

Development Coordinator Report - 2025 ATIA AGM

Prepared by Kea Adachi

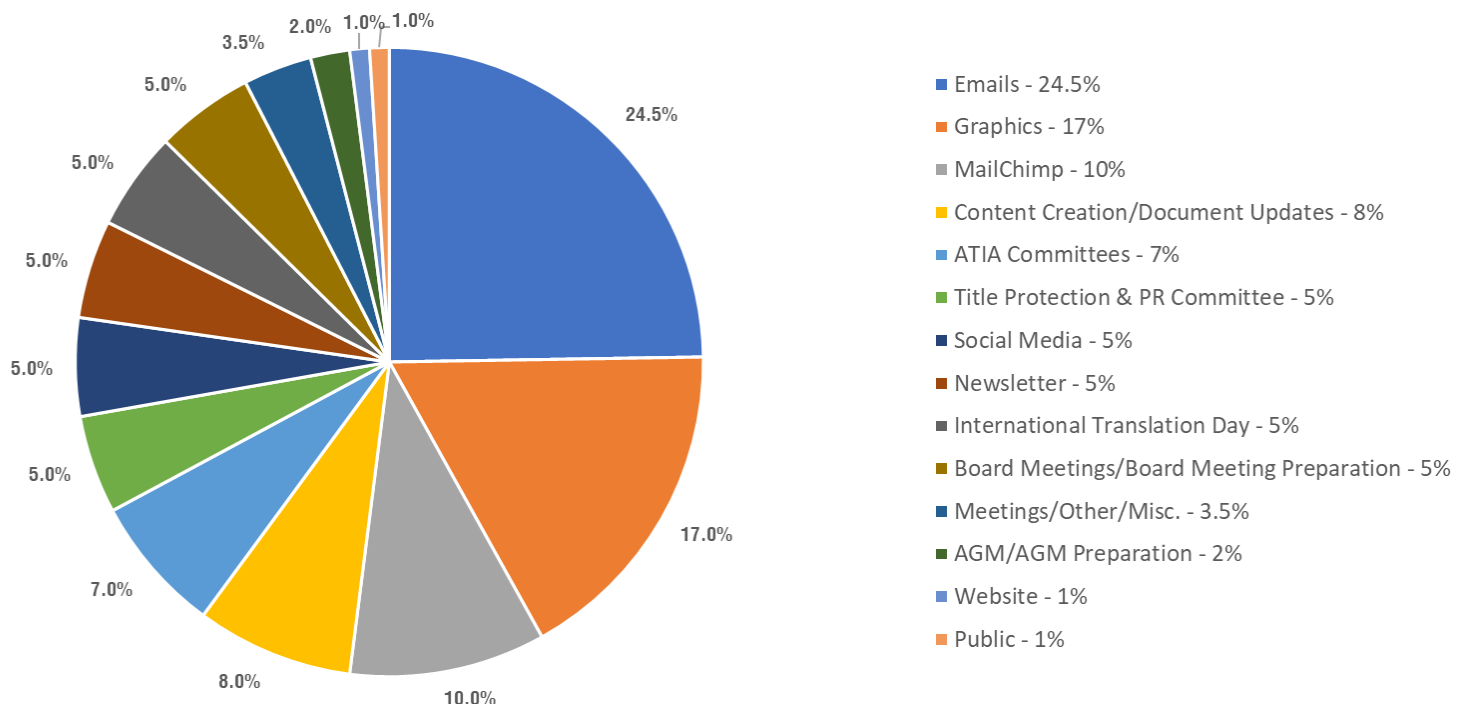
Reporting period: October 24, 2024, to October 28, 2025

Duties of ATIA Development Coordinator - High level Overview

The Development Coordinator supports ATIA's growth and visibility by managing communications, outreach, and professional development initiatives, while also coordinating Title Protection efforts. This role plays a key part in strengthening stakeholder relationships, enhancing member engagement, and advancing ATIA's strategic objectives.

Work Breakdown Structure

ATIA Work Breakdown Structure



Online ATIA Management

Duties: Prepare and distribute communications for the ATIA newsletter, including content from the Executive Council, announcements about upcoming events, webinars, and exams; membership updates; volunteer roles, employment opportunities, articles of interest, and other resources for language professionals; and notices related to online safety, scams, and digital security. All relevant content is cross posted across ATIA's official social media channels and archived within the ATIA website.

Manages and maintains ATIA's social media presence on Facebook, Instagram, LinkedIn, and other approved platforms to ensure consistent, professional, and engaging representation of the Association.

Regularly updates assigned areas of the ATIA website, ensuring content accuracy, relevance, and alignment with the Association's communications strategy and organizational priorities.

Oversees and coordinates digital communications, including:

- **ATIA Newsletter and MailChimp campaigns** (announcements, professional development opportunities, volunteer and employment opportunities, webinars, exams, and membership updates).
- **Social Media** (Facebook, Facebook Members' Group, Instagram, LinkedIn, and formerly Twitter/X).
- **Website management**, including content updates, liaising with the web development team, troubleshooting issues, and assisting members with portal access and professional development point submissions.
- **Online security and scam awareness**, including researching and investigating potential phishing or spam emails, communicating verified information to members, and providing guidance on safe online practices.

Title Protection

Duties: Chairs the Title Protection Committee and oversees all communications, consultations, and coordination related to ATIA's Title Protection application, including the preparation, submission, and tracking of required documentation.

Maintains regular communication with representatives from the Government of Alberta's Ministry of Advanced Education and monitors developments related to the Professional Governance Act (PGA).

Ensures accurate recordkeeping, documentation, and timely follow-up on all Title Protection requirements and correspondence.

Collaborates with the Executive Council and relevant committees to align Title Protection efforts with ATIA's long-term strategic objectives.

