)

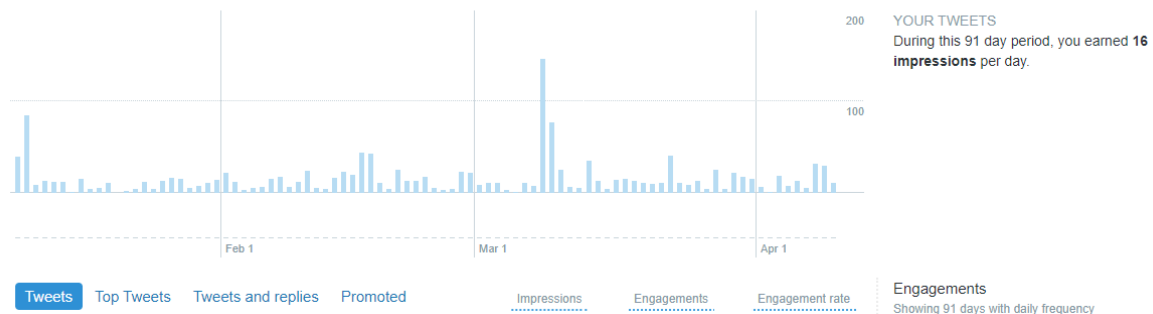
Tweet Activity from: October 10th, 2022, to January 8th, 2023

Your Tweets earned **1.9K impressions** over this **91 day** period



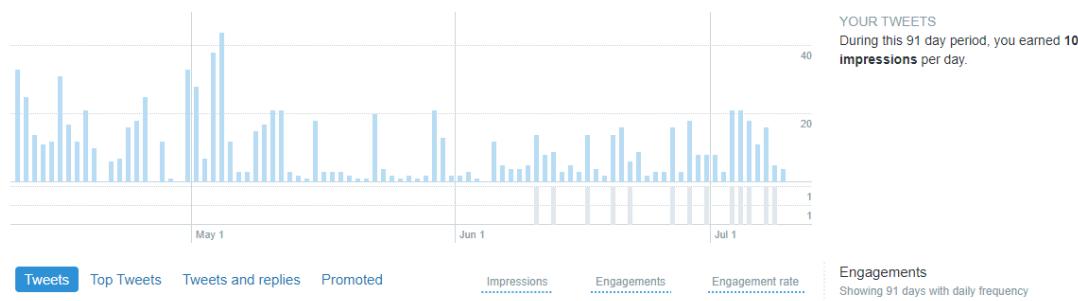
Tweet Activity from: January 9th, 2023, to April 9th, 2023

Your Tweets earned **1.5K impressions** over this **91 day** period



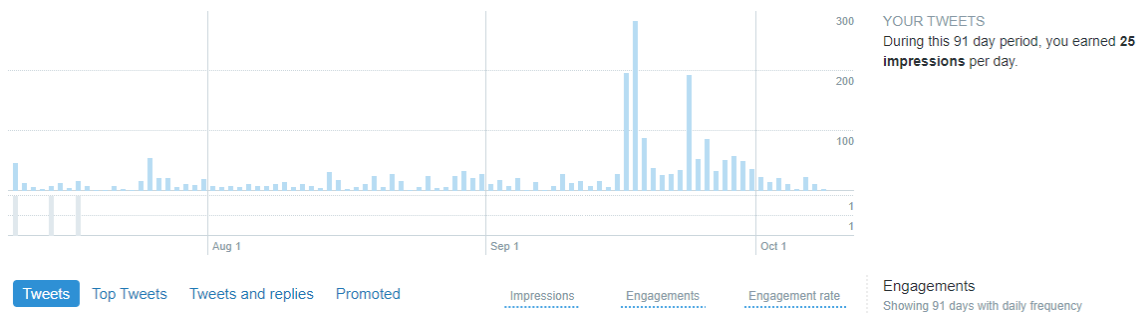
Tweet Activity from: April 10th, 2023, to July 9th, 2023

