School Outreach Made Easy

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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
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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
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

<table>
<thead>
<tr>
<th>Elementary</th>
<th>Middle/High School</th>
<th>College</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduce yourself and your connection to school</td>
<td>Introduce yourself and your career</td>
<td>Introduce yourself and your career</td>
</tr>
<tr>
<td>Present a language/country</td>
<td>Jokes and translation bloopers</td>
<td>Different careers and professions in linguistics</td>
</tr>
<tr>
<td>Easy examples of translation/interpreting</td>
<td>Difference between translation/interpretation</td>
<td>Compare and contrast the skills, traits, and talents needed in translation and interpreting</td>
</tr>
<tr>
<td>Interactive/questions/games</td>
<td>Requirements for career in translation/interpretation</td>
<td>Practical advice for career path/training opportunities</td>
</tr>
<tr>
<td>Show maps/books/food</td>
<td>Job market/income</td>
<td>Job market/income</td>
</tr>
</tbody>
</table>
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
2011 Winner: Marcelo Pelliccioni
4.1.2. Great Links...
2008 Winner: Sandra Burns Thomson
2007 Winner: Alina Mugford
2009 Winner: Margarita Griggs
2012 Winner: Birgit Vosseler-Brehmer
4.1.3. You and a student
2010 Winner: Ana Safrin
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
2014 Winner: Jenny Stillo
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