*For additional details, refer to the **Title Protection and Public Relations Committee Report**.*

Outreach

Duties: Promotes ATIA membership by actively recruiting new members and fostering engagement among existing members.

Leads outreach and marketing initiatives—including targeted email campaigns, digital content, and other forms of publicity—to raise awareness of ATIA among government offices, industry stakeholders, community organizations, and professional associations.

Develops, designs, and maintains outreach materials in alignment with ATIA’s [Visual Identity Guidelines](#), ensuring up-to-date digital copies are available on the ATIA website.

Designs and produces promotional materials such as brochures, business cards, one-page information sheets, letters, social media content, and event graphics for webinars, conferences, and International Translation Day.

Prepares the Annual Call for Committee Members prior to the AGM, organizes onboarding sessions for committees (post AGM), and provides ongoing support to committee chairs and co-chairs in achieving their goals and outreach/engagement objectives. This includes:

- Supporting and collaborating with ATIA committees in event planning, marketing, and community engagement initiatives.

Committee Coordination

- Prepared and circulated the annual Call for Committees, and organized onboarding sessions for the following ATIA Committees:
 - Associate Members Committee
 - Bursary & Community Services Committee
 - Events and Professional Development Committee
 - Indigenous Languages Committee
 - Interpreters Committee
 - Title Protection and Public Relations Committee
- Following an Executive Council decision in September 2025, the Title Protection and Public Relations Committee was divided into two distinct committees:
 - **Title Protection Committee** – a closed, appointment-only committee composed of members with strong knowledge of the Alberta Provincial Government, legislative processes, and the Professional Governance Act (PGA).
 - **Public Relations Committee** – an open committee available to both Associate and Certified ATIA members, focusing on promoting ATIA’s visibility and engagement with the public and professional sectors.

Communications

Duties: Strengthens communication between ATIA and its membership by fostering transparency, engagement, and alignment with the Association’s mission and values.

Oversees and coordinates external and internal communications, ensuring consistency, professionalism, and adherence to ATIA's Visual Identity Guidelines.

Manages communication channels, including:

- The Development Coordinator email (development@atia.ab.ca) for direct member correspondence.
- MailChimp email campaigns to members and the broader community.
- Social media communications through ATIA's official platforms and the ATIA Members Facebook Group, including responses to member and public inquiries.

Coordinates communications on behalf of ATIA with external organizations, government entities, and professional partners.

Develops and produces ATIA marketing and informational materials—including brochures, promotional letters, business cards, and informational documents—tailored to various professional sectors across Alberta.

Event Planning

Duties: Collaborate with the Administrative Assistant to coordinate event logistics, venue bookings, and related administrative requirements.

Assists in organizing member networking and social events to foster collegiality, community engagement, and professional connection within ATIA.

Supports the planning and facilitation of the Annual General Meeting (AGM), including coordination with the Executive Council, event promotion, member communication, and online support for those members who attend the ATIA AGM remotely.

Facilitates the coordination of special events—including International Translation Day, ATIA anniversaries, and other milestone occasions—in collaboration with the Events and Professional Development Committee, ensuring alignment with ATIA's mission to advance the recognition and professionalism of translators and interpreters across Alberta.

Assists in the organization of webinars, online and in-person seminars, lectures, and events to expand members' access to professional development opportunities and to promote ATIA to the public and community at large.

Works closely with ATIA Committees and staff to promote events, exams, and member initiatives, and to share reminders regarding membership renewals, Professional Development Points (PDPs), and other key updates.

Event Highlights

- International Translation Day (ITD) 2025:**
 Collaborated with the University of Alberta's Department of Modern Languages and Cultural Studies (MLCS) and the Literary Translators' Association of Canada (LTAC) to organize a two-day celebration of translation, culture, and global communication.
 - Assisted with the October 1 Online Graduate Student Panel, featuring emerging voices in literary translation.
 - Promoted ITD through ATiA's newsletter and social media, including the event recording shared via MailChimp to the membership.
 - Supported ATiA's recognition efforts by requesting a Letter of Recognition from the City of Calgary and an official Proclamation from the City of Edmonton, highlighting the significance of translation and interpretation in Alberta's cultural and linguistic landscape.



LETTER OF RECOGNITION

The United Nations declared *International Translation Day* in 2017, to recognize the important role of translators, interpreters, terminologists, and language professionals. These roles play a key part in facilitating dialogue, understanding, cooperation, and contributing to world peace. The theme for 2025 is: Translation, shaping a future you can trust.

The City of Calgary recognizes September 30, 2025 as *International Translation Day* and celebrates the commitment and important work of all language professionals serving our community.

JYOTI GONDEK
 MAYOR



Professional Development

Duties: Identifies, develops, and promotes meaningful professional development opportunities for ATIA members, ensuring they support the Association’s mission of elevating the standards of translation and interpretation in Alberta.

Collaborates closely with the Events and Professional Development Committee to plan, coordinate, and publicize events such as webinars, training sessions, and continuing education initiatives.

Ensures all professional development activities are effectively communicated through ATIA’s official channels—including newsletters, MailChimp announcements, and social media platforms.

Designs and produces promotional materials (graphics, announcements, and social media content) for ATIA events, webinars, and exams, ensuring alignment with ATIA’s Visual Identity Guidelines.

Maintains oversight of Professional Development Points (PDP) reporting and ensures members’ compliance with ATIA’s continuing education requirements.

Builds partnerships with sister associations, academic institutions, and other language industry organizations across Canada to share resources, co-host learning opportunities, and promote professional excellence.

Examples of Key Activities:

- Created and distributed promotional graphics and content for ATIA info sessions, webinars, exams, and member events.
- Coordinated with sister organizations and other language professional groups to share professional development and learning opportunities.
- Supported professional growth by encouraging members to participate in ATIA-hosted and external development opportunities that contribute toward Professional Development Points (PDP).

