GHANA ASSOCIATION OF TRANSLATORS & INTERPRETERS (GATI)

DRAFT COMMUNICATION STRATEGY

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1.0 INTRODUCTION

1.1 Introduction

The Ghana Association of Translators and Interpreters (GATI) is the recognized professional body for Translators and Interpreters in Ghana. The association was established to among others, safeguard the integrity and professionalism of the trade and maintain high standards of discipline, competence and professional ethics among members of the profession.

Although the association has been in existence for a number of years, it has been dormant and has not succeeded in fulfilling its mandate. It is therefore being revamped to enable it properly function as professional body, regulating the activities of its members among others.

This document outlines a communication strategy for GATI.

1.2 Purpose of the Communication Strategy

A communications strategy is a detailed plan of action designed to achieve results in the key areas of an organizations communication objectives. It outlines clear objectives, identifies relevant audiences and determines how to reach them with specific messages as well as periodicity of such messages among others.

The purpose of this document is to facilitate the work of GATI as the key organization of reference with respect to all translation and interpretation issues and professionals in Ghana. It is expected to effectively bridge the gap between the organization and its stakeholders and ensure continuous engagement between them. It is also expected to support the 'publicity' activities of GATI and build an enduring reputation for GATI. It has been developed for a minimum timeframe of one year.

1.3 Objectives of GATI

The key objectives of GATI are as follows:

(a) maintain among its members a high standard of discipline and professional efficiency;
(b) defend the interests of its members
(c) provide a common forum for the consideration of all problems affecting its members, coordination of the activities of its members; and formulation of opinions on matters affecting Translators and Interpreters in Ghana;
(d) promote cooperation between the Association; the Government, international organizations and Conference organizers with a view to ensuring that their objectives do not conflict with those of the Association;
(e) save the Ghana Government and other organizations the burden and expense of importing foreign Translators and Interpreters and thus help save foreign exchange;
(f) Ensure consistent training, placement and enhanced conditions of service of Translators and Interpreters.

2.0 GATI's FUNCTIONS & COMMUNICATION OBJECTIVES

2.1 Functions of GATI

The key functions and services the association will provide are outlined below.

1. Publication and dissemination of professional code of ethics: A code of ethics will be developed for dissemination to members as a reference document that defines their rights and duties, which are inseparable from each other.

2. Publication and dissemination of Directory of Professionals: GATI will publish a Directory of members which it will disseminate to members of the Association, and prospective client organizations. The directory will provide all relevant information about members including name, permanent address, professional domicile, mother tongue and working languages etc. The Directory will be an excellent way to connect clients to professionals and provide members with a practical means of interacting with other colleagues.

3. Lobbying and sensitization activities: GATI will undertake activities aimed at sensitizing both clients and members on the ethics of the profession as well as raise awareness on the existence of the association as a regulatory body. These include media appearances, seminars and workshops among others.

4. Publication and dissemination of newsletter: A newsletter will be published at intervals to keep members informed of the activities of the Association, and of new developments of interest to the profession.

5. Provision of Professional Resources: Training and professional development, career and job information for young professionals,

6. Review, publication and dissemination of minimum professional rates: GATI will fix rates for translation and interpretation services provided and ensure that both clients and members adhere to them.

7. Development, update and disseminate stakeholder database: GATI will develop a stakeholder database which will be the major all-encompassing source of information on GATI stakeholders. In particular, the database will be segmented so that targeted communications can be delivered efficiently and effectively to specific groups. This database will also be disseminated to members as a directory of potential clients for prospecting purposes.

2.2 Communication Objectives

To identify the key communication objectives of GATI, there is the need to review the overall objectives of the organization given that communication is not an end in itself. Communication should be directed at supporting the organization to achieve its objectives and therefore the goal of every communication should be aligned with organizational objectives.

Outlined below is a table mapping organizational objectives to communication objectives.

