Background material for OSTI Board Meeting on March 4, 2014

Table of Contents

Approve minutes for January 9, 2014 Board Meeting

MINUTES
TELEPHONE MEETING OF THE BOARD OF DIRECTORS
OF THE OREGON SOCIETY OF TRANSLATORS AND INTERPRETORS
January 9, 2014, 4:30 p.m. Pacific Time

Call to Order
The telephone meeting was called to order at 4:33 p.m. Pacific Time

Attendance
The following persons were present: Helen Eby, Jess Kincaid, Jessica Dover and Loie Feuerle. Elena Bogdanovitch was absent but excused because of the flu.

Approval of the Agenda
The Agenda items were approved.

Old and New Business

a. **By-laws**
Helen read the suggested changes to the draft of the OSTI by-laws.
These suggested changes to the by-laws were then discussed.
Jess made a motion that the draft by-laws be approved and Jessica seconded this motion.
A vote was called and OSTI's draft by-laws were unanimously approved by all present and adopted.
There being no further changes from the most recent draft OSTI by-laws Helen had circulated by-email in advance of the meeting, Elena's pre-meeting email assent was included in the unanimous vote in favor of accepting the draft by-laws

b. **Membership Application**
Helen read the suggested changes to the draft membership application.
The suggested changes to the form of the OSTI membership application were then discussed.
Jess made a motion that the draft membership application be approved and Jessica seconded this motion.
A vote was called and OSTI's draft membership application was unanimously approved by all present.
There being no changes from the most recent draft membership application Helen had circulated by-email advance of the meeting, Elena's pre-meeting email assent was included in the unanimous vote in favor of accepting the draft membership application.

c. **Membership Drive**
Helen reported that she will be meeting with the two Membership Committee co-chairs Danna Garcia and Susanne Meier to discuss ideas for the membership drive as well as the mechanics of processing membership applications through the website.
Jess and Jessica agreed to draft a cover letter to potential members that will be posted on the OSTI website.
Other launch steps will be discussed by email as we proceed.

d. **EIN Number**
Jessica will obtain an EIN number for OSTI to enable it to open a bank account.

e. **Polling the Membership**
Jess will take the lead in polling the membership as well as potential members as to what is of special interest, what type of trainings and which other projects these constituencies are most interested in.

Adjournment
The meeting was adjourned at 5:526p.m.
Respectfully submitted, Loie Feuerle

Continuing Education:

Building a Continuing Education Team.

- This team should include representatives for:
  - Medical interpreting
  - Court interpreting
  - Translation
  - ASL interpreting
  - Variety of language groups

Develop a process for Continuing Education event planning

We should probably have a "Launch OSTI" event. This should combine educational sessions and social time (lunch) as well as introducing our team.

How to choose presentations

- The CE team can make a request for proposals to members. Members can suggest presentations of their own or recommend speakers.
- The CE team evaluates the proposals, and asks members from the different segments of OSTI (translators, court interpreters and medical interpreters) to volunteer to evaluate proposals in their fields.
- The CE team makes a final decision taking into consideration the opinions of the members polled.
- This process would allow CE team members to be able to make proposals without fear of creating a conflict of interest, since they could recuse themselves from voting on a proposal they brought to the table themselves.
- In future years, the results of exit surveys are taken into consideration to evaluate whether a speaker was beneficial to the members.

This is merely an idea proposed by Helen Eby, and the CE team may come up with other ideas. Helen Eby proposed this to a potential CE Team Member when the member asked about conflict of interest issues. This process is similar to the process the ATA has in place.

Potential speakers who have offered support

- Erin Neff, from Good Sam, is a CHI and is on the Oregon Council. She would be thrilled to give a presentation at our opening event.
- Erin said Good Sam offers their venue for free… *but only when the event is free to the public and is run by a non profit or a community organization*. Helen Eby told her we haven't filed with the IRS for that yet, but she thought we would qualify as a community organization under the guidelines she has seen.
- Jost Zetzsche has been telling Helen Eby for months that he would be very interested in giving a presentation for OSTI. He has a national reputation in the translation world, and is very capable of giving a presentation on computer tools for translators that interpreters can benefit from (i.e. is not just a Trados or Wordfast workshop). Check his Savvy Newcomer post here: http://atasavvynewcomer.org/category/technology/. Jost is interested in giving a full day or half day presentation for us, and is very interested in supporting OSTI.