Records

Duties: Maintains accurate, organized, and current records of all activities and initiatives related to committees, Title Protection, and Development Coordinator operations.

Prepares and submits regular board meeting reports to the ATIA Executive Council..

Prepares updates to ATIA’s Policy and Procedures Manual, ensuring that sections on the *Duties of the Development Coordinator* and *Committees* reflect current practices, requirements, and operational standards.

Revises and maintains key organizational documents, including:

- **Call for Committees (2026)** — updated to reflect current committee mandates and membership requirements.
- **ATIA Committee Descriptions** — revised to ensure clarity and alignment with committee objectives.

- **ATIA Committee Manual** — updated to include the latest committee descriptions and the newly created **Volunteer Commitment Letter**.
 - Developed and implemented the ATIA Volunteer Commitment Letter, outlining expectations for volunteer engagement and accountability.
- Established and manages structured shared-drive systems for document organization and secure access by committees and Council.
 - Ensures all shared-drive materials—including reports, meeting agendas, and committee documentation—are regularly updated, version-controlled, and accessible to relevant stakeholders.
- Created and maintains detailed contact databases for Alberta municipalities, registries, MLAs and constituency offices, government spokespersons, and nonprofit organizations utilizing language professionals.
- Designed and distributed an ATIA promotional package—including a one-page letter and general brochure—to the above entities to enhance public and institutional awareness of ATIA.

Scope and Range of Responsibilities

The Development Coordinator role encompasses a wide range of multidisciplinary tasks requiring strong organizational, technical, and creative abilities. The position demands expertise in communication strategy, graphic design, digital marketing, project coordination, and stakeholder engagement—alongside a working understanding of ATIA’s governance structure, bylaws and code of ethics, policy and procedures, committees, website, exam process, and legislative initiatives such as Title Protection.

This role requires adaptability, attention to detail, and the ability to manage multiple concurrent projects—ranging from policy updates and website maintenance to event coordination and member communications. Through this work, the Development Coordinator plays a key role in advancing ATIA’s strategic objectives, supporting member engagement, and ensuring the Association’s continued visibility and professional leadership within Alberta’s translation and interpretation community.

Upcoming Projects for 2025-2026

- Continued support for the ATIA Executive Council, Committees, and Administration.
- Assistance with planning and facilitating public and member events, both online and in person.
- Coordination of committee onboarding and training sessions following the AGM.
- Ongoing collaboration with the Title Protection Committee to support research, documentation, and communications related to ATIA’s application under the Professional Governance Act (PGA).
- Continued support for the ATIA website, including updates, troubleshooting, and content development.
 - Ensure up-to-date digital copies of all ATIA outreach materials are available on the ATIA website

- Contribute to the development and implementation of an improved Professional Development Points (PDP) reporting and compliance system to ensure accuracy, consistency, and ease of use for members.
- Development of a comprehensive role continuity document detailing daily, weekly, and monthly responsibilities, major annual events and meetings, and a list of software, systems, and platforms used. This document will serve as a resource for future Development Coordinators and ensure operational consistency.

Social Media Metrics

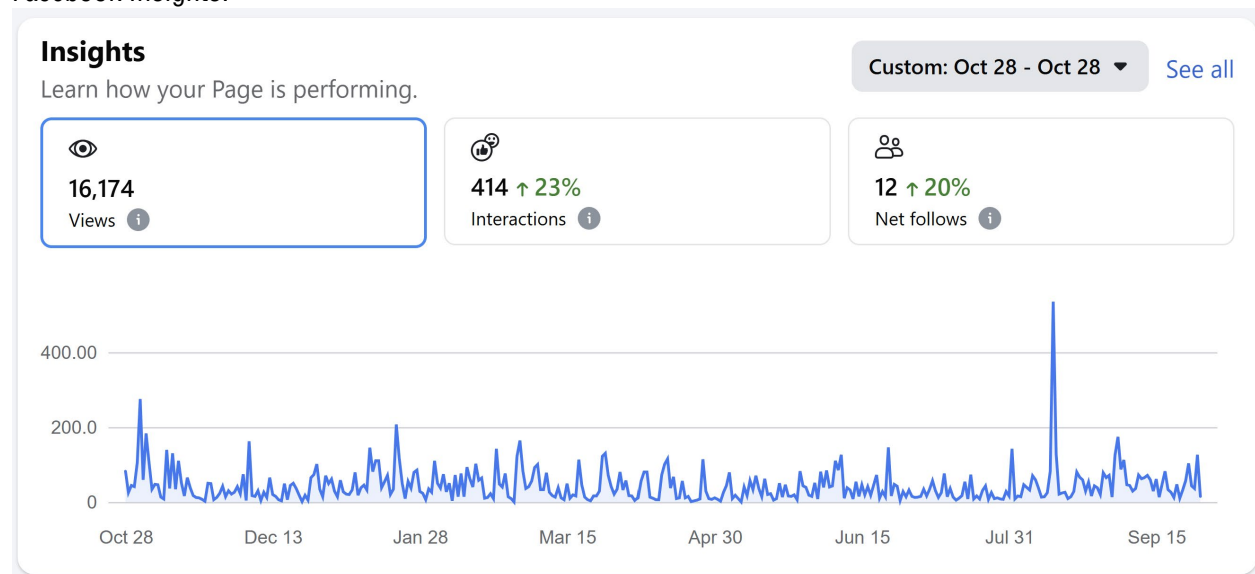
Social media metrics are essential tools for understanding how effectively ATIA connects with its members, partners, and the wider public. By tracking engagement levels—such as reach, clicks, shares, and comments—ATIA can assess which types of content resonate most with its audience and adjust its communication strategies accordingly.

These insights help the Association strengthen its visibility, promote events and professional development opportunities more effectively, and highlight the value of certified language professionals across Alberta. Monitoring trends and audience interactions also ensures that ATIA’s online presence remains aligned with its mission, values, and strategic goals, allowing for informed decision-making and more impactful outreach.

