

ITC SIG Business Meeting/Breakfast Minutes

Submitted by Phil Gray, ITC Asst Manager

Notes from Traci Nathans-Kelly (ITC Manager) added in mid-May 2009. Her email is kelly@epd.engr.wisc.edu . Email to volunteer time, expertise, energy, translating, etc.

This copy will go out to all who attended the meeting and will have a PDF on the main site at <http://itcglobaltalk.org>

5 MAY 2009, STC Summit, Atlanta, Georgia, USA

1. Listserv issues: To address questions about the ITC listserv, Traci will soon send out instructions again for listserv registration. Policies for listservs will also be included.
2. "ITC Global Talk" web site:
 - a. Particulars regarding the Global Talk website were discussed and are being addressed by the ITC Leadership team concerning some of the functionality.
 - b. Right now, there is no mechanism for commenting on posts because we do not have a volunteer who will screen those posts. If we get a volunteer, we can consider adding this functionality.
 - c. Attending members were interesting in a "What's New" segment that is part of the listserv and Global Talk. Again, while Traci and the leadership team can work on this, we would love some volunteers for content items, editing, etc. This could be ITC news sent out monthly or twice per month. It can go out via listserv, and it will echo the postings on Global Talk. If we can get a news editor active as a volunteer, this could become much richer. (Traci adds this: Perhaps, for each "What's New," a translation/localization company could sponsor/take the lead in sending the "What's New" out. Each "What's New" could include a section on the sponsoring company.)
 - d. Add links to resources: GALA, LISA, others. Send suggestions to Traci or Phil.
 - e. All international links on the Global Talk page should have all the applicable languages for that link. Volunteers to help us would be appreciated.
 - f. Should we, could we, have a "members only" section on Global Talk? How would ITC use it? Discussion noted that special items of interest could be included here to add value to ITC SIG membership. **Note from Traci:** This requires a password feature for interested ITC members, but it also requires that we have a steady flow of fresh material/content in that special area. Ideas on how to generate that content from ITC membership should be sent to Traci.
3. Monthly newsletter: The consensus was that the "ITC Global Talk" web site "What's New", that would periodically go out to all members, could be our monthly newsletter. See above.
4. Webinars: ITC has been working to deliver its first webinar. Particulars, such as the platform and if there will be any costs, etc., will be addressed by the leadership team and/or any volunteers interested in developing the webinars. We asked for ideas on topics during the meeting.
 - Possible topics:
 - How to automate processes in order to make changes later. Len Whitehead had this idea, particularly in reference to automating the taking of screenshot changes and screenshots in other languages.

- Companies (or an ITC member) present a product (how the product works; not a sales pitch).
- Conduct a poll or request for topics from ITC members (perhaps through “ITC Global Talk”).
- Some ITC members might already have presentations ready for webinars.
- Possibly present or produce application notes.
- Have a forum for comments; however, it was mentioned that the Discussion list (listserv) already exists to share ideas on various topics.

5. International Pavilion: We discussed why the International Pavilions did not work out:

- a. There is not enough support from STC overall.
- b. The Pavilions should be done differently.
- c. Perhaps tie in with the ITC Progression: First of the two hours could be conducted in conjunction with the International Pavilion; the second hour could be the actual discussion.
- d. **Note from Traci:** I easily put in 400+ hours of work on the Pavilion, most of it alone, in 2008. We had very little foot traffic and very little, if any, change in our membership because of it. Frankly, it was a nightmare because I had to do it alone. If STC wanted to have an area for a Pavilion, we could staff it. But I will not be in charge again of soliciting sponsors, etc. If a group of ITCers wants to discuss it as a volunteer group to spear head this, I would support that.

6. ITC should look for more support for international issues from STC HQ:

Lobby STC HQ:

- International issues need more emphasis.
- Compose a statement document of key ITC recommendations and ask STC HQ to implement them.
- Hans has offered to help write the document.
- Need a localization tract in the STC Summit education sessions.
- This international initiative must be started immediately to have any impact on next year’s summit.
- A big concern was voiced that STC needs to become more international to compete with TEKOM in Germany.
- The concern was expressed that if there was not more focus on localization issues, current vendors may not want to support STC with a booth.

Note from Traci:

- All of these are super pieces of input. Some of you know that STC is just beginning a Global Audit, and several ITCers are on that committee. Changes are afoot!
- Hans, I will check back in with you on that document and help, if you want to.

7. Committees:

- a. We need to conduct a review of existing committees to see if they are all still necessary; we may need some new committees.
 - a. **Note from Traci:** We have no active committees right now, even though our bylaws have mechanisms to put them in place. We have single volunteers for specific objectives. This spring, Swaminathan Moorthy and Joe Campo helped with elections; that was great!
- b. Have an “Education Outreach” committee that could administer the ITC webinars or, at least, assist in topic selection.
 - a. **Note from Traci:** Volunteers, please email Traci at kelly@epd.engr.wisc.edu

c. Have a website committee to work particularly on reaching out to other associations.

a. **Note from Traci:** Fantastic idea! Volunteers, please email Traci at kelly@epd.engr.wisc.edu

A final note from Traci: I will put out various calls for help on the items noted above.
Thanks to all who attended the meeting and brought such great energy and focus for ITC!
~Traci

8. Other ideas:

- a. Sell banner ad space on the "ITC Global Talk" web site to vendors as a money-making venture. **Note from Traci:** We cannot do this because it will jeopardize our non-profit status, as I understand it now. We can have "sponsors" for content, however. I am working on a model for that. I will also investigate if we could have paid sponsors if that money went to member support/scholarships for the conference, etc. I do not know if getting money for any ads that goes towards those kinds of membership support hurts the non-profit status. I can put in an inquiry to the legal staff at STC.
- b. Theodora and others mentioned that Omar and Stacy at STC HQ stood out as being exceptional in the assistance that they provided in preparing for the Atlanta STC Summit.
- c. Have local ITC meetings where practicable and enough interest exists.
- d. **NEW IDEA:** Add these minutes to the listserv, at some point.

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