- Mitch Wilson is willing to come and help out. Helen Eby has not discussed cost with him. He would come in from The Dalles.
- Melanie DeLeon-Benham has told Helen Eby she would be thrilled to give a presentation on the parallels between sign language and spoken languages. Again, no honoraria have been discussed. Helen believes that Melanie simply wanted to support OSTI and wanted to help us connect with the sign language community.
- On our Board, Lois is a co-author of a book on Community interpreting in legal settings (or settings that will be going up the legal chain or might do so). Her presentation would be of interest to the court and the medical camps.
- There are other untapped resources. Helen has ideas for a couple of presentations we could come up with as well. Elena has wonderful material too, since she is a seasoned trainer. Jess has been a professor of interpreting and translation in Ecuador.

Process followed by the New England Translators Association, as a possible example (background information)

Helen received an outline from the New England Translators Association that gives details for their conference planning timeline. Following are the comments from Noah Lynn (NETA) and the conference timeline:

> Hi Helen. As Marian pointed out, our Conference Timeline manual is out. I've attached it below. Since we're into January, you'll see all the pre-January items either marked in green as done, or highlighted in yellow as overdue. As the planning progresses, we keep watching out for the items coming up, as well as the incomplete ones from months past. You'll see that there is a date placed next to each item, but we don't stick religiously to those dates. They're more a way of saying "10 things need to be done in November... let's do these three before these seven".
>
> Please read it over and see what you think. From your message though I see that you need more conceptual guidance as well as just scheduling help. Please send me any large questions you have. However, I can already answer to how to cater for such a varied audience.
>
> NETA's conference also reaches across interpreting and translation genres. Making sure we have something for everyone is definitely a team effort. It starts by having a mix of interpreters and translators on the core group of planners. That group should be aware of the different specialties in their work (medical, legal, conference, tourism interpreting, for example) even if the group doesn't work in each setting. That group then needs to brainstorm ideas of topics they'd like to hear, and topics they have seen if they've been to other conferences/courses. Sometimes our brainstorming ends up with concrete ideas like "Ask Rhina Espaillat to talk about poetry translation", or more general ideas like "Is there a Translators' Union?".
>
> When we've come up with general ideas, we've relied on folks outside of the core group of planners to point us in the right direction; people who go to other conferences, belong to other organizations, and/or generally know who does what in which field. Normally these helpful outsiders are either on NETA's board, or close friends of somebody on the board who then puts us in contact.

One other very helpful tip is to always be ready to save an idea for later. Keep a central list where all brainstormed ideas get saved on. When it's time to pick an idea, our list contains ideas we couldn't fit into last year's conference, ideas that were suggested after last year's conference, etc. You never know where a good idea will come from.

I hope this helps, and I'll be glad to be in touch down the line as well!

Noah

2014 Conference timeline (for background information)
CONTINUAL TASKS:
Contact Speakers; Post Confirmed Speakers' Info on Neta Website
Contact Exhibitors/Sponsors/Publicizers; Post Exhib/Sponsor Info on Neta Website
Develop Publicity Info for Translators vs. Interps; Post Constant Updates on Social Media
Track Expenses
 Higlighting = overdue tasks
GREEN = completed

October_____
Get contract from venue and send to NETA board	October 1
Decide list of 5 Key/End note speakers (for this and next year)	October 30
Send down payment to venue	October 30
Ask Andy if he will sponsor ATA test	October 15
Update ConferenceInformation@netaweb.org recipients	October 30

November_____
Contact top Key/End note options (for this and next year)	November 18
Get info from Key/End note speakers for this year	November 18
Decide speaking themes to look for	Dec 9
Suggest changes to fees (submit to board)	November 18
Divide up Exhibitor/Advertiser contact responsibilities	November 18
Begin contacting Exhibitors; emphasize orgs that can hire attendees and orgs that exhibited in the past. Note who will publicize.	November 18
Decide who will receive advertiser materials	November 18
Get Ebrite up and running with new (or same) prices	November 18