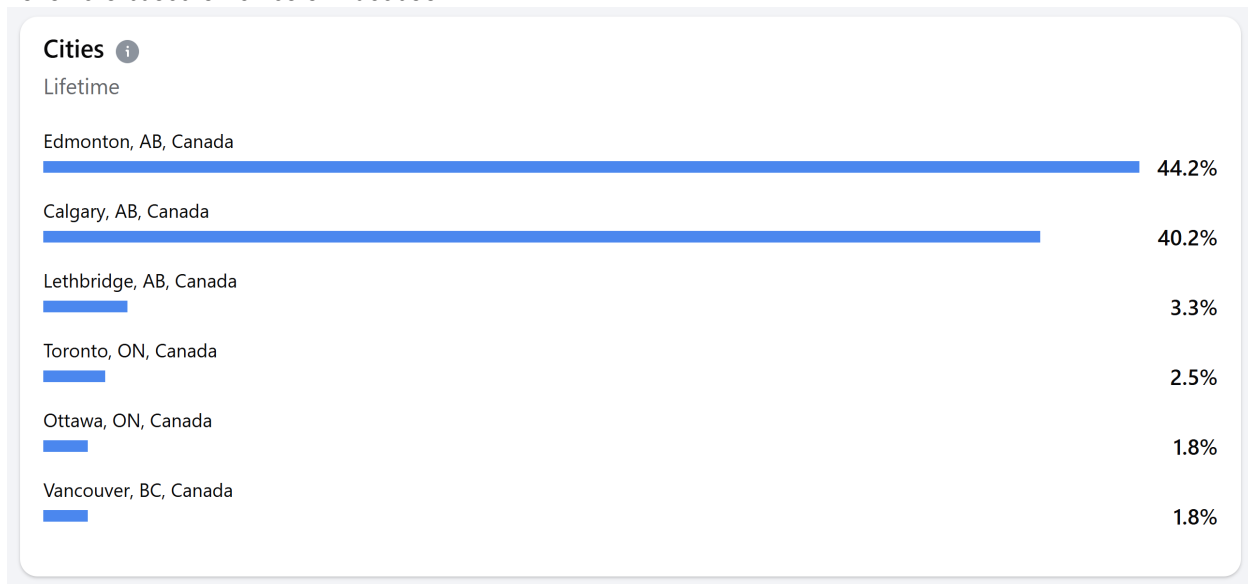
Facebook & Instagram

- Facebook: 754 followers in 2025, up from 745 followers in 2024
- Instagram: 267 followers in 2025, up from 259 followers in 2024
- 72 Members in the ATIA Members Group

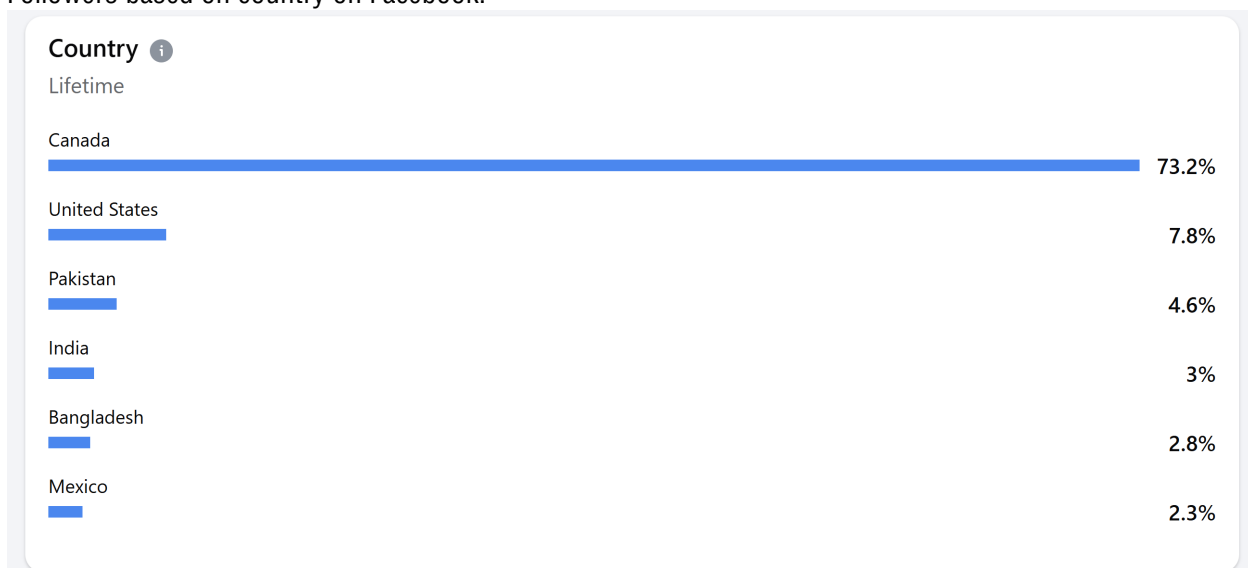
Facebook Insights:



