

Development Coordinator's Report

ATIA Annual General Meeting 2020

Prepared by Amelia Hall

Reporting period: September 23, 2019 – October 16, 2020

Average hours worked: 39/month

Highlights

- Creation of **communications strategy** to guide the creation of media
- **11 monthly newsletters** sent out to nearly 1400 subscribers, with another slated for dissemination in late October
- Over **100 unique social media posts** cross-posted in Facebook, LinkedIn, Twitter, and/or Instagram. Content includes job, volunteer, and professional development opportunities; language-centred news and current events; relevant stories and articles; tips and tools for language professionals and users of services; infographics and public education content; promotion of ATIA and sister-associations, and Mistranslation Mondays
- **13 blog entries** on topics including relevant news and announcements; industry tips and professional development; and member spotlights
- Participation at **University of Alberta Arts Career Fair** to raise awareness and create visibility for the association among potential language professionals and other bilingual students
- New **ATIA Wikipedia page** with a clear, accurate, and relevant overview of the association
- Updated **Objectives Statement**
- Updated **Professional Development Policy**.
- Updated **Resources pages** in members section of the website to empower members to engage in professional development beyond the tools and opportunities provided directly by the ATIA
- Addition of **Newsletter Archive** to website
- Creation of **ATIA land acknowledgement**
- Edmonton & Calgary **Winter Social events** in 2019
- **ATIA 2020 Translation Day Symposium** event with three sessions, nine speakers, and over 90 participants was held entirely online

COVID-19 and its challenges

Since the enactment of the Public Health Act in Alberta in mid-March 2020, a number of projects and events were cancelled or put on hold due to the public health orders and ongoing recommendations to slow the spread of COVID-19; and other resulting office closures and changing work environments. The affected projects are the following:

- **Title Protection**
A number of circumstances within the Government of Alberta's administration of the Professional and Occupational Associations Registration Act have resulted in a pause of the ATIA's efforts in working towards securing Title Protection for Certified Translators and Interpreters in Alberta. Our contact has reached out in the past month to notify us of the ability to resume working towards Title Protection once again after this eight-month hiatus.
- **Public Education, Outreach, and Engagement efforts**
A coordinated public engagement campaign targeted for a curated list of nearly 350 organizations in the public and private sectors was organized and lined up to dovetail with the public consultation process required for the ATIA's application for Title Protection, but was put on hold along with all other Title Protection related activities.

Because of the cancellation of public gatherings, ATIA participation in other planned outreach engagements, such as career fairs and Law Day in Edmonton and Calgary, have been cancelled. We look forward to resuming in-person engagements once it is safe and to do so according to the relevant health authorities.

Conversely, the pandemic has created the opportunity for the ATIA to engage in meaningful outreach with not-for-profits in the spirit of mutual aid and volunteerism during these trying times. The Association's offer to share free professional development opportunities, advertise volunteer opportunities, and support finding qualified language professionals for specific needs has begun to build positive relationships between the ATIA and not-for-profits.

- **Events**

Restrictions on public gatherings caused the cancellation of the 40th Anniversary events being planned for June 2020 in Edmonton and Calgary. Member socials that routinely take place twice a year were not planned for summer or winter of 2020.

Online Engagement Metrics

Please note that the data informing this section is subject to the limitations of the free accounts administering all ATIA social media forums.

- **Website:** The new ATIA website launched in November 2019. Since then, we've received 86,574 visitors to the site, with an average of 247 per day. The single day with the most visitors was on September 25, 2020 – correlated to the day that the Translation Day Symposium details were first published via the newsletter and social media – with 664 visitors. The page with the most views is the directory, with nearly 30,000 views since the website's launch.
- **Facebook:** 102 individual Facebook posts were shared by the ATIA page during the reporting period, with any given post reaching an audience of up to 700 people and up to 40 engagements (likes, comments, or shares). The page has gained 100 new followers over this period. Facebook is also the second most significant referrer of traffic to the website, with 1,138 website views from clicks this year – second only to search engines.
- **LinkedIn:** The ATIA LinkedIn page received anywhere between 30 and 110 visits per month; and updates shared through the page reached an audience of up to 3200 people with up to a 10% engagement rate (likes, comments, shares, or clicks). LinkedIn is the seventh highest referrer to the website, having directed 97 views this year.
- **Twitter and Instagram:** While social media content was periodically cross-posted on Twitter and Instagram, these forums were not a focus because the specific parameters of content sharing (Twitter's character limit and Instagram's visual focus) place significant limitations on what can be shared. Data for these are not available. Twitter and Instagram combined are responsible for 37 website visits.

Upcoming Projects for 2021

- Title Protection (continued)
- Public Education Campaign (continued)
- Indigenous Languages Consultation
- Records Management Policy & Procedures (supporting Admin & Exam Coordinator)