December_____
Update Conference Listserv members with Noah	Dec 10
Contact top Key/End note options (for this and next year)	Dec 20
Solicit speaker ideas via Social Media	Dec 20
Continue contacting Exhibitors; emphasize orgs that can hire attendees and orgs that exhibited in the past. Note who will publicize.	December 20

January_____

Internet/Email update: Save the Date	January 6
Continue contacting Exhibitors. Note who will publicize.	January 13
Remind Andy to arrange for ATA test	January 31
Finalize Key/End note speakers (for this and next year)	January 31
Internet/Email update	January 31
Send article about key note to winter newsletter	January 31
Ask ATA for membership labels	January 31
Get NETA mailing lists	January 31
Ask Mireille Popp for postcard design (if can't find last year)	January 31

February_____

Request Continuing Education credits from ATA, NAJIT	February 20
Ask ATA to publish conf date and Buy ad in April Chronicle	February 20
Internet/Email/Publicizer update	February 20
Decide which lunch language table leaders to seek out	February 20
Finish contacting Exhibitors; special note of publicizers	February 28

March_____

Mail out postcards to NETA and ATA members	March 7
Post first draft of conference schedule on NETA website	March 7
Internet/Email/Publicizer update	March 15
Inventory all conference day materials and reorder if necessary	March 31
Finalize NETA news articles for the Spring issue exhib/sponsors listed	March 31
Inquire about and discuss menu	March 31
Post second draft of conference schedule on NETA website	March 31

April_____

Email 1st call for volunteers	April 1
Decide who will photocopy conference materials	April 1
Finalize conference schedule (earlier for spring newsletter?)	April 10
Finalize and Contact language table leaders	April 10
Contact all Exhibitors for names of reps they're sending	April 10
Follow up with all Sponsors who haven't sent flyers	April 10
Make sure all speakers know all necessary info	April 10
Internet/Email/Publicizer update	April 14
Email 2nd call for Day Of volunteers	April 14
Find people to write articles on Conference sessions for Newsletter	April 14
Finalize travel arrangements for speakers	April 14
Set Stuffing Party date and invite all volunteers	April 14
Finalize all printed materials for conference folder / letter to attendees / form for CEU NETA and NAJIT	April 14
Email 3rd call for Day Of volunteers	April 14
Finalize food order, report numbers later	April 21
Set post mortem date	April 28
Send honorarium names/numbers to treasurer	April 28

Week of the Conference_____

Make table signs for language groups	April 28
Photocopy all materials	April 28
Cut off online registration	April 28
Internet/Email/Publicizer update: Day of registration available	April 28
Send Pertinent Info to all Eventbrite attendees	April 28
Print name tags	April 30
Stuffing Party	April 30
Finalize numbers for food order	April 30

After the Conference_____

Thank Exhibitors/Sponsors	May 10
Thank Publicizers; ask for feedback/to continue relationship	May 10
Analyze Survey answers	May 30
Finalize income and expenses	May 30
Post mortem Party with new committee members	June 15
Decide if to change venues for the next year	June 15
Either reserve previous venue again or begin search for new venue	June 30

Finances (time sensitive):

- Payments made for OSTI expenses pre-incorporation
- Report on bank account
- Overview of potential budget issues.

Upcoming possible expenses Helen is aware of:

- Insurance (probably $300 to 400)
- $200 to $300 for website programming
- 3% dues to SquareUp or some other credit card processing company. Square Up does not have a monthly fee and the interface is simple enough for OSTI Board Members to manage without requiring technical assistance from a website designer. NALS conference participation
- We need to develop a cushion to be able to front the expenses for an event, and take the risk of it not paying back. Ideally, having the funds for two events would be a good goal.

Source of funds:

- Membership dues (single and multi-year memberships).
- Program fees, as programs are held.

Sample of types of expenses, from NOTIS budget (background information)

Helen has received copies of the NOTIS year end financial reports for the last 6 years. This will help us guide our decisions on what we can expect to have to spend money on. Following is the report for 2013.

