

School Outreach Made Easy

Birgit Vosseler-Brehmer

ATA Annual Conference
Chicago – November 7, 2014

Birgit Vosseler-Brehmer

Certified English <> German translator

Translating for the following industries

- Automation and materials handling
- Automotive suppliers and measuring technology
- Business and trading software

Member of School Outreach Team since 2012

Credits

School Outreach Team:

- Lillian Clementi
- Meghan McCallum
- Tess Whitty
- Sonia Wichmann

for providing support, slides, photos, and insights.

Preview

- 1 History
- 2 Why School Outreach
- 3 How
- 4 The Contest
- 5 Summary – What's new
- 6 Questions

1 History

The School Outreach Program started in the mid-1990s with Lillian Clementi and Amanda Ennis who

- pooled the existing presentation materials on a single website
- built the School Outreach Program around ATA's mission and vision

The web page with ready-made presentations has been running since 2003: www.atanet.org/ata_school

The first School Outreach Contest was advertised in 2004.

Chris Durban suggested the idea of a contest to encourage members to do School Outreach.

First Winner, 2005: Ji Eun Lee



2 Why School Outreach

Professional benefits

- Raise and create **awareness**:
Lillian Clementi: "In a class of 30 you might have one student who chooses a career in languages, but you also have 29 potential translation consumers."
- Provide guidance to young generation

2 Why School Outreach

- Personal benefits
 - Rewarding
 - Boosts ego
 - Practice presentation skills
 - New connections
- Earn **continuing education** points
- Win a **free registration** to ATA's 56th conference:
Nov 4 - 7, 2015 in Miami, Florida.

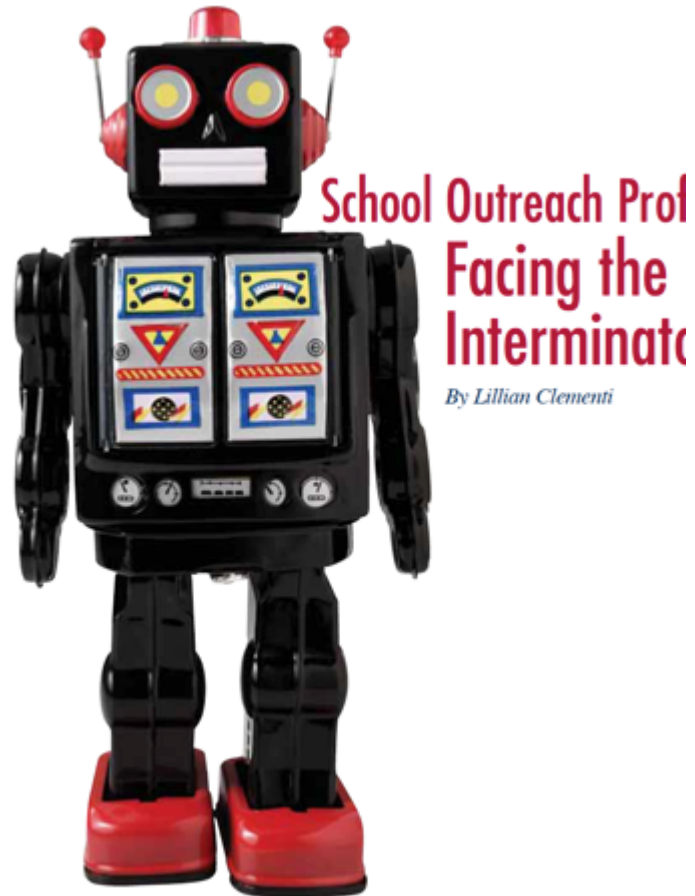
2 Why School Outreach

Teacher feedback :

The students' comments and evaluations clearly show that you as a presenter provided valuable information, **orientation and guidance** which is very important for our students when they choose a career.

Although none of the students plans to choose a career as an interpreter or translator they appreciated the extensive and well-founded information about **possible fields of activity** and the way it was presented to them, always including them into the discussion.

2 Why School Outreach: It is Fun!



3 How

1. Visit ATA's School Outreach Resource Center
2. Select a school and contact a teacher
3. Choose an age level and look for age-appropriate ideas
4. Download a ready-made presentation and adapt it or use as-is
5. Manage nerves
6. Present and have your picture taken

3.1. ATA Resource Center

Direct link to School Outreach Program:

www.atanet.org/ata_school

Go to the ATA website and look under
Resources

School Outreach Program



Resources

Find a Translator or Interpreter

Search for:Translator ☒Interpreter ☐[Click here for advanced search](#)[ABOUT US](#)[MEMBERSHIP](#)[RESOURCES](#)[CERTIFICATION](#)[EVENTS](#)[PRACTICE](#)

Careers

In demand >>

Expanding marketplace, hot career! The U.S. Bureau of Labor and Statistics projects a 42% increase in translation and interpreting jobs between 2010 and 2020.

