

Development Coordinator Report - 2024 ATIA AGM

Prepared by Kea Adachi

Reporting period: October 17th, 2023, to October 22nd, 2024

Highlights

International Translation Day:

- ATIA facilitated and members participated in the October 1st, University of Alberta International Translation Day.
 - o Collaborating with members from the U of A's Modern Languages and Cultural Studies faculty, I helped to create a poster for the event that was used to promote the event.
 - ATIA shared the posts on our social media pages, via email, and in the monthly ATIA newsletter.
 - ATIA members participated in the Translation Reading.



FREE EVENT
OPEN TO THE PUBLIC

UNIVERSITY OF ALBERTA

2024 INTERNATIONAL TRANSLATION DAY

Bridging Translation Theory and Practice - A One-Day Symposium

TUESDAY, 01 October, 2024
9:00AM - 5:30PM
232 Student Lounge,
Arts & Convocation Hall, University of Alberta

Featuring:

Keynote Speaker
Susan translates from French and Spanish to English. Six of her translations have been shortlisted for the Governor General's award, one of which won that same award. She was one of the co-founders of the Banff International Literary Translation Centre and its director for 3 years and has edited two anthologies: *Beyond Words – Translating the World and Languages of Our Land* – Indigenous Poems and Stories from Quebec. She was the founding editor of the translation anthology *TransLit* and is also an award-winning fiction writer. Her latest writing/translation project is the collective theatre piece and anthology *Many Mothers - Seven Skies*, to be published and performed in July 2023 at the Heritage Park Opera Theatre in Calgary. She was appointed Chevalier in France's Ordre des Arts et Lettres for her work as a translator, writer and interpreter.

Conference Panels and Discussion
The panels will be showcasing translation theory and practice from languages such as Arabic, Chinese, Italian, Indian languages, Nahuatl, Native American Languages, Old Norse, and Sanskrit.

Translation Reading & Launch
Launch of *The Future*, Susan Ouriou's translation of Catherine Leroux's award-winning novel *L'avenir* (2020) and performances by amateur and professional translators.

To see the program, scan the QR code.

For more information contact: Dr. Sathya Rao: srao@ualberta.ca

In collaboration with
and special thanks to:



KIAS | Kule Institute
for Advanced Study



UNIVERSITY OF ALBERTA MLCS, History, Classics & Religion, Linguistics, Drama, Wirth Institute, English and Film Studies, East Asian Studies

- 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.



- ATIA also promoted the FIT September 27, 2024, [ITD Webinar on: Translation, an art worth protecting](#) with many members attending the webinar and panel discussion.

Ongoing Projects

Social Media:

- Weekly #mistranslationmonday posts are made to Facebook, Twitter, Instagram, and LinkedIn.
 - o Thank you to all the ATIA members who have shared mistranslation finds with me.
- Informational posts to Facebook, Twitter, Instagram, and LinkedIn which include upcoming information sessions, professional development opportunities, networking events, sister-association events/training/etc., employment and volunteer opportunities, ATIA committee updates, and sharing information from our colleagues at FIT.
- Other posts and graphics include training, exam preparation, Associate level pre-requisite examinations and info sessions, and information on the grants, bursaries, and community services committee initiatives.
- This past summer I brought back the ATIA SUMMER READING PICKS
 - o These posts featured books about translation, interpretation, language, and language professionals.
 - o Some of the books that were featured came as suggestions from ATIA members (thank you for sharing!).

- I assist Allison with the Associate Member Prerequisite Exam preparation webinars and the Introduction to Translation webinar series by creating graphics and sharing the information with the membership and community via email and on ATIA's social media platforms.

Newsletter:

- ATIA's monthly newsletter features a message from the president or message from one of the vice-presidents or past presidents, information on upcoming ATIA and/or sister association events, language industry in the news, as well as PD, employment, and volunteer opportunities, and information about ATIA Committees, grants & bursaries, and any information relevant to language professionals.
- Newsletters are uploaded to the ATIA website toward the end of each month and shared via ATIA's social media platforms and to the membership via MailChimp.