NOTIS 2013 ANNUAL FINANCIAL REPORT

Beginning Balance: On Jan. 1, 2013   **$12,998.73**

INFLOW

Membership Dues for 2013	$10,981.28
International Translation Day Workshop	$9,188.77
Income from different workshops	$6,550.99
ATA refund	$2,160.00
Interest	$2.97
NOTIS TOTAL INFLOW	**$28,884.01**

EXPENSES/OUTFLOW

Administrative supplies & Miscellaneous Exp.	$1,644.69
Stipends	$6,600.00
Bank charges and internet ISP	$90.00
Miscellaneous Workshops	$1,938.13
Mail box rental	$257.00
Honorarium	$1,975.00
Creation and management of new NOTIS New Site	$645.03

Summer Picnic - Rent & Refreshments	$500.00
International Translation Day, Rent& Refreshments	$5,195.18
Annual Meeting - Refreshments/Year end picnic	$682.44
Sponsorships WASCLA	$250.00
WA Registration	$10.00
TOTAL EPENSES/OUTFLOW	**$19,787.47**
INFLOW	**$9,096.54**
Balance on Dec 31, 2013	
Wells Fargo Checking	$7,453.04
Wells Fargo Saving	$10,504.74
PayPal	$4,137.49
TOTAL	**$22,095.27**

Prepared by: Toby Eastbrook, Date: February 8, 2014

Public representation:

Basic guidelines for use of osti@ostiweb.org email address.

As President, Helen understands that she is the public face of the organization, and emails that are intended to further the goals, services and philosophy of the organization should go from this email address.

Stakeholders we interact with

CIS: source of information on court interpreter training events that qualify for CE credits in Oregon. Helen has been interacting with them to make sure they keep her in the loop on all trainings in order to post them.

OHA Council: They are very aware that we are trying to keep the training page populated with the current training opportunities for Oregon Healthcare Interpreters. Omar is being very helpful.

Interpreting agencies: As we provide information on training, etc., agencies will be passing our name on to interpreters. OSTI also supports agencies by listing members who are qualified to accept assignments.

Direct clients: OSTI lists members who are qualified to accept assignments, giving profile details. OSTI also provides information to help clients know what criteria they should be evaluating.

Interpreters: They need to know, in no uncertain terms, that we have their best interests at heart.

Translators: At this point, our focus has been mostly on interpreters. According to the InterpretAmerica white paper of a few years ago, 70% of interpreters also do translation work. We need to make sure our translation information is also active and challenging. Jost has offered to do a workshop for us, and we need to include topics that apply to both interpreters and translators.

Website

Design and function modifications.

Websites are living documents in any organization. Jess Kincaid and Helen Eby are working together on evaluating improvements, changes, modifications as needed. Please direct your comments to us so we can continue to work on this issue.

The registration form is not online yet because of budget issues. As the funds come in we will be covering those costs based on the budget priorities set by the Board. Online payment will also be available as we deal with the technical and budget issues related to it.

Costs involved in setting up online registration (time sensitive)
- $200 to $300 for website programming
- 3% dues to SquareUp or some other credit card processing company. Square Up does not have a monthly fee and the interface is simple enough for OSTI Board Members to manage without requiring technical assistance from a website designer.

Paper registration will have to continue to be available for some members in any event.

News items on our blog:

Helen believes we need to be updating our colleagues about things like the activities of the Council for HealthCare Interpreters, etc. She plans to continue to keep people posted through the OSTI News section of the blog. Weekly posts are generally the standard people try to achieve, so if we have something that we think should go out, putting it out with that as a maximum frequency should be OK. However, we need volunteer help to develop this service.

This kind of post would be consistent with what Helen has put up in the past. Her editorial guidelines have been:

- Short
- Factual
- As objective and even handed as possible, so OSTI isn't viewed as taking some kind of controversial stand unless we can't help it.

Managing the website and social networks

Helen Eby has started a LinkedIn page just to save the space for OSTI. It is not active at this point. We would like a member to volunteer to be responsible for the Linked In, Facebook and Twitter sides of our public communication.