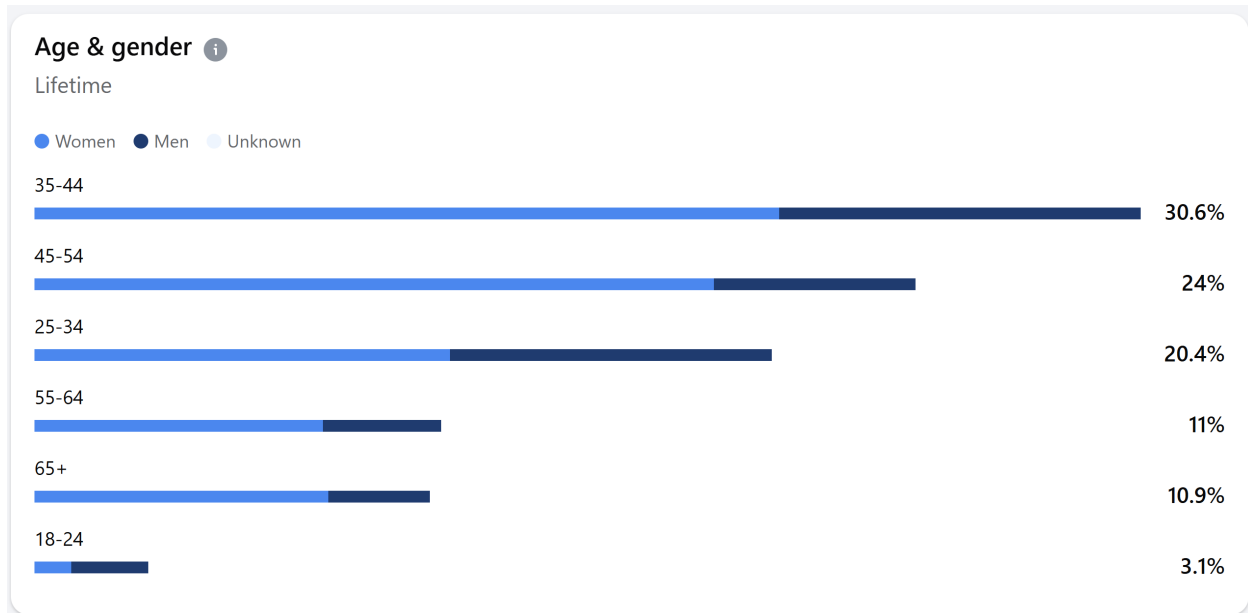
Followers based on cities on Facebook:



Followers based on country on Facebook:

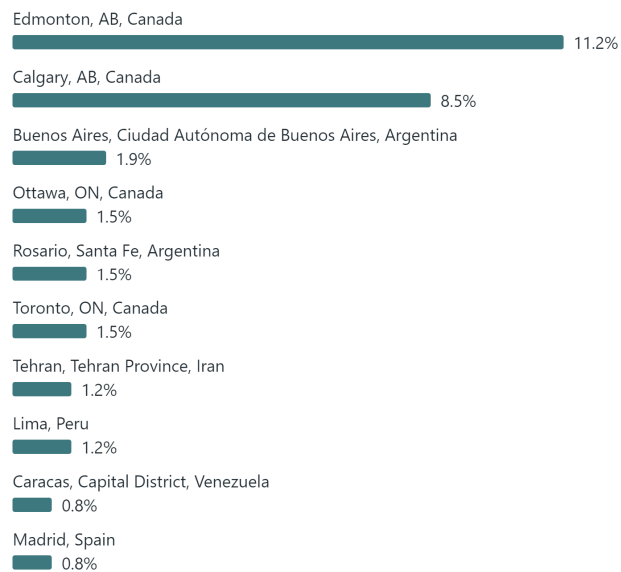


Followers based on age and gender on Facebook:

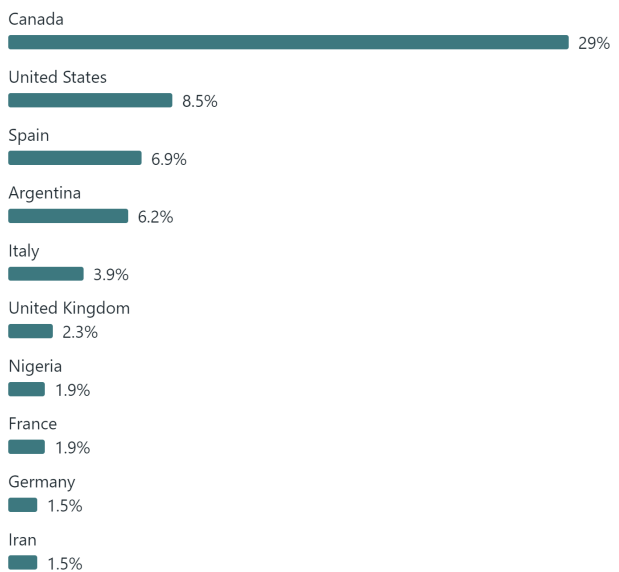


Followers based on region/cities on Instagram

Top cities



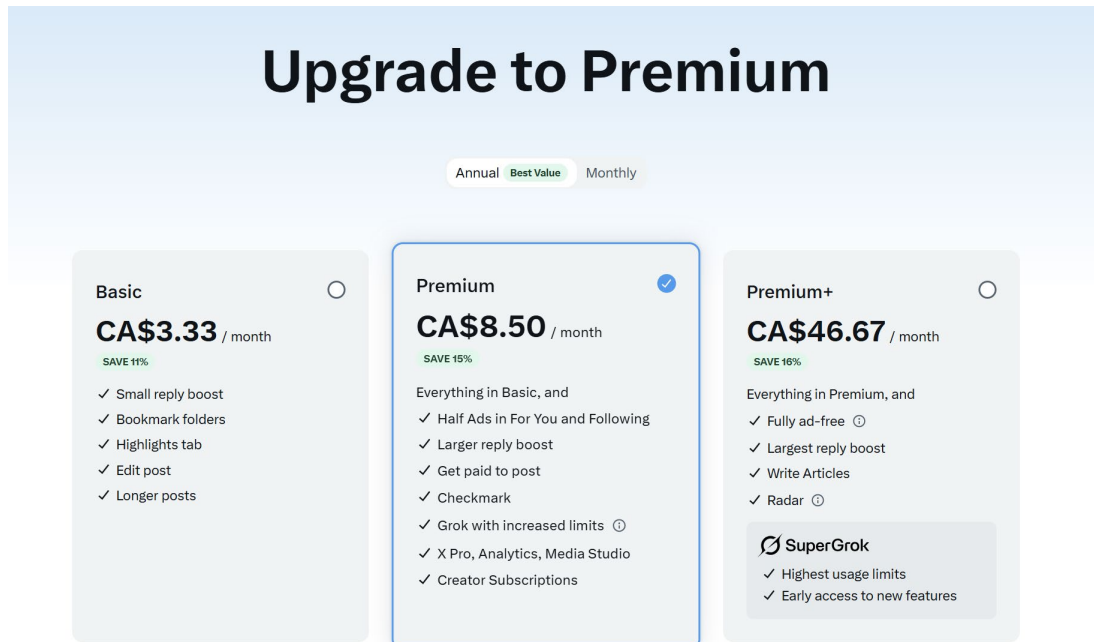
Top countries



Twitter/X

In March 2025, the ATIA Executive Council voted to discontinue the Association's use of Twitter/X as an official social media platform, as the nature of content on the platform had become increasingly divisive and was no longer consistent with ATIA's mission, values, and professional standards.

- 169 followers in 2025, down from 175 followers in 2024
- 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.



Upgrade to Premium

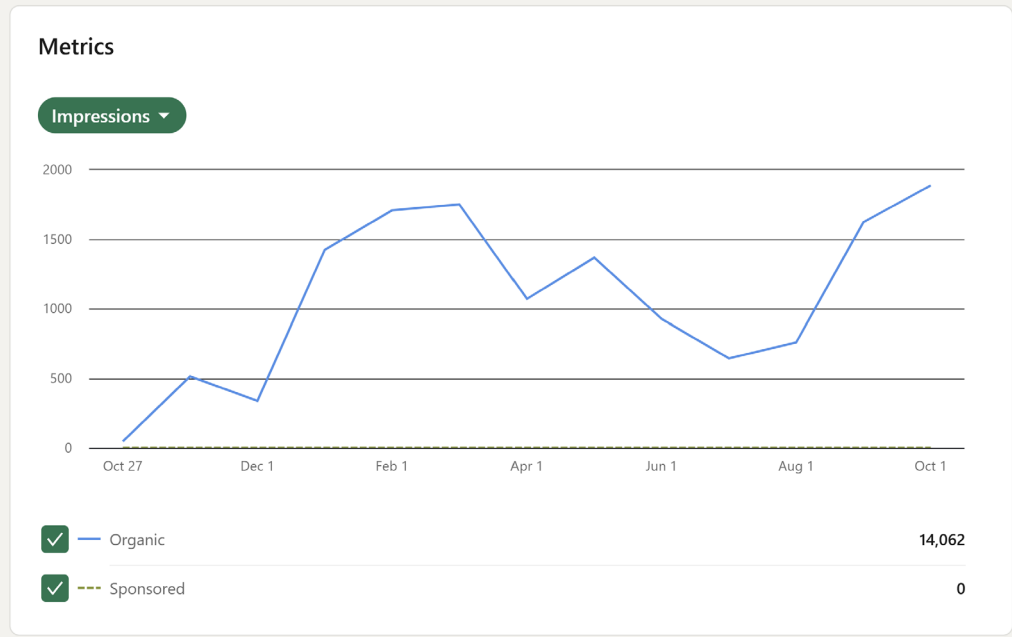
Annual **Best Value** Monthly

Basic	Premium	Premium+
CA\$3.33 / month SAVE 11% ✓ Small reply boost ✓ Bookmark folders ✓ Highlights tab ✓ Edit post ✓ Longer posts	CA\$8.50 / month SAVE 15% Everything in Basic, and ✓ Half Ads in For You and Following ✓ Larger reply boost ✓ Get paid to post ✓ Checkmark ✓ Grok with increased limits ✓ X Pro, Analytics, Media Studio ✓ Creator Subscriptions	CA\$46.67 / month SAVE 16% Everything in Premium, and ✓ Fully ad-free ✓ Largest reply boost ✓ Write Articles ✓ Radar SuperGrok ✓ Highest usage limits ✓ Early access to new features