Organizational Objectives	Communication Objectives
Maintain among its members a high standard of discipline and professional efficiency and defend the interests of its members;	Establish GATI as the main regulatory body for translators and interpreters in Ghana, instilling ethics and standards within the profession and protecting the interests of its members.
Provide a common forum for the consideration of all problems affecting its members, coordination of the activities of its members; and formulation of opinions on matters affecting Translators and Interpreters in Ghana;	Demonstrate to stakeholders, particularly members, that they can have timely access to information that affect them as professionals and a channel to discuss their concerns and seek redress (where necessary)
Promote cooperation between the Association; the Government, international organizations and Conference organizers with a view to ensuring that their objectives do not conflict with those of the Association;	Develop consistent engagement between GATI and stakeholders (Government, international and local organizations) and deepen understanding of the work of professionals among clients/client organizations in order to change their wrong perceptions and expectations;
Save the Ghana Government and other organizations the burden and expense of importing foreign Translators and Interpreters and thus help save foreign exchange;	Project the members of GATI as qualified and experienced professionals with whom the Government and other organizations can do business
Ensure consistent training, placement and enhanced conditions of service of Translators and Interpreters.	Raise awareness among all stakeholders, of local and international professional development programmes and activities, job opportunities and prevailing minimum rates for services provided

Based on the table above, GATI has five (5) key communication objectives. In other words, all forms of communication emanating from the organization should achieve one or all of the following objectives:

1. Establish GATI as the main regulatory body for translators and interpreters in Ghana, instilling ethics and standards within the profession and protecting the interests of its members.

2. Demonstrate to stakeholders, particularly members, that they can have timely access to information that affect them as professionals and a channel to discuss their concerns and seek redress (where necessary);
3. Develop consistent engagement between GATI and stakeholders (Government, international and local organizations) and deepen understanding of the work of professionals among clients/client organizations in order to change their wrong perceptions and expectations;

4. Project the members of GATI as qualified and experienced professionals with whom the Government and other organizations can do business;

5. Raise awareness among all stakeholders, of local and international professional development programmes and activities, job opportunities and prevailing market rates for services provided

2.3   Stakeholder Identification

Identifying the target or audience of every communication is a critical step to ensuring the success of the communication strategy. The key audience of any organization are its stakeholders. These include persons, institutions and other organizations which have a legitimate interest in the activities of GATI and in the outcome of these activities.

Key stakeholders of GATI therefore include the following:

▶ Members of GATI

▶ Government Institutions/Agencies

▶ Regional Bodies eg. ECOWAS,AU etc.

▶ Embassies/Consulates/High Commissions & the Diplomatic Community

▶ Local and International NGOs operating in Ghana

▶ Local Corporate Institutions

▶ Conference/Event Organizers & Interpretation Equipment Rental Businesses

▶ Media

▶ Training Institutions for Translators and Interpreters ie. SOT, MACINT

2.4   Communication Tools

The tools for communication are grouped into five (5) categories as follows:

1. Print: This covers all communication in the form of documents in hard copy such as letters, brochures etc

2. Electronic: Communication which is transmitted using electronic means such as emails, SMS messaging etc.

3. Events: Any event which is aimed at achieving the organization's communication objectives such as conferences, seminars etc.
4. Media: Communication via the print or electronic media ie. Radio, TV, newspapers etc.

5. Consultation tools: These are forms of communication which facilitate receipt of feedback ie. Surveys, suggestion boxes etc.

Presented below are details of communication tools to be used.

Type of Tool	Tool	Comments
1. Print	Official Letter	
	Newsletter	A quarterly or bi annual newsletter featuring issues relevant to the profession and language as a whole.
	Brochure/Flyer	
	Annual reports	
	Promotional items	Ie. Pens, T. Shirts, bags
	Poster	
	Directory of members	
	Invitations	To an event or conference
	Press review	Distribution of copies of articles/news reports featuring GATI
2. Electronic	Email	
	SMS Messaging/Alerts	
	Website	Website will be the major portal through which information is disseminated to stakeholders. It will facilitate access to timely and interesting material as well.
	Social media	Whatsapp, facebook, twitter etc.
	Newsletter	Electronic version for easy distribution
3. Events	Seminars/ Conferences/Training programmes	
	Public assembly	Inviting members to a public forum to discuss matters of interest
	Participation in Exhibitions	
	Reception	Ie. To celebrate a landmark event
4. Media	Media partnerships	Ie. A hosted radio program or a newspaper column written by members of GATI.
	Paid advertisement	
	News conference/release	For very newsworthy information
5. Consultation Tools	Face to face meeting	
	Telephone conversations	
	Surveys	Probably at the end of every major event/meeting to obtain feedback from stakeholders on various issues
	Suggestion box	
	Query/complaint system	Establishing a system to ensure follow up on complaints