Feedback Helen Eby has received on the website

I, Helen Eby, am receiving emails from providers of court interpreter training asking to list their training programs on the OSTI site.

I am reaching out to providers of medical interpreting asking them to give me information to list their training programs on the OSTI site on a regular basis.

When I get a job offer that I can't take, I am referring the requester to the OSTI site. Because we are new, in the interest of providing customer service, when the requestor doesn't find someone to meet their needs immediately on the site, I do two things, depending on the time I have available:

- point them to the CIS registry and the Oregon HCI registry and suggest a few names

- contact those people and tell them that OSTI was asked about someone in their language, and it would be great if they could be found there next time.

My impression from talking to some of these requestors is that they really like the directory and would prefer to find people on our directory, not on the other sites.

Stats as of Feb 24, 2014, 5:41 a.m.

13 followers (people who have clicked on "subscribe to OSTI news" on the OSTI blog.

Top Posts for all days ending 2014-02-24 (Summarized)

7 Days | 30 Days | Quarter | Year | All time

All Time

Title		Views
Home	🔍	407
Member Information	🔍	213
Find a Translator/Interpreter	🔍	135
About	🔍	102
OSTI FAQ	🔍	60
Medical Interpreting	🔍	52
Calling all Oregon Interpreters and Translators!	🔍	51
For members	🔍	50
Types of language services	🔍	49
Training Calendar	🔍	46
Board	🔍	39
Helpful Links	🔍	39
News	🔍	38
Medical Interpreter Training in Oregon - New Courses	🔍	37
Home page / Archives	🔍	36
Health Care Interpreter Scholarships for Qualification and Certification	🔍	29
Court Interpreting	🔍	24
Oregon Health Care Interpreter update	🔍	20
New Chinese training opportunity for court interpreters	🔍	18
Committees	🔍	18
December 7 – 1st Annual OHCIA Health Care Interpreter Certification Conference	🔍	14
National Board testing sites in Oregon	🔍	7

Daily views

January: 203 visitors, 957 views

February: 119 visitors, 527 views

Months and Years

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2014	957	527											1,484

Average per Day

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Overall
2014	80	22											42

Recent Weeks

Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total	Average	Change
Jan 13	Jan 14	Jan 15	Jan 16	Jan 17	Jan 18	Jan 19	0	0	
0	0	0	0	0	0	0			
Jan 20	Jan 21	Jan 22	Jan 23	Jan 24	Jan 25	Jan 26	494	71	≈
11	13	2	265	136	22	45			
Jan 27	Jan 28	Jan 29	Jan 30	Jan 31	Feb 1	Feb 2	493	70	-0.20%
96	39	31	153	144	15	15			
Feb 3	Feb 4	Feb 5	Feb 6	Feb 7	Feb 8	Feb 9	272	39	-44.83%
27	95	70	27	24	7	22			
Feb 10	Feb 11	Feb 12	Feb 13	Feb 14	Feb 15	Feb 16	100	14	-63.24%
17	6	5	25	11	20	16			
Feb 17	Feb 18	Feb 19	Feb 20	Feb 21	Feb 22	Feb 23	110	16	+10.00%
4	22	15	5	49	9	6			

Decisions between meetings:

How we communicate electronically.

Some people chime in on topics, others don't. How to interpret silence?

Authority of the CEO (President) or activities between meetings (time sensitive)

- Executive Committee authority: President (CEO per bylaws), Treasurer, and VP, so VP can step in as needed if the President is not available.

Listservs

Helen Eby has started listservs on her webhosting system to help OSTI have good communication systems from the start. However, she is considering migrating those to yahoo listservs for several reasons. In anticipation of that, she has already reserved several groups: ostimembers, ostiboard, ostipd (professional develompent) so those groups can have an online communication system there.

The reasons to move to Yahoo listservs are:

- Several of the Board members are already involved in listservs hosted on yahoo, so this would be a simple switch for them, and keep the listservs all under one system, with the same interface.

- Organizations typically change web host systems on occasion, and if OSTI changes web hosting systems, migrating the data from the listserv discussions of a few years could be quite cumbersome. The sooner these discussions are on a long term system, the better.

