

AGM COMMITTEE REPORT

Title Protection and Public Relations Committee

Progress Report from November 2024 to November
2025

Submitted to ATIA Council on October 22, 2025

Note that this report **should be completed and sent to the ATIA Admin (admin@atia.ab.ca) or ATIA Development Coordinator (development@atia.ab.ca)**. It should be prepared by the Chair(s) and approved by the members of the Committee before being submitted to ATIA Council.

Members (First name and surname)	Email address	Role Chair Co-chair, member	Status Active - Inactive (To be completed by Chair)
Perla Ben-Zvi	president@atia.ab.ca	Member by default	Active
Kea Adachi	development@atia.ab.ca	Chair	Active
Mayada Tawachi	vp-edmonton@atia.ab.ca		Active
Samah Elzahaby	vp-calgary@atia.ab.ca		Active
Michel Selim	michel.selim@gmail.com		Active
Roula Salam	rsalamtranslations@gmail.com		Active (not returning in 2026)

Number of meetings held during the period:

9 total (6 Committee meeting and 3 GoA update meetings)

Date	Purpose	Main outcomes achieved
November 12, 2024	Monthly Committee Meeting	- Determine chair/co-chair - Determine monthly meeting dates/times - Update new members - Re-cap previous year
January 14, 2025	Monthly Committee Meeting	- Mayada's updates from meeting with Ministers - Build Action Plan for Public Relations (ATIA name recognition/WHY using ATIA Certified members is important) - Update Support Letters to reflect new President
March 4, 2025	Monthly Committee Meeting	- ATIA PR Plan/Build contact lists for different groups/entities (i.e.: MLA's, registries, Municipalities, other groups/organizations that use translators and interpreters) - Update brochures
May 13, 2025	Monthly Committee Meeting	- Brochures updated (4 Brochures created: General, Join us, Translators, Interpreters) → edits required - Draft an ATIA Promotional Letter (1 page) to be sent to the contact lists being created
June 10, 2025	Monthly Committee Meeting	- Brochures Finalized! → time to send out - Draft an ATIA Promotional Letter (1 page) → to be edited

		and finalized Mayada to share general brochure and additional info with Ministers to help garner support for ATIA achieving title protection
September 9, 2025	Monthly Committee Meeting	ATIA Promotional 1 page letter and general brochures sent out to all 215 Alberta Registries, MLA's (85), Government of Alberta Spokespersons (25), and Municipalities/Authorities (1000+) → waiting for responses
January 21, 2025	GoA & ATIA – POARA/PGA Cinnamon Stacey (Director Governance, Advanced Education, GoA), Wayne Williams (Senior Professional Governance Advisor), Lynn Didriksen (GoA), Olutayo Olorunsogbon (Governance team GoA)	- Contacts from the Government of Alberta's Ministry of Advanced Education updated the ATIA TP & PR Committee about the timeline for the Professional Governance Act (PGA) - Including: regulations, schedules, when the act will be passed, transferring previous legislation (POARA to PGA), new categories within the PGA
May 21, 2025	GoA & ATIA – POARA/PGA Cinnamon Stacey (Director Governance, Advanced Education, GoA), Wayne Williams (Senior Professional Governance Advisor), Lynn Didriksen (GoA), Olutayo Olorunsogbon (Governance team GoA)	- Contacts from the Government of Alberta's Ministry of Advanced Education updated the ATIA TP & PR Committee about: official proclamation timeline for PGA, updates to general regulations/rules & standards/policy, tentative application portal to open in spring of 2027, previously accepted Professional Regulatory Organizations (PROs) will need to re-apply first followed by associations in the process (like ATIA) - ATIA will need to choose/determine which area(s) to apply for from the 5 options: - Voluntary Registration (this is a likely option) - Restricted Title (Title Protection) (this is a likely option) - Mandatory Registration (similar to Health Professions Act) - Exclusive Scope of Practice (i.e.: engineers/architects) - Restricted Activities (i.e.: accountants)
September 17, 2025	GoA & ATIA – POARA/PGA Cinnamon Stacey (Director Governance, Advanced Education, GoA), Wayne Williams (Senior Professional Governance Advisor), Lynn Didriksen (GoA), Olutayo Olorunsogbon (Governance team GoA)	- Contacts from the Government of Alberta's Ministry of Advanced Education updated the ATIA TP & PR Committee about: updated time lines (late March 2027 for application portal to open to ATIA), the application portal will be interactive within the GoA/PGA website (ATIA will have the support of our contact team to ensure that we meet all criteria for submission), policy development draft in progress, PRO specific regulations to be finalized by spring of 2026 - Some Alberta registries use Languages in Motion or other translation services → this should be investigated by the committee

Outline of the Work Plan:

- 1) On board all new members and recap what the committee has done to date
- 2) Determine a Public Relations strategy and outline plan
- 3) Develop better promotional materials
- 4) Develop contact lists of organizations/entities/groups/etc. to send the promotional materials to

Objectives for the current mandate:

Make sure the objectives are *Relevant*, *Aligned* with ATIA's overall strategic goals and committee description, *Specific* to the Committee and *Attainable* within a clearly defined and realistic timeframe.