ATIA Committees

- Associate members Committee
 - o I met with the Associate Members Committee multiple times and helped the committee to organize in-person networking events, market the events, as well as discuss ways to engage ATIA members.
 - The many networking events were well attended and immensely popular.
 - I hope these networking events can be brought back in 2025.
- Bursary & Community services Committee
 - o I helped to update the fillable form to be used for grant and bursary applications and to update information regarding the committee and available grants and bursaries on the website.
- Discipline Committee
 - o N/A
- Events & Professional Development Committee
 - o I assisted in marketing for the May 9th in-person networking event in Edmonton through graphics, emails to memberships, social media posts.
 - o I provided a list of potential events that occurred across Alberta in 2024 that ATIA may want to have a presence at.
 - o Offered my graphic designs services for any upcoming events or PD opportunities.
 - o With past president, Roula Salam, we connected with Michael Burak of LIM.
 - He has offered multiple suggestions for webinars that he and members of LIM would like to offer to ATIA members.
- Exam Committee
 - o N/A
- Indigenous Languages Committee
 - o N/A
- Interpreters Committee
 - o I met with the Interpreters Committee a few times over the past year and helped them to create a spread sheet with member contact information for each interpreter segment (community, court, medical, conference).
 - o I assisted in emailing ATIA interpreters with information and surveys.
- Title Protection & Public Relations Committee
 - o See Title Protection & PR Committee Report

ATIA Committee Highlights:

- ATIA Committee Highlights are a spotlight on the various ATIA committees, their members, initiatives, progress, and upcoming projects.
 - o This year the Title Protection and Public Relation Committee was featured in the [January/February 2024 Newsletter](#).
 - This feature included an overview of the committee and the committee focuses and projects along with information on committee members meeting with various Members of the Legislative Assembly, and a request for members and community members to sign the [ATIA Request for Support Letter](#).

ATIA Member Spotlight:

- This year there were no member spotlights.
- If you would like to be featured in an upcoming ATIA newsletter and on the ATIA social media platforms, please reach out to me at: development@atia.ab.ca

ATIA Board Member Highlight:

- This year there were no board member highlights.
- I hope to bring this back in 2025!

Website:

- The ATIA website continues to have some quirks and issues that Allison, myself, and the web developers are working on.
- The website went down for a time in March, the issue has now been addressed.
- Allison and I update information on the website as needed/requested.
- 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.
- I have connected with a Word Press Guru, who may be able to help solve some of the underlying issues with the website and enhance/improve some features (like PD points).

Upcoming Projects for 2024-2025

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

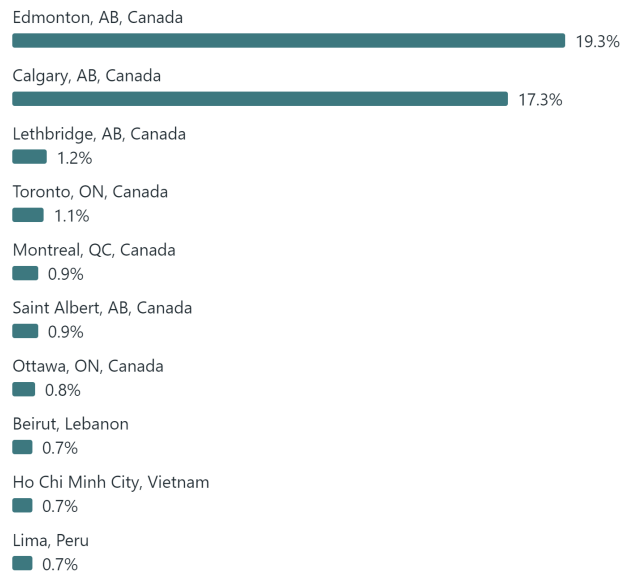
Social Media and Online Metrics

Facebook & Instagram:

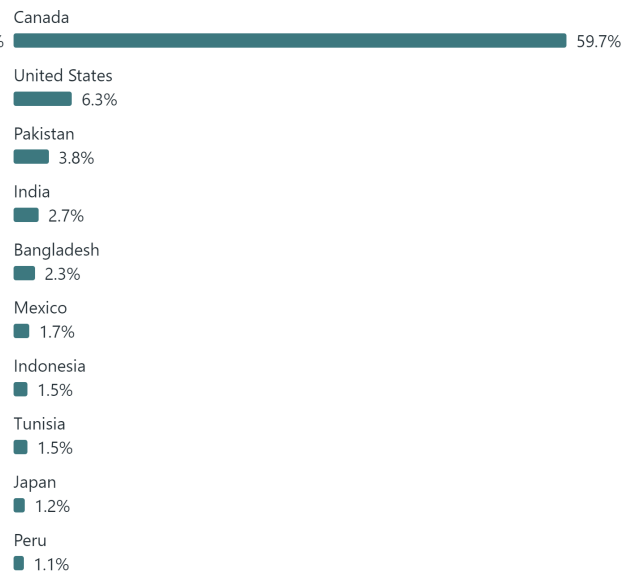
- 745 followers on Facebook (last year numbers: 734)
- 259 followers on Instagram (last year numbers: 235)

