Last year, ATA’s Board established a task force to review The ATA Chronicle to see how it can better serve the membership while providing the best value for members’ dues. As part of the effort, a reader survey was conducted.

The survey was sent to all members in December 2014. Here’s a look at the results from the over 1,100 respondents and the 169 pages of compiled responses.

• How relevant is the Chronicle to translation and interpreting? The Chronicle was found to be very relevant or relevant for 77% of the respondents.

• How relevant is the Chronicle to your work and interests? 60% said very relevant or relevant and 32% said somewhat relevant.

• Is the Chronicle your primary source of information for translation and interpreting? 57% said no. There was no common primary source named, though most noted various online resources.

• Regarding the content, 81% said it was just right and 83% said the article length was just right.

• As for the columns, we have done these surveys over the years and the comments run the gamut. Some readers love them and some say get rid of them. “GeekSpeak,” written by Jost Zetzsche, and “The Entrepreneurial Linguist,” by Judy Jenner, were the highest rated columns in terms of usefulness. “The Interpreters Forum” was the lowest rated, but in fairness this column was in hiatus for a few months until Jennifer de la Cruz stepped up and started writing an excellent column for us in January of this year. (Unfortunately, due to a new job, she has had to resign.) “Humor and Translation,” “The Translation Inquirer,” and the administrative columns—“From the President,” “From the President-Elect,” and “From the Executive Director”—were also rated lower.

• Moving to the online versions of the Chronicle, 62% of the respondents do not read the Chronicle online. For those who do, 58% prefer the PDF version, 15% prefer the Flipbook version, and 27% like both. It was clear from the comments that there is still a strong demand to keep the print version, which is the plan. Of course this all depends on how reading habits evolve. Related to this question, we also heard that we need to make it easier to access the online version of the Chronicle. We will work to address this need.

• Another challenge is that we do not appear to be meeting the needs of long-time, more experienced members. The newer members appear to be satisfied with the practical how-to articles that we publish. Many shared comments of how they have incorporated advice given in the Chronicle into their daily business. We will continue to look at how we can provide more advanced content that meets the needs of this segment of the membership.

Thanks to those who took the time to complete the survey. ATA’s Board and Headquarters staff heard you. In addition, the Board will discuss the Chronicle Task Force’s recommendations at the spring Board meeting. Stay tuned for more news on the Chronicle.

From the Executive Director
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Chronicle Reader Survey Summary

Check Out ATA’s Guides to Services Agreements

ATA offers two guides developed by ATA volunteers to assist interpreters and translators in reviewing and drafting contracts. These free online guides offer practical explanations and commentary for standard terms, conditions, and clauses.

Interpreting
www.atanet.org/business_practices/interpreting_agreements.php

Translation
www.atanet.org/business_practices/translation_agreements.php