Newcomers

Begin here >>

Whether you are a student or an individual breaking into a new career, ATA offers you the resources to take on the challenge.

[Careers](#)[Newcomers](#)[Business Practices](#)[Publications](#)[Tips for Buyers](#)[Professional Development](#)[School Outreach Program](#)[Client Outreach Kit](#)[Learn More](#)

meet the challenges of technology and global competition.

ay to
Take
e of
ters.

Tips for Buyers

Become an informed buyer

Avoid costly mistakes. Learn how to choose the right translation or interpreting professional for your job and the way you did.

[School Outreach Program](#)[Getting the Gig](#)[Presentation Resource Materials](#)[Continuing Education Points for School Outreach Presentations](#)[School Outreach Contest](#)[Photo Gallery](#)[From the ATA Chronicle](#)

3.2. Select a School and Contact a Teacher

- Your kids' school
 - Foreign language classes
 - Teachers responsible for career days
 - Teachers responsible for internships
- "Career Day" at local schools

ATA material: “Getting the Gig”:

- School Outreach welcome page
- Sample cover letter
- Your profile in the ATA Directory

3.3. Choose an Age Level

Elementary	Middle/High School	College
Introduce yourself and your connection to school	Introduce yourself and your career	Introduce yourself and your career
Present a language/country	Jokes and translation bloopers	Different careers and professions in linguistics
Easy examples of translation/interpreting	Difference between translation/interpretation	Compare and contrast the skills, traits, and talents needed in translation and interpreting
Interactive/questions/games	Requirements for career in translation/interpretation	Practical advice for career path/training opportunities
Show maps/books/food	Job market/income	Job market/income

3.4. Find Material

Download a presentation from the ATA website and adapt it to your needs or use as-is

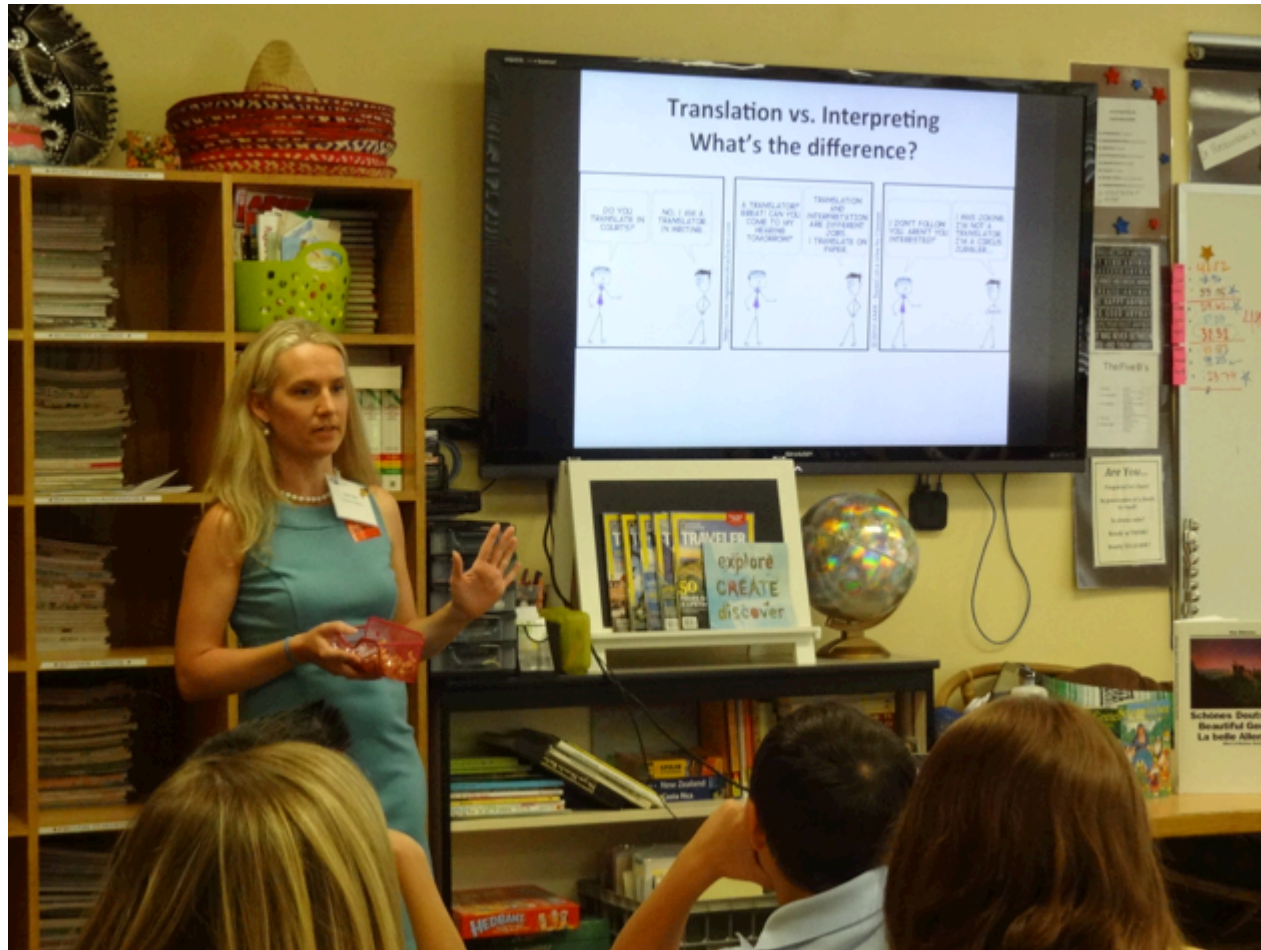
Check out the website:

for tips on how to capture your audience, exercises and much more

Edna Santizo at Wadsworth Avenue Elementary



Sarah Allen at Franklin Academy



Jenny V. Stillo at Crested Butte Community School



Kerstin Trimble at Fairfax High School



3.5. Manage Nerves

- Be early (15 min. ahead of time)
- Be prepared
- Remember:
Our profession is fascinating and **you** are the expert
- **Practice your presentation at least five times**
- More under
"General Guidelines for School Outreach Presentations"

4. The School Outreach Contest

Picture guidelines:

1. Include yourself plus one or more students
2. Include a link in the image to translation, interpreting, ATA or School Outreach
3. Aim for a clear, crisp shot with bright colors

4. The School Outreach Contest

Considerations about the picture:

- Early!
- Props
- Link to translation / interpreting
- Who will take the picture at what time?
- Illumination and color
- Camera that takes good photos

4.1.1. Interesting props...

2006 Winner: Rosario Welle



School Outreach Made Easy
ATA Annual Conference Chicago

2011 Winner: Marcelo Pelliccioni



4.1.2. Great Links...

2008 Winner: Sandra Burns Thomson



2007 Winner: Alina Mugford



School Outreach Made Easy
ATA Annual Conference Chicago

2009 Winner: Margarita Griggs



2008-2009 School Outreach winner Margarita Griggs (top row, third from right) spoke to a diverse group of English as a Second Language students at Reed High School in Sparks, Nevada.

