

A Step-by-Step Manual: How to Give a School Outreach Presentation and Tips for Capturing a Winning Photo

ATA School Outreach Program website: https://www.atanet.org/ata_school/

ATA School Outreach Program email: schooloutreach@atanet.org

School Outreach Program Links

Page	Content	Link
What is School Outreach?	<ul style="list-style-type: none"> ▪ About the School Outreach Program and motivations to participate 	http://www.atanet.org/ata_school/index.php
Getting the Gig	<ul style="list-style-type: none"> ▪ How to pick a school to and how to contact/approach them ▪ What material to send if they ask for more information ▪ Sample cover letter 	http://www.atanet.org/ata_school/gettingthegig.php
Resource Materials	<ul style="list-style-type: none"> ▪ Download a presentation or use the presentations to round out your own material ▪ Worksheets, handouts, tips (All organized by grade level) 	http://www.atanet.org/ata_school/school_outreach_materials.php
Speaking Tips	<ul style="list-style-type: none"> ▪ Managing your nerves ▪ General guidelines for School Outreach Presentations 	http://www.atanet.org/ata_school/generalguidelines.php
Share your Story	<ul style="list-style-type: none"> ▪ Form to submit your School Outreach Story 	http://www.atanet.org/ata_school/submit_story.pdf
Continuing Education Points	<ul style="list-style-type: none"> ▪ How you can earn Continuing Education Points with School Outreach 	http://www.atanet.org/ata_school/ce_points_more.php

School Outreach Contest Links

How to Participate	<ul style="list-style-type: none">▪ Step-by-step instructions on how to enter the contest	https://www.atanet.org/ata_school/school_outreach_contest.php
Photo Guidelines	<ul style="list-style-type: none">▪ Three steps to a winning shot	https://www.atanet.org/ata_school/photo_contest_guidelines.php
Submit Your Entry	<ul style="list-style-type: none">▪ ATA School Outreach Contest entry form	https://www.atanet.org/ata_school/submit_contest.php

****Most contest winners plan their photo ahead of time!***

Photo Gallery and Profiles

School Outreach Winners	<ul style="list-style-type: none">▪ Photos and profiles of past winners with links to <i>The Chronicle</i> articles about their presentation and overall experience	https://www.atanet.org/ata_school/school_outreach_winners.php
Photo Gallery	<ul style="list-style-type: none">▪ Tips for taking a winning shot with photo examples	https://www.atanet.org/ata_school/photo_gallery.php
School Outreach Stories	<ul style="list-style-type: none">▪ Learn more about the school outreach experience▪ Tips, tricks, exercises and games	https://www.atanet.org/ata_school/school_outreach_stories.php

Guidelines for Taking a Winning Photo

1. Make sure the photo clearly shows you're talking about translation and/or interpreting.
 - Words behind you on a whiteboard, chalkboard, or flip chart; an interesting prop; or classroom decorations such as flags, foreign vocabulary or maps.
 - Visual interest improves the quality of your photograph and makes your presentation more interesting and engaging.
2. Include yourself and one or more students in the photo if you can.
 - If the school's confidentiality policy prohibits showing children's faces in the photo, try a shot that shows them from the back.
3. Aim for a photo that's clear enough for effective reproduction in *The ATA Chronicle* and promotional materials.
 - It should be visually pleasing as well, although we're willing to do some cropping and enhancing if the content is good.
4. Plan your photo ahead of time!
 - Think of what you want the photo to look like and prepare props or interactive activities specifically for the photo.
 - Leave at least 10 minutes at the end of your presentation for taking the photo.
 - Tell the teacher about your plans so it isn't a surprise, and ask about the school's confidentiality policy (can the children's faces appear in the photo?)
 - Plan who is going to take the photo.
 - The teacher, school newspaper or yearbook.
 - Invite a family member, translator colleague or friend.

Share Your School Outreach Presentation and/or Story with us

- If you visit schools to speak to students about translation and interpreting, we would love to hear from you—whether or not you decide to submit a photo to the contest. E-mail School Outreach Coordinator Meghan McCallum at meghanraymccallum@gmail.com with a description of when and where you presented and let us know about your memorable experience.
- We're always looking for new presentation material. Please email any scripts, outlines, PowerPoint, tips for grade level you want to share to schooloutreach@atanet.org.

School Outreach Presentation Content by Age Group

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 and what a translator/interpreter does	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