- Yahoo listservs have polling features, etc., which we could use to survey our members.

Issues involved in changing listservs:

- Helen Eby would not auto-enroll listserv members in a Yahoo listserv because many people have a specific email address they use with yahoo that is not the same one they use for other issues. Members should be able to choose their registration email for the listserv, and choose the delivery options on registration.

- Documents that pertain to the particular groups can be saved online in a "document space" that is part of the listserv service. All members of a listserv can typically download documents into the listserv space.

- We need moderators/owners for these lists. Volunteers are needed for this transition.

Membership:

Activities report

We have sent email blasts to all court interpreters, all medical interpreters registered on the OHA site, all ATA members listed in Oregon, and Helen's mailing list.

Process of registering a member

- Potential members fill out the application form on the website and mail it to Susanne or Danna, based on the alphabetical guidelines listed on the website.
- The Membership Team enters their information on the OSTI database and activates the member's profile.
- The Membership Team forwards the checks received to the Treasurer or deposits the checks in the OSTI account.
- The Treasurer deposits the checks received by mail.
- If the member of the Membership Team who received an application has any questions about the application, s/he consults with the other team member. When the Membership Team considers that they need further input to make a decision, the Team contacts a Board Member (Lois Feuerle), who advises them as needed.
- The Membership Team sends the new member a "Welcome to OSTI" email with instructions for completing the OSTI profile.

Future possibilities

In the future, we may have online registration. In that case the following process may be implemented:

- Potential members fill out the online application form and online profile and make a payment to OSTI online.
- The Treasurer receives notice that an order has been placed.
- The Membership Team receives an email informing them that there is a new membership application.
- The Membership Team verifies the membership application and profile details available. The Membership Team may contact the applicant to request verification of some information.
- The Treasurer verifies that the member has been approved before accepting the payment. The Treasurer has 7 days to accept the payment before it expires.

The online application process brings OSTI into alignment with the world of online business transactions. This reduces the potential for typing mistakes on the part of the Membership Team and reduces the amount of processing the Treasurer has to take care of.

Membership outreach

We have reached out to the Court Interpreters, the medical interpreters registered on the OHA site, and the ATA members. We should:
- Do this again every 6 weeks for a few months, with a new update on the situation.

- Invite our friends to join OSTI. Person to person invitations are much more effective than blanket invitations, in general. In most groups (Toastmasters, churches, etc.) many more people join because of a personal connection than because of an electronic invitation.
- I've been told that telephone follow-ups are very effective. Maybe we could ask some members to divide up the list of the people we have contacted and call them to see if they have questions about OSTI or would like to join us. If they have questions, and the member can not answer, the member can recommend that the prospective member email the Board at suggestions@ostiweb.org to get an answer from a Board member.

Reasons we can give our friends to join OSTI:

- Clients are contacting OSTI to look for interpreters and translators in Oregon
- The more languages and regions of the state we have represented, the more we can work together

How to strengthen our commitment to the whole state of Oregon

- Have some events outside of the Portland metro area, even if they are small events.

Answers to questions on application form so far

From email from Susanne Kraetschmer dated February 21, 2014:

Hereinafter, please find information that I have collected from OSTI membership application forms so far relevant for you as Continuing Education Coordinator:

1) What specialty areas and topics would you like OSTI to cover in meetings or workshops?

- Quality assurance tools and methods (S. Benner)
- ISO certification (S. Benner)
- Language-specific training (S. Benner)
- Translation tools (H. Eby)
- Interpreting technology (H. Eby)
- terminology research (H. Eby)
- vocal health for interpreters (H. Eby)
- CAT-tool training (L. Schmitz)
- Business topics (L. Schmitz)
- Medical translation topics (L. Schmitz)
- Challenges of freelancers (D. Fainberg)
- Terminology workshops (D. Fainberg)
- Technology (D. Fainberg)

2) Do you have a particular area of expertise that would lend itself to a continuing education presentation, workshop or lecture?

- Ethics (K. Barger)
- Team interpreting (K. Barger)
- How to be an interpreter and not go broke (H. Eby)