2012 Winner: Birgit Vosseler-Brehmer



School Outreach Made Easy
ATA Annual Conference Chicago

4.1.3. You and a student

2010 Winner: Ana Safrin



School Outreach Made Easy
ATA Annual Conference Chicago

4.1.4. Enthusiasm...

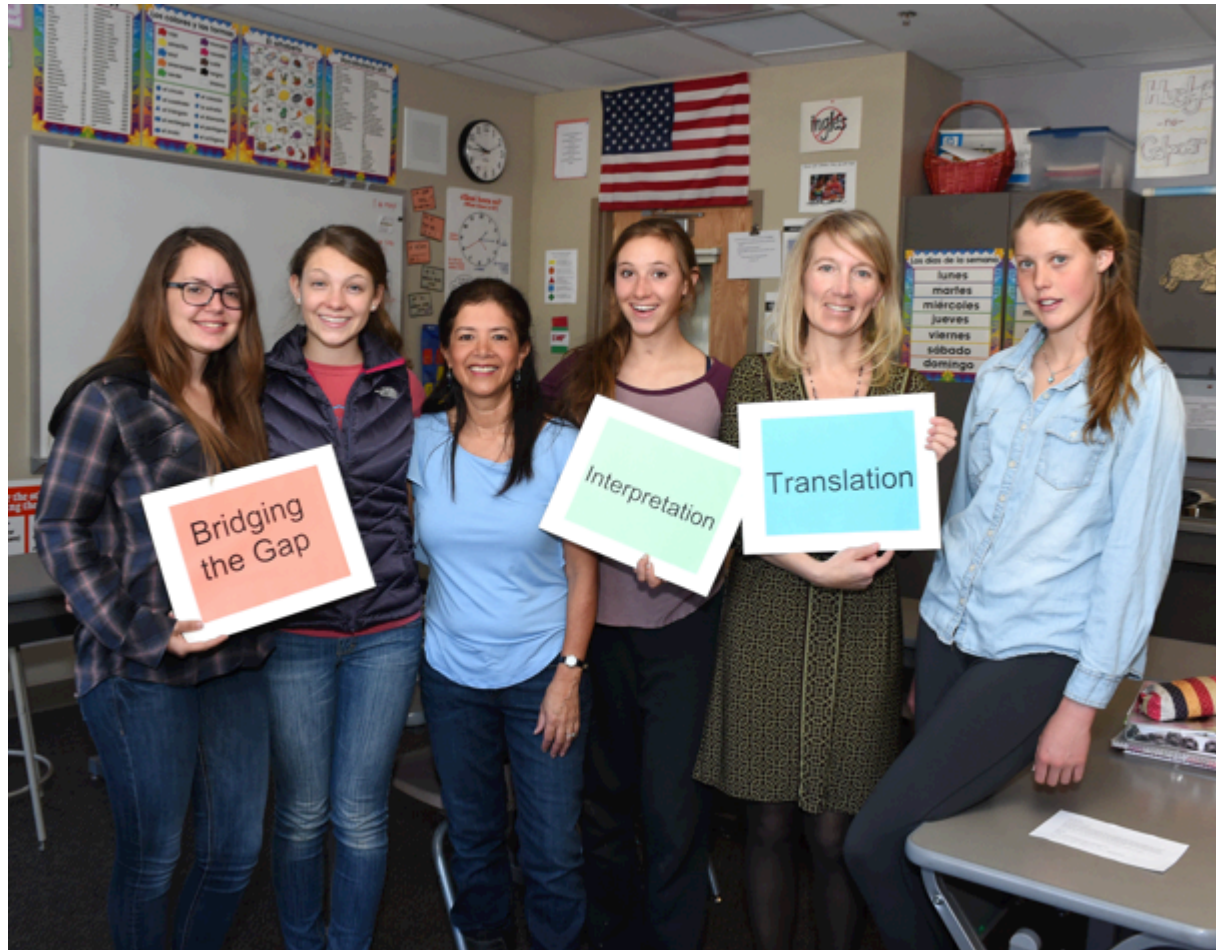
- the fun of translation and interpreting,
- your passion for the profession,
- the interest and engagement of your audience

2013 Winner: María Elena Gaborov



School Outreach Made Easy
ATA Annual Conference Chicago

2014 Winner: Jenny Stillo



School Outreach Made Easy
ATA Annual Conference Chicago

4. 2015 School Outreach Contest

Now Open

- Visit ATA's [School Outreach Resource Center](#) and click on Presentation Resource Materials.
- Choose the age level you like the best and download a presentation, or use the resources available to complement your own material
- Speak on translation and/or interpreting careers at a school or university anywhere in the world between **August 1, 2014 and July 18, 2015**
- Get someone to **take a picture of you in the classroom.**
- E-mail your photo to Meghan McCallum with the subject line "School Outreach Contest" (meghanraymccallum@gmail.com) or to ATA's Public Relations Committee (pr@atanet.org).
You may submit multiple entries.
- **The deadline for submissions is midnight on July 18, 2015.**

5. Summary of Available Material from ATA Website


- School Outreach Program welcome page
- Your profile in ATA Directory
- Sample cover letter
- Ready-to-use presentations
- Prepared handout material
- Prepared exercises
- Tips on speaking to elementary, middle school, high school and college students

5.2. What's New

We would like to hear from you!

Tell us when and where you presented – even if you do not send an entry picture for the contest.

Send your information to pr@atanet.org or directly to Meghan at: meghanraymccallum@gmail.com.



**Join ATA's School Outreach
movement and start
educating clients one
classroom at a time.**

It's easy
It's fun
It's free

QUESTIONS?

ATA School Outreach Program

School Outreach Made Easy
ATA Annual Conference Chicago