Followers based on region/cities on Facebook

Top cities

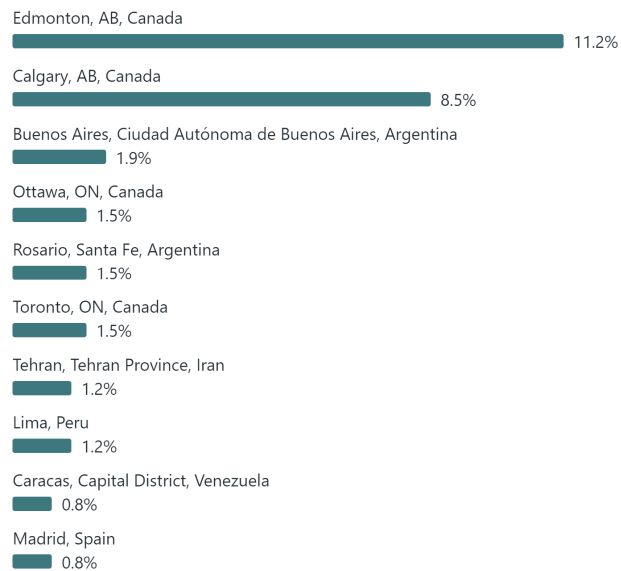


Top countries

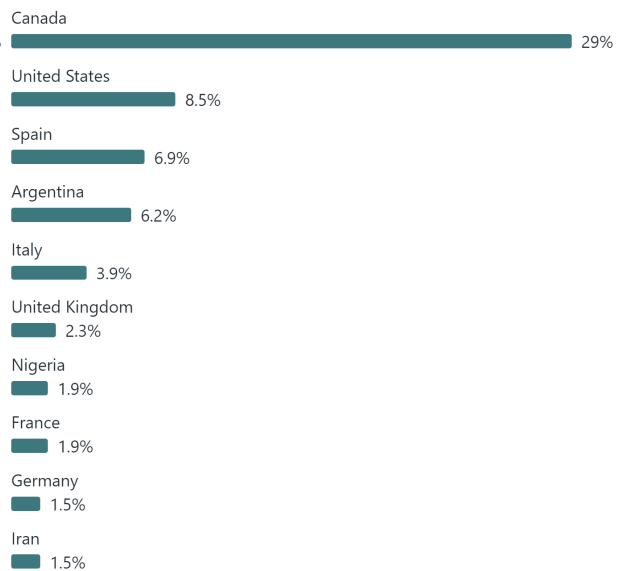


Followers based on region/cities on Instagram

Top cities

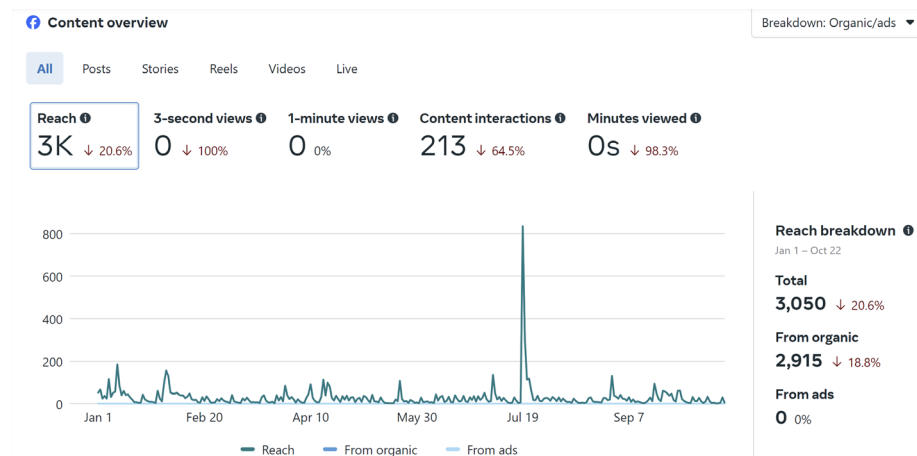


Top countries

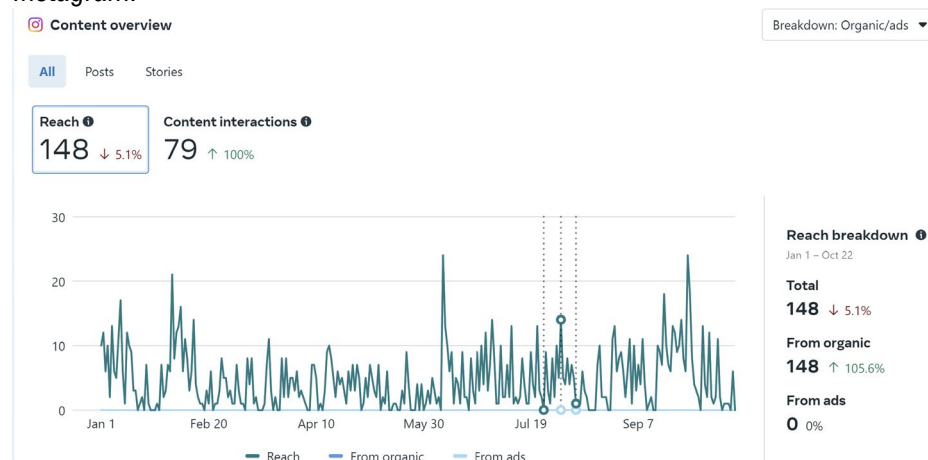


Facebook and Instagram Audience Reach from: January 1st, 2024, to October 22nd, 2024.

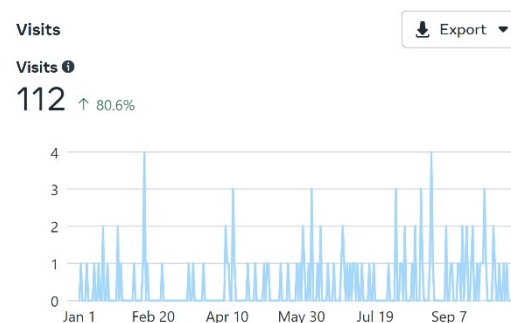
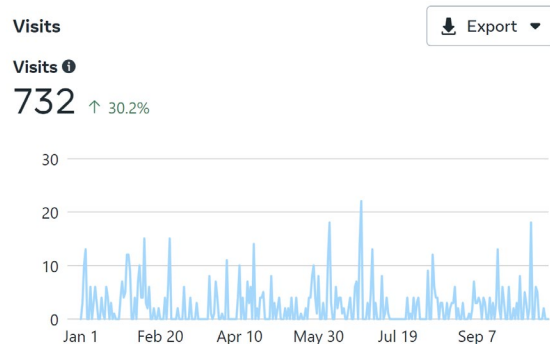
Facebook:



Instagram:



Facebook and Instagram Page and Profile Visits from: January 1st, 2024, to October 22nd, 2024.

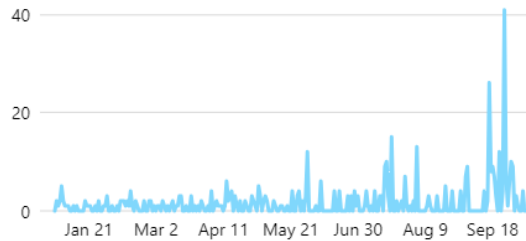


Previous Year:

Page and profile visits

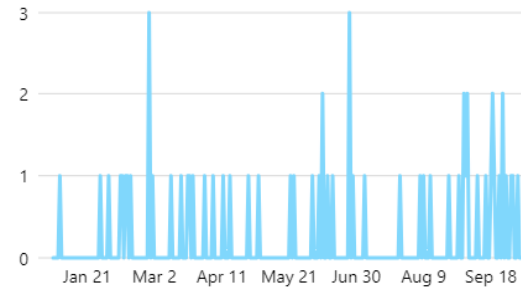
Facebook visits ⓘ

481 ↑ 44%



Instagram profile visits ⓘ

60 ↓ 27.7%

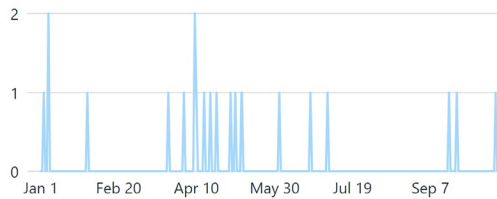


Facebook and Instagram New Likes and Follows from: January 1st, 2024, to October 22nd, 2024.

Follows

Follows ⓘ

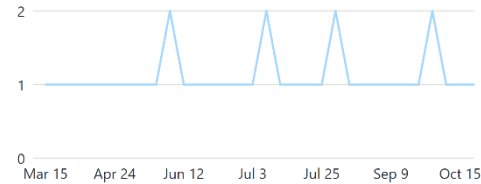
21 ↓ 43.2%



Follows

Follows ⓘ

36

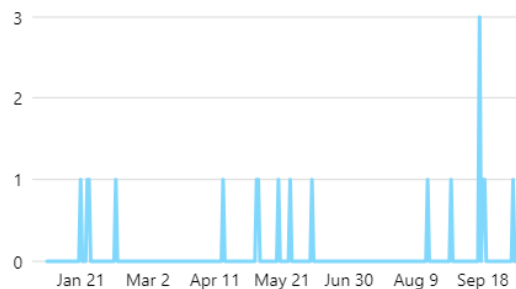


Previous Year:

New likes and follows

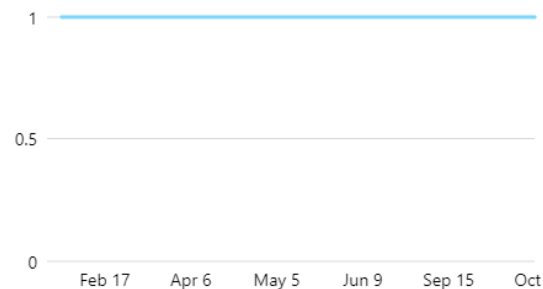
Facebook Page new likes ⓘ

18 ↓ 33.3%



New Instagram followers ⓘ

23



Twitter/X:

- 175 followers, up from last year (161 followers)
- Tweet Impressions (Tweet Impression = the number of times a tweet has been seen) and other analytics/metrics are no longer available on Twitter/X unless ATiA subscribes to a paid “Premium” account.