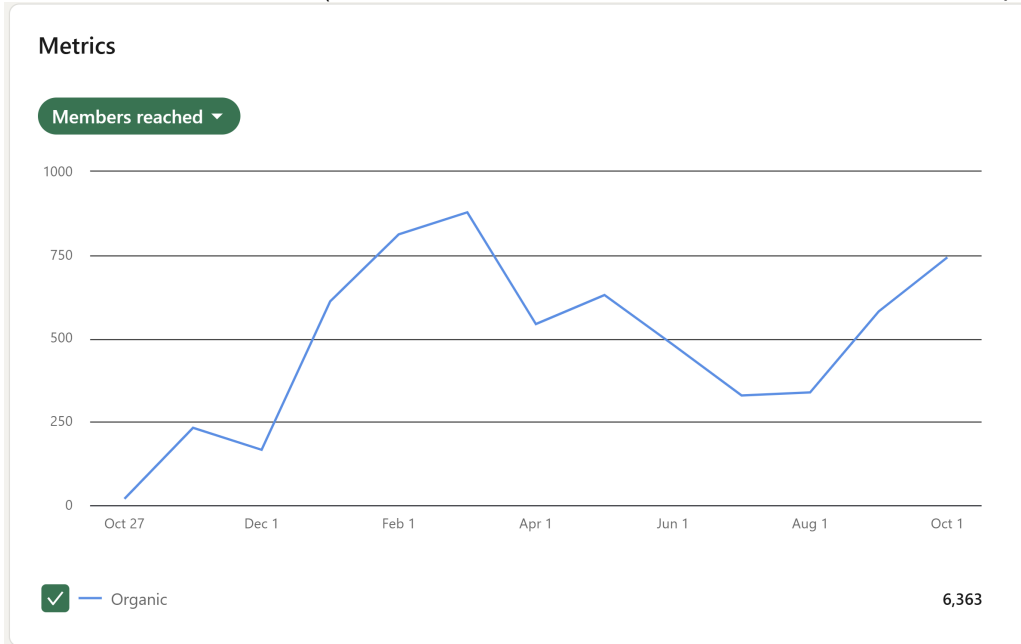
LinkedIn

1034 followers in 2025, up from 890 followers in 2024

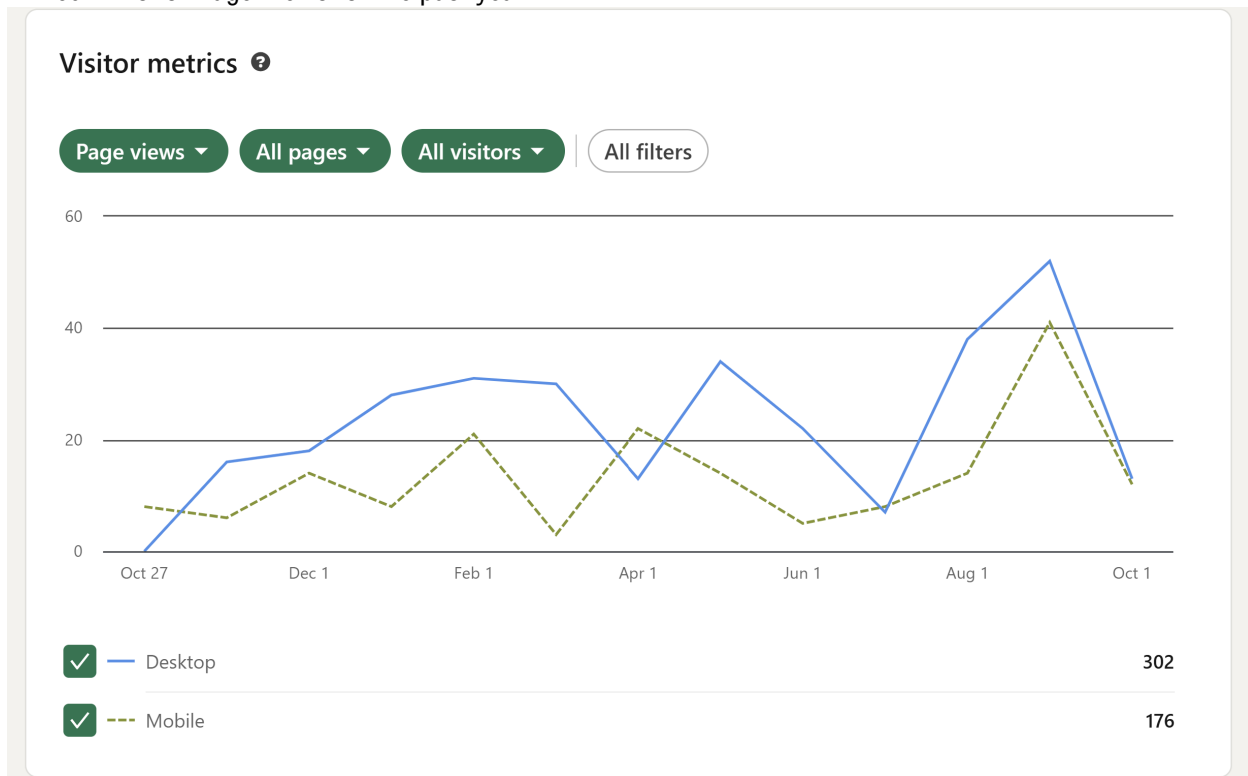
Impression Metrics (Impressions are the number of times ATiA content/posts appear on a user's screen)



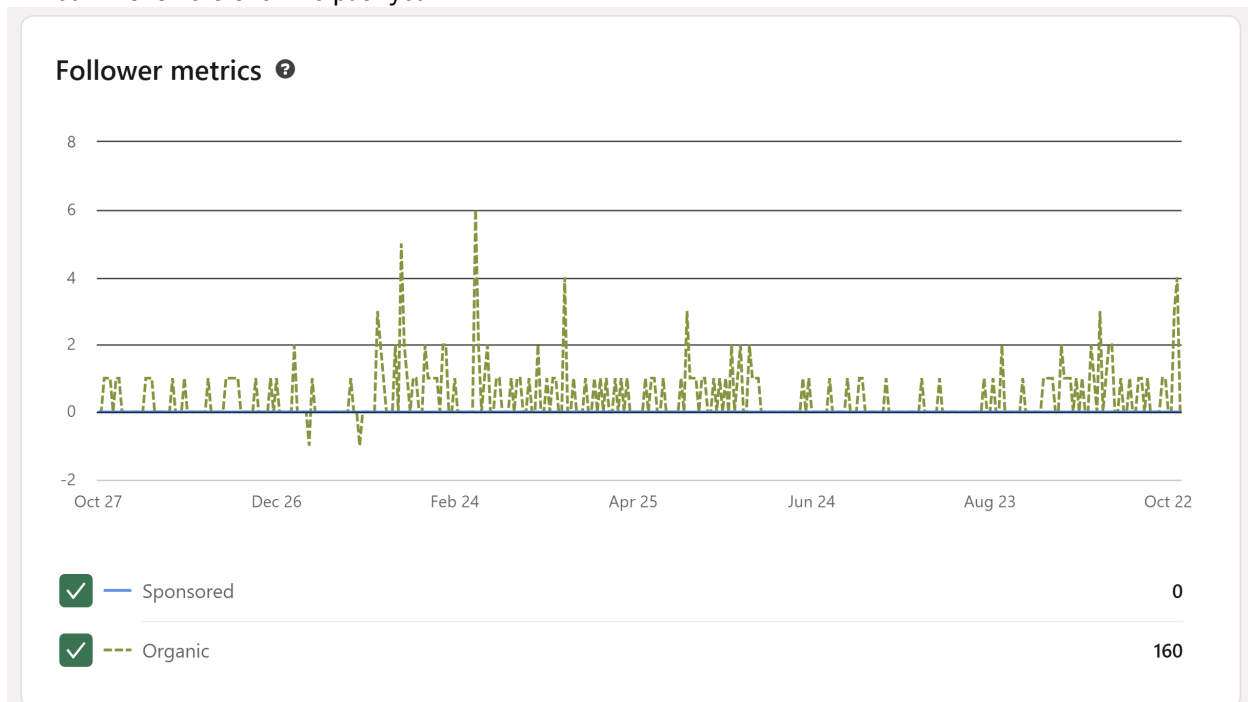
Members Reached Metrics (this the number of times a LinkedIn member saw an ATiA post/content)



