

School Outreach: 10 Years and Counting

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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:

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

for providing input, 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



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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
 - Practices presentation skills
 - New connections
- Earn **continuing education** points
- Win a **free registration** to ATA's 57th conference:
Nov 2 - 5, 2016 in San Francisco, California.

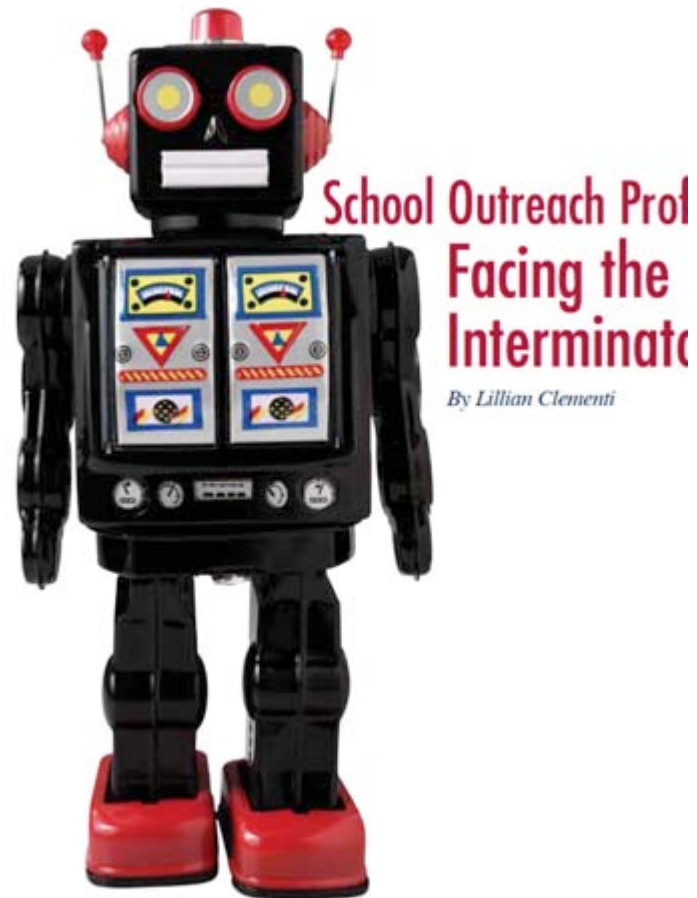
2 Why School Outreach

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

School Outreach

Target Language

[Click here for advanced options »](#)

[ABOUT US](#)

[MEMBERSHIP](#)

[RESOURCES](#)

[CERTIFICATION](#)

[EVENTS](#)

[PRESS ROOM](#)

[Home](#) » [ATA-School](#) » [ATA School Outreach Program](#)

ATA School Outreach Program

It's all about making a visit to your local school. Why?

Take part in preparing the next generation of translators and interpreters.

In schools all over the United States, an astonishing number of teachers are actively discouraging their students from studying foreign languages because "there are no jobs other than teaching" — this at a time when language capabilities are more critical to our national security and economic success than ever before. Some educators are so unfamiliar with our profession that they don't even know the difference between translation and interpreting. That means it's up to us to tell students what the professional standards are for qualified translators and interpreters.

Work to create awareness of translation and interpreting as professions.

The linguists-to-be in America's classrooms today are sitting next to a whole lot of clients-to-be. The more these future doctors, lawyers, and business owners know about our field, the more likely they'll be to appreciate the importance and complexity of our work and compensate us accordingly. In classrooms from grade school to graduate school, translators and interpreters just like you are not only educating the next generation of language professionals but also the next generation of clients.

Have fun.

Yes, believe it or not, most of the people who have done this will tell you it's an absolute blast!

Okay, I'm sold. But my local school has a security guard and a metal detector. How do I get in the door?

No problem. You'll find plenty of tips under [Getting the Gig](#).

I'd like to try this, but I'm really nervous about public speaking. Can you help?

Absolutely. Be sure to read our [General Guidelines](#) for ideas on keeping your butterflies to a minimum.

I don't know how to prepare this kind of presentation. What will I say?

We've done our homework on this and have put together a page of [Presentation Resource Materials](#). This page has links to four age levels: elementary school, middle school, high school, and university. Each level offers tips on what to say and how to say it, links to sample presentations and other materials that you can customize for your own use, a link to a handout for teachers, and an "extra credit" section with ideas that go beyond a quick presentation in the classroom.