The screenshot displays the Twitter/X subscription interface. At the top, there are tabs for 'Annual', 'Best Value', and 'Monthly'. The 'Best Value' tab is selected. Below the tabs, three subscription tiers are presented in dark-themed cards:

- Basic:** Priced at CA\$3.33/month (CA\$40 billed annually, SAVE 11%). Features include: Small reply boost, Encrypted direct messages, Bookmark folders, Highlights tab, Edit post, Post longer videos, and Longer posts.
- Premium:** Priced at CA\$8.75/month (CA\$105 billed annually, SAVE 12%). It includes everything in Basic, plus: Half Ads in For You and Following, Larger reply boost, Get paid to post, Checkmark, Grok 2 AI Assistant, X Pro, Analytics, Media Studio, and Creator Subscriptions. This tier is selected with a blue checkmark.
- Premium+:** Priced at CA\$17.50/month (CA\$210 billed annually, SAVE 12%). It includes everything in Premium, plus: Fully ad-free, Largest reply boost, Write Articles, and Radar.

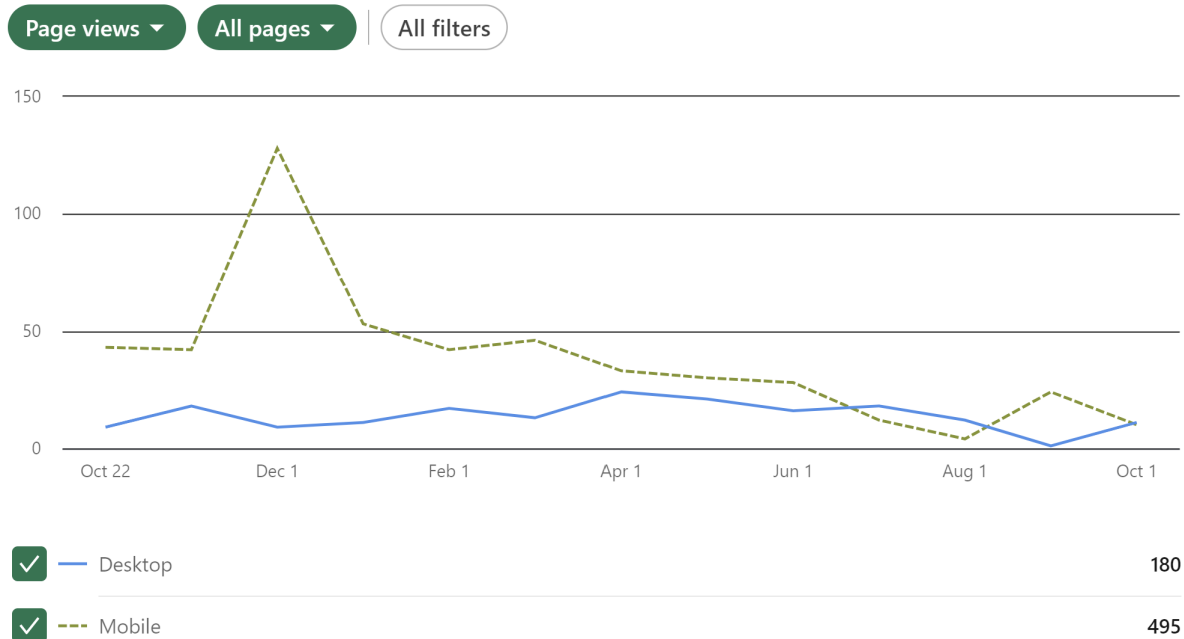
At the bottom, there is a 'Premium' section showing a 'CA\$105 / year' option (Billed annually) with a 'Compare tiers & features' link. A prominent blue 'Subscribe & Pay' button is located below the Premium tier. A small disclaimer at the bottom right states: 'By subscribing, you agree to our [Purchaser Terms of Service](#). Subscriptions auto-renew until canceled, as described in the Terms. **Cancel Anytime**. Cancel at least 24 hours prior to renewal to avoid additional charges. A verified phone number is required to subscribe. If you've subscribed on another platform, manage your subscription through that platform.'