- 1) Ensure all Committee members have a good understanding of the current POARA/PGA situation and changes to legislation (what does this mean for ATIA and achieving title protection)
- 2) Develop a Public Relations Strategy and work plan focusing on Who ATIA is and WHY it is important to use Certified Translators and Interpreters
- 3) Develop materials that express the above and send them to specific groups that utilize Translators and Interpreters
- 4) Continue to connect with our Government of Alberta Ministry of Advanced Education contacts and stay apprised of the PGA legislation, timelines, and when/how ATIA can apply for title protection

Objectives completed to date:

All of the above

Obstacles or issues encountered, and what steps have been taken to resolve these:

- 1) Delays with the progress of the PGA legislation → out of our control; maintain a good relationship with Government of Alberta Ministry of Advanced Education contacts
- 2) Quorum for monthly meetings/ committee members not available → some meetings were canceled; others were changed to a new date/time that worked better for the majority of the committee members; email was used to share information and get feedback from committee members when meeting was not possible
- 3) There is a lot to know and learn about Title Protection within Alberta and what is required for ATIA to apply (NOTE: applications to apply are not open yet and likely won't be until spring 2027). This concern was brought to the ATIA Executive Council at the September 2025 board meeting, and it was decided to split the committee into 2:
 - 1 committee for Title Protection that will be by appointment only (Members of this committee must have a good understanding of the Alberta Provincial Government, Legislative policy and procedures, and be able to read and understand legal documents)
 - 1 committee for Public Relations

The descriptions for the now 2 separate committees are as follows:

Public Relations Committee:

(Open to Associate and Certified Members)

This committee is made up of a dedicated group of Associate and Certified ATIA members and is responsible for managing the organization's image and communications with the public, media, and stakeholders. This committee's core tasks include supporting fundraising and community engagement initiatives by raising public awareness of ATIA, its mission, as well as promote events, campaigns, and successes.

Title Protection Committee:

This is a closed committee; all members are appointed by the ATIA Executive Council.

The committee is mandated to conduct thorough research, engage with the appropriate authorities and entities, and adhere to all required procedures (as laid out within the PGA Legislation and Application) in pursuit of Title Protection for ATIA. In close partnership with the Development Coordinator and the President, committee members will coordinate outreach to relevant stakeholders, government bodies, and sector partners throughout Alberta. These efforts will focus on communicating the critical role of ATIA, the rigor of its certification processes, its commitment to high professional standards, and the significance of its Code of Ethics.

Comments and observations:

Over the reporting period, the Committee held nine meetings (6 internal and 3 with Government of Alberta officials) in which the committee achieved significant progress toward both public relations and title protection goals. Key accomplishments included developing and distributing new ATIA promotional materials, strengthening relationships with provincial stakeholders, and maintaining active engagement with the Ministry of Advanced Education regarding the Professional Governance Act (PGA). Despite delays in the PGA rollout and occasional quorum challenges, the Committee adapted effectively and recommended a structural division into two focused groups—Public Relations and Title Protection—to better align with ATIA's strategic priorities. These efforts have reinforced ATIA's visibility, advocacy, and readiness for future regulatory advancement.

Next steps/Future goals:

1. Public Relations Committee

Primary focus: Strengthening ATIA's visibility, public trust, and stakeholder engagement.

Recommended next steps:

- Expand outreach: Continue building relationships with Alberta municipalities, registries, and community organizations that rely on translators and interpreters. Follow up on the 2025 mail-outs to assess awareness and gather feedback.
- Public education campaign: Launch short online or community campaigns emphasizing the value of certified professionals, client safety, and translation quality standards.

- Collaborate with other committees: Work with the Events & Professional Development Committee to promote professional growth and highlight member success stories.
- Media and partnerships: Seek collaboration with language service providers, universities, and cultural organizations to co-host awareness events or panels on professional standards.

Goal: Build broad, sustained public and stakeholder recognition of ATIA as the authoritative voice for translators and interpreters in Alberta and to better communicate *Who ATIA is* and *why certification matters*.

2. Title Protection Committee

Primary focus: Preparing for ATIA's application under the Professional Governance Act (PGA).

Recommended next steps:

- Develop readiness documentation: Create a clear roadmap for application submission once the portal opens (expected 2027), including timelines, criteria, and responsible leads. (this will require updating old documents from previous submissions and/or requesting new letters of support)
- Maintain GoA engagement: Continue consistent communication with Advanced Education contacts to receive early updates on regulations, templates, and procedural changes. This will ensure compliance and accuracy in application materials.
- Internal education: Offer information sessions or briefings for ATIA Council and members to explain the significance of Title Protection and ATIA's readiness steps.
- Collaboration with other PROs: Connect with associations that have successfully transitioned under the PGA to learn best practices and avoid common pitfalls.

Goal: Position ATIA to submit a strong, complete, and timely application for Title Protection under the PGA, demonstrating readiness, governance strength, and public accountability.

Additional Information:

Current List of Professional and occupational Associations Registration Act (Has Associated Regulation):

- [Alberta Shorthand Reporters Regulation](#)
- [Certified Management Consultants Regulation](#)
- [Human Ecologist and Home Economist Regulation](#)
- [Information Systems Professional Regulation](#)
- [Landscape Architects Regulation](#)
- [Local Government Managers Regulation](#)
- [Municipal Assessor Regulation](#)
- [Professional Biologists Regulation](#)
- [Professional Chemists Regulation](#)
- [Professional Electrical Contractors and Master Electricians Regulation](#)
- [Professional Planner Regulation](#)

- [School Business Officials Regulation](#)
- [Supply Chain Management Association Alberta Regulation](#)

Documents and Websites:

- [Modernizing Alberta's professional regulatory laws](#)
- [BILL 40: PROFESSIONAL GOVERNANCE ACT](#)
- [Bill 40, the Professional Governance Act fact sheet](#)
- [Minister of Advanced Education](#)