Your Tweets earned **929 impressions** over this **91 day** period



Tweet Activity from: July 10th, 2023, to October 8th, 2023

Your Tweets earned **2.3K impressions** over this **91 day** period



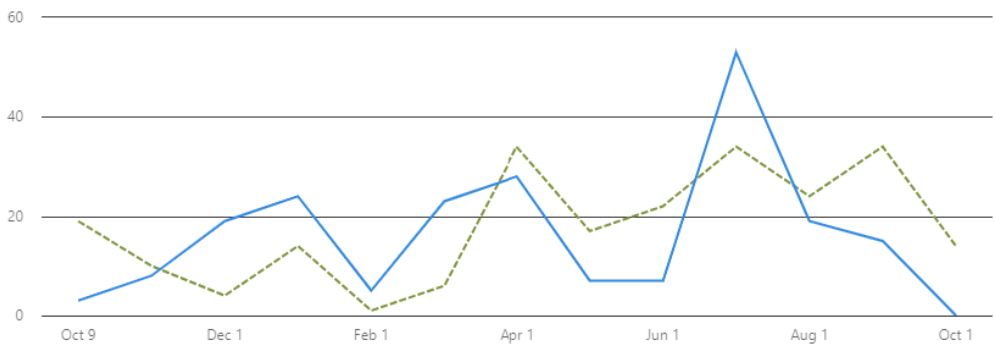
LinkedIn:

- 789 followers (661 followers last year)

LinkedIn Visitor Page Views for the past year:

Visitor metrics

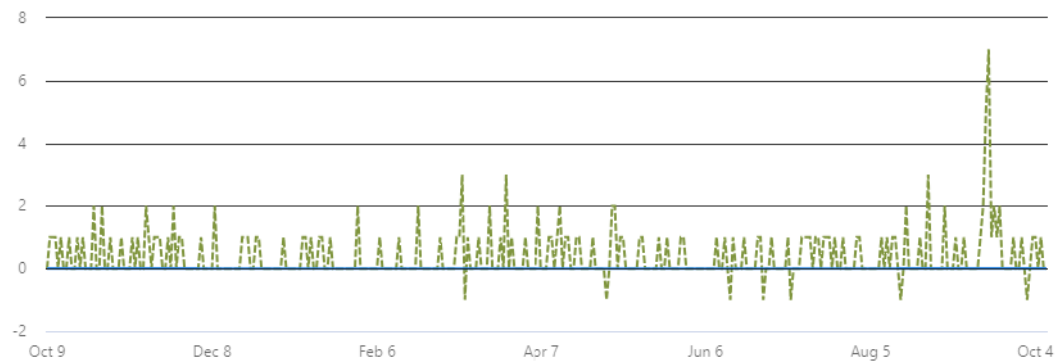
Page views ▾ All pages ▾ All filters



<input checked="" type="checkbox"/>	Desktop	211
<input checked="" type="checkbox"/>	Mobile	233

LinkedIn Followers over the past year

Follower metrics



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<input checked="" type="checkbox"/>	Organic	141

LinkedIn Follower Demographics:

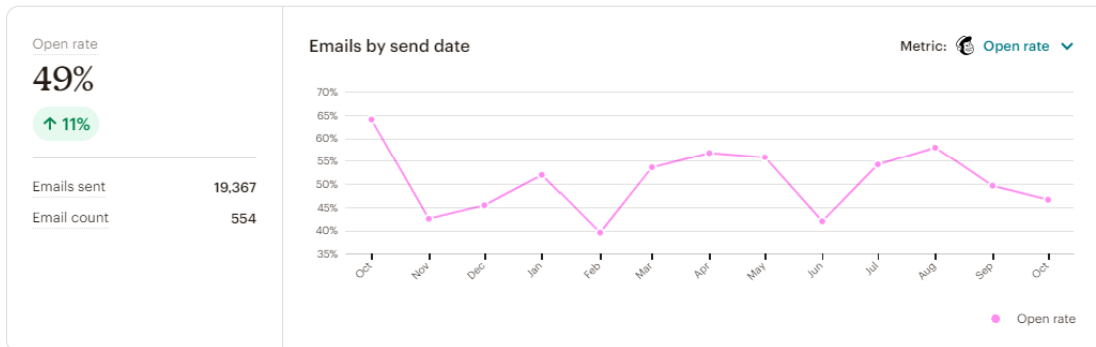
Location ▾



MailChimp:

Mailchimp email analytics from October 1st, 2022, to October 10th, 2023

Performance over time



Mailchimp Engagement & Performance from October 1st, 2022, to October 10th, 2023