LinkedIn:

- 890 followers (789 followers last year)

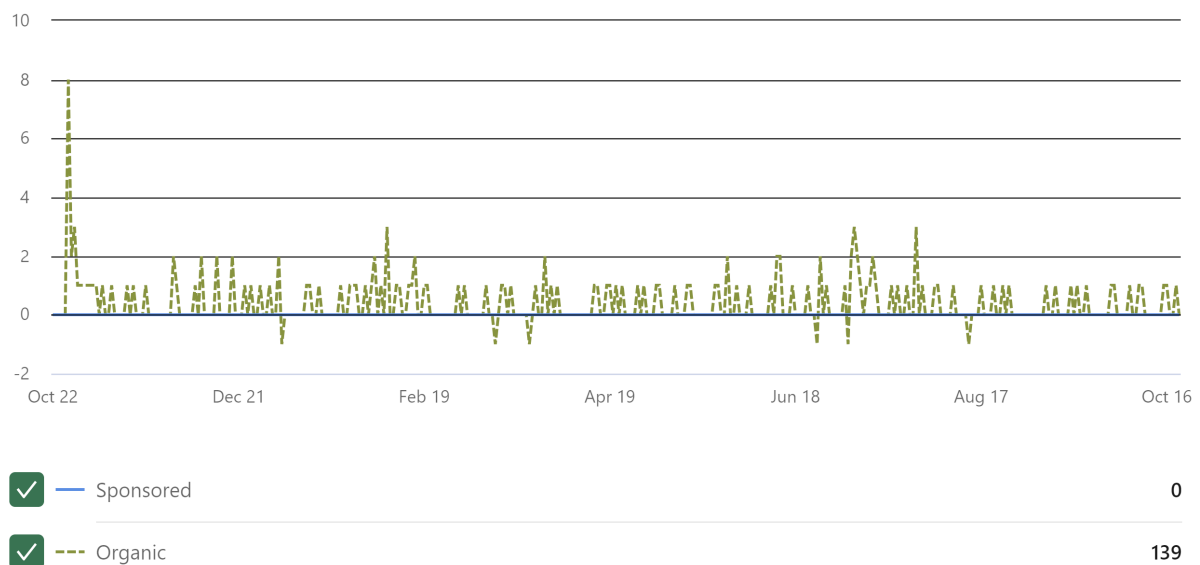
LinkedIn Visitor Page Views for the past year:

Visitor metrics



LinkedIn Followers over the past year

Follower metrics



LinkedIn Follower Demographics:

Follower demographics

Location ▼

Greater Calgary Metropolitan Area, Canada · 154 (17.3%)



Greater Edmonton Metropolitan Area, Canada · 84 (9.4%)



Greater Montreal Metropolitan Area, Canada · 50 (5.6%)



Greater Toronto Area, Canada, Canada · 41 (4.6%)



Greater Ottawa Metropolitan Area, Canada · 25 (2.8%)



Greater Vancouver Metropolitan Area, Canada · 23 (2.6%)



Cairo, Egypt · 19 (2.1%)



Greater Delhi Area, India · 12 (1.3%)



New York City Metropolitan Area · 7 (< 1%)



Los Angeles Metropolitan Area · 6 (< 1%)



MailChimp:

Mailchimp email analytics from the past year:

General List:

Monitor performance

Compared to last 365 days

Includes Apple MPP



Performance over time

Click rate

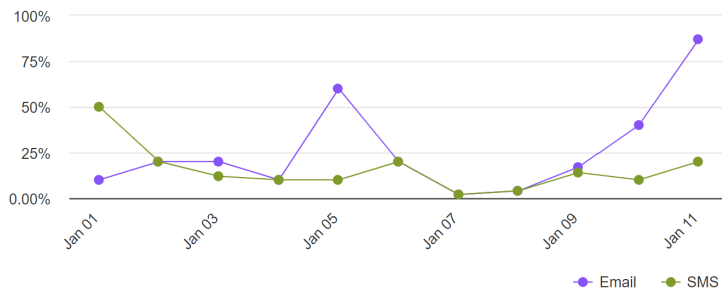
44% ↓ 11% Compared to last 365 days

Metric: Click rate

Day

Week

Month



Total message count	34
Email	24
SMS	10
Total messages sent	600
Email	500
SMS	100

Delivery

Email

Total deliveries

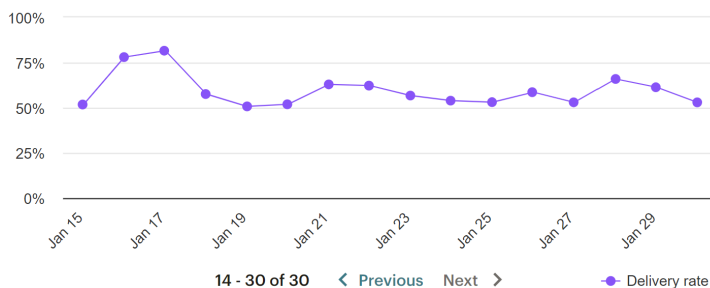
1,200 ↑ 29% Compared to last 365 days

Metric: Delivery rate

Day

Week

Month



14 - 30 of 30

◀ Previous Next ▶

Delivery rate

Delivery details

Emails sent	1,000
Deliveries	1,200
Bounces	100
Unsubscribed	50
Abuse reports	2

Membership List:

Monitor performance

Compared to last 365 days

Includes Apple MPP



Performance over time

Click rate

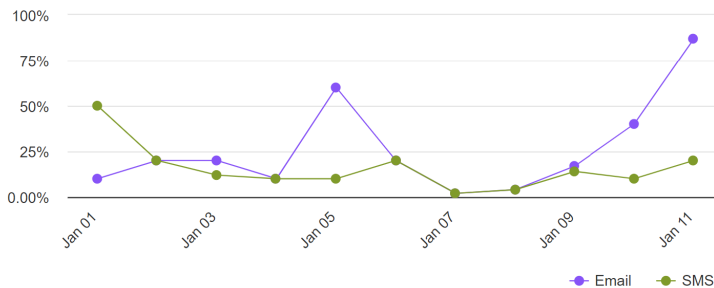
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Metric: Click rate ▼

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Delivery

Email

Total deliveries

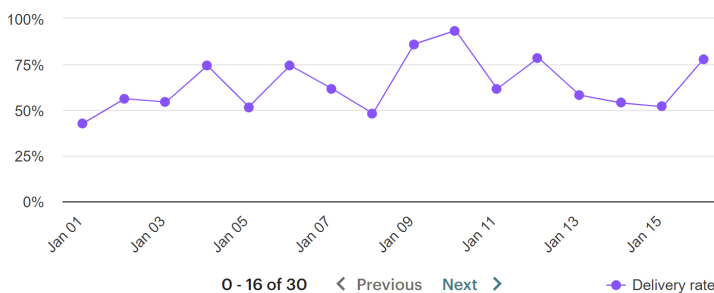
1,200 ↑ 29% Compared to last 365 days

Metric: Delivery rate ▼

Day

Week

Month



0 - 16 of 30 < Previous Next >

Delivery details

Emails sent	1,000
Deliveries	1,200
Bounces	100
Unsubscribed	50
Abuse reports	2