LinkedIn Visitor Page Views for the past year:



LinkedIn Followers over the past year



LinkedIn Follower Demographics:

Location

Greater Calgary Metropolitan Area, Canada · 173 (16.7%)



Greater Edmonton Metropolitan Area, Canada · 94 (9.1%)



Greater Montreal Metropolitan Area, Canada · 61 (5.9%)



Greater Toronto Area, Canada, Canada · 46 (4.4%)



Greater Vancouver Metropolitan Area, Canada · 35 (3.4%)



Greater Ottawa Metropolitan Area, Canada · 28 (2.7%)



Cairo, Egypt · 18 (1.7%)



Greater Delhi Area, India · 12 (1.2%)



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



Los Angeles Metropolitan Area · 7 (< 1%)



London Area, United Kingdom, United Kingdom · 7 (< 1%)



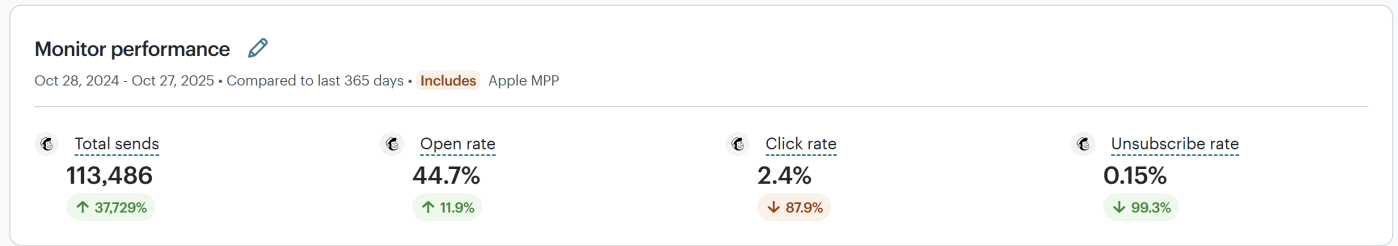
MailChimp Metrics

Mailchimp email analytics from the past year:

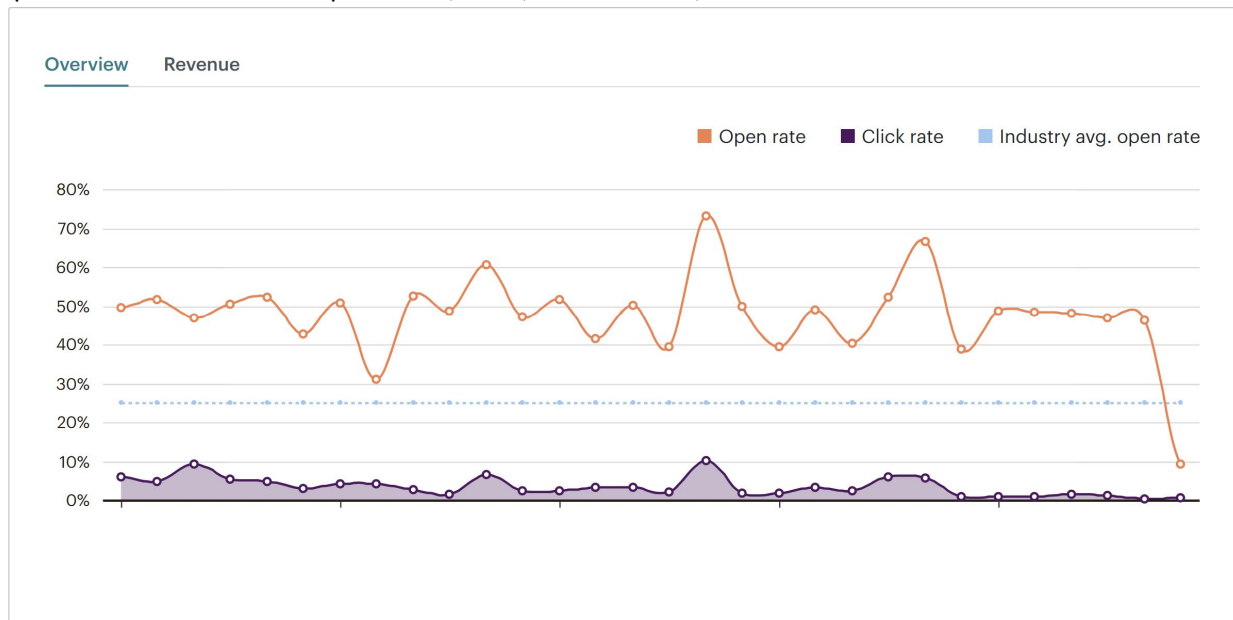
Note: MailChimp has updated its marketing and Analytics Dashboard and now require an upgrade to their Standard Plan to view detailed metrics.

ATIA General List:

1393 contacts



Open Rate/Click rate from September 9, 2025, to October 28, 2025



ATIA Membership List:

531 contacts



Open Rate/Click rate from April 11, 2025, to October 22, 2025