2.5   Communications Mix

The communications mix presented below is expected to serve as a guide in applying the right communication tool to each stakeholder group as well as provide an indication as to how regular communication should be using the various tools. Details are as follows:

Stakeholders	Objective of Communication	Communication Tools	Periodicity
Members	1. Develop consistent engagement between GATI and members 2. Provide timely access to information and a channel to discuss their concerns and seek redress 3. Raise awareness of local and international professional development programmes and activities, job opportunities and prevailing minimum rates	Annual reports	Annually
		Newsletter	Quarterly
		Email	Monthly
		SMS Messaging/Alerts	As and when required
		Social media	Ongoing interaction
		Seminars/ Conferences/Training programmes	Half yearly
		Promotional items	Annually
		Surveys	At least once a year, as part of general assembly
		Complaint management system	As and when required
Government Institutions/Agencies	1. Develop consistent engagement between GATI and stakeholders 2. Establish GATI as the main regulatory body for translators and interpreters in Ghana, instilling ethics and standards within the profession 3. Project the members of GATI as qualified and experienced professionals with whom the Government and other organizations can do business	Official Introductory Letter	Once
Regional Bodies eg. ECOWAS,AU etc.		Newsletter	Quarterly
Embassies/Consulates/High Commissions & the Diplomatic Community		Seminars/ Conferences	Half yearly
Local and International NGOs operating in Ghana		Website	Ongoing
Local Corporate Institutions		Reception	Annually
Conference/Event Organizers & Interpretation Equipment Rental		Directory of members	Ongoing (on website)

Stakeholders	Objective of Communication	Communication Tools	Periodicity
Businesses	4. Raise awareness on prevailing minimum rates for services provided		
Media		Brochure/Flyer	Once
Training Institutions		Promotional items	Annually
		Email	As and when required

3.0 STRATEGIES & COMMUNICATION PLAN

3.1 Communication Objectives and Strategies

Relevant strategies have been developed for each communication objective as outlined below.

	Objective	Strategies
1.	**Establish GATI as the main regulatory body for translators and interpreters in Ghana, instilling ethics and standards within the profession and protecting the interests of its members.**	a. Develop a code of ethics for the profession and put in place sanctions for non compliance b. Formally introduce the revamped GATI to client organizations and other language stakeholders in the country highlighting the role the organization will play henceforth in Ghana's language market c. Regularly undertake activities that will make GATI visible to both members and client organizations – seminars, branded souvenirs, receptions (eg. end of year dinner, fundraisers), surveys, exhibitions etc.
2.	**Demonstrate to stakeholders, particularly members, that they can have timely access to information that affect them as professionals and a channel to discuss their concerns and seek redress (where necessary);**	a. Develop a website for GATI to gain visibility b. Send regular information on events occurring both locally and internationally which could affect the work of translation and interpretation c. Create a virtual chatroom on the website which members can log into to interact with other colleagues and share information d. Develop a complaints management system by which members can log in complaints and have them addressed. e. Organize professional development events for members ie. Training, Roundtable talks with resource persons etc.
3.	**Develop consistent engagement between GATI and stakeholders (Government, international and local organizations) and deepen understanding of the work of professionals among clients/client organizations in order to change their wrong perceptions and expectations;**	a. Develop a quarterly newsletter for distribution to stakeholders, particularly client organizations to provide consistent education on language issues, specifically the work of translators and interpreters b. Develop media partnerships ie. Hosting a radio/TV programme on language issues or blogs/articles written by members

Objective	Strategies
4. **Project the members of GATI as qualified and experienced professionals with whom the Government and other organizations can do business;**	a. Register qualified professionals as members and put in place the necessary measures to ensure that they are consistently competent in their work b. Make available a directory of registered translators and interpreters on GATI website c. Distribute directory of registered members to (potential) client institutions and government agencies, particularly Ministry of Foreign Affairs
5. **Raise awareness among all stakeholders, of local and international professional development programmes and activities, job opportunities and prevailing minimum rates for services provided**	a. Provide regular information on training and development programmes for professionals in Ghana and elsewhere and provide information on sources of funding where available. b. Advertise available job openings in institutions for translators and interpreters on GATI website. Also re-advertise calls for proposals and tenders on GATI website for the benefit of members. c. Post on GATI website prevailing rates for translation and interpretation services

3.2   Communication Plan

Based on the communication objectives and strategies outlined above, a communication plan is being outlined to support in the implementation of these strategies. The plan is