



# ATA School Outreach Tips

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## **A fun attitude is contagious!**

In a school setting, from Pre-K to 12th grade, students are easily captivated by speakers who are fun and friendly. A fun attitude is contagious and will ease the atmosphere and engage the students with the message you want to convey. Smile BIG and have FUN presenting because you are speaking about your passion and the career you absolutely love.

## **Don't limit yourself to a school.**

If you don't have any connections to a local school or if approaching a school or school district is too intimidating, try these:

- After-school programs held at recreation centers
- Library summer programs
- Boy Scout and Girl Scout clubs
- Community centers with career sessions

You can also target a specific program in your school district. For example, look for career and technical (vocational) course programs. There are students everywhere, so think outside the box.

## **Leverage the diversity of your audience.**

If your audience includes students who speak different languages, consider including an ad-lib segment (*come prepared with a few lines for them to read*). Set up conversational role play where two students do not understand each other's language. This can turn into a first-hand demonstration of communication breakdown and the importance of translators and interpreters.

## **It's the digital age.**

Students are attached to their smart phones and tablets. Make this work for you. Prepare a collaboration with a colleague in another part of the world to show how translators use technology to reach across borders, researching terminology and corroborating meaning and nuance in another culture.

## **More technology.**

Depending of your age group and with prior approval of the school, consider showing an age-appropriate song, movie clip, or commercial that has both an English version and a non-English version. Ask the students for their thoughts—how do they think the translation or subtitling was done and whether it was successful. Using their answers, explain the translation process and even how the words themselves do not translate to another culture. This can make your presentation more dynamic and interactive.

## **Capture the moment.**

It is, after all, a contest! If you have a friend who is a good photographer or videographer, see if you can bring them along. Someone with a little experience behind the camera has a good chance of capturing the moments when your presentation comes to life.

Be sure to clear this with the school, especially whether there are any children whose parents do not want them to be photographed.