School Outreach Program

[What is School Outreach?](#)

[Getting the Gig](#)

[Resource Materials](#)

[Speaking Tips](#)

[Share Your Story](#)

[Continuing Education Points](#)

School Outreach Contest

[How to Participate](#)

[Photo Guidelines](#)

[Submit Your Entry](#)

Photo Gallery and Profiles

[School Outreach Profiles](#)

[Photo Gallery](#)

[School Outreach Stories](#)

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 days and job fairs at local schools

ATA material: “Getting the Gig”:

- Lists all the information you may need to get in touch with a school
- Provides a sample cover letter

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

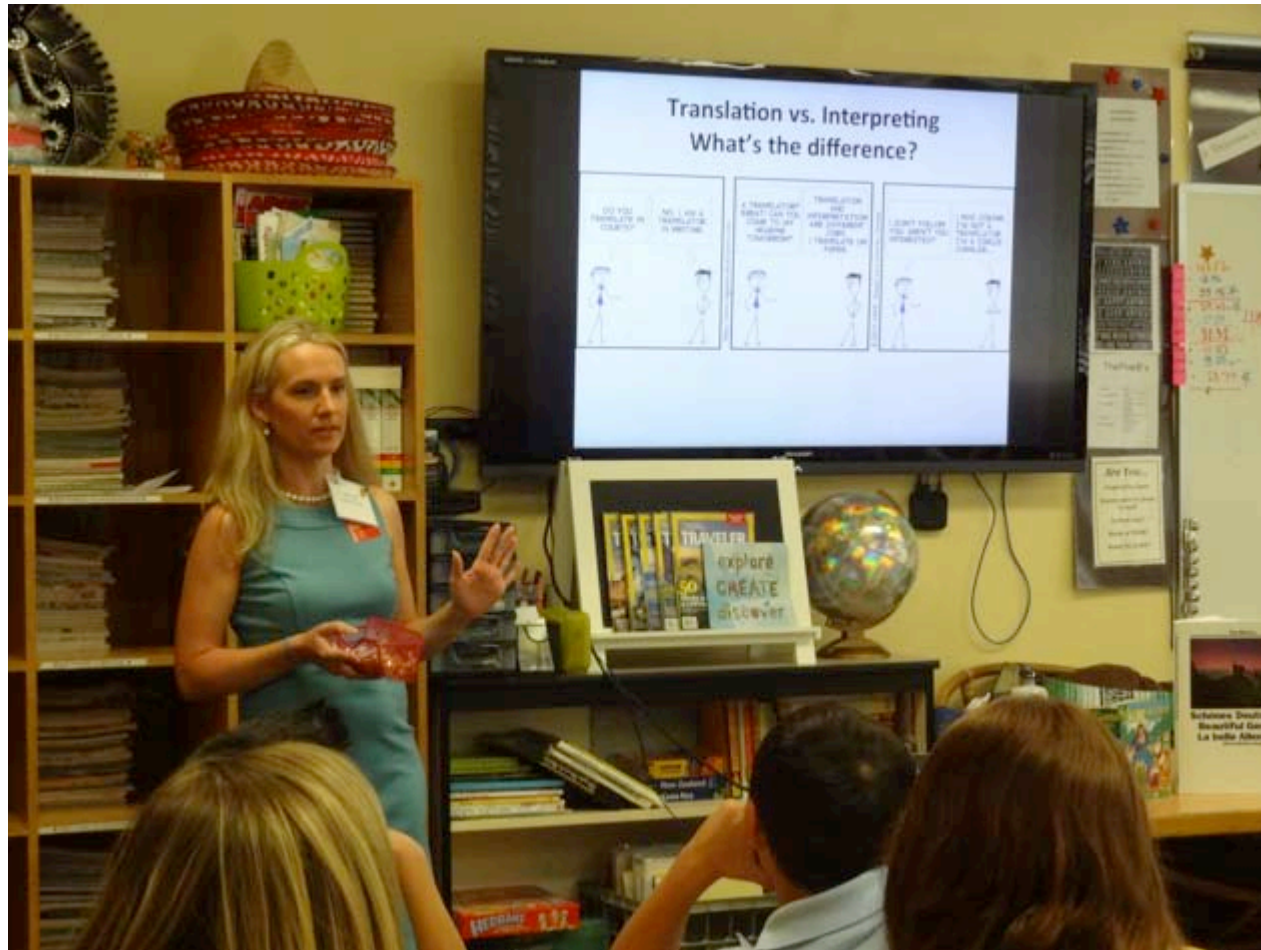
Check out the website under Resource Materials:

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

Edna Santizo at Wadsworth Avenue Elementary



Sarah Allen at Franklin Academy



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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 Speaking Tips

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



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2007 Winner: Alina Mugford



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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



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4.1.3. You and a student

2010 Winner: Ana Safrin



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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



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2014 Winner: Jenny Stillo



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2015: Molly Yurick



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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, 2015 and July 18, 2016**
- 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) or submit your entry directly on the website: http://www.atanet.org/ata_school/submission_contest.pdf
You may submit multiple entries.
- **The deadline for submissions is midnight on July 18, 2016.**

5. Summary of Available Material from ATA Website


- Getting the Gig
- 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!

Submit your story at:

http://www.atanet.org/ata_school/school_outreach_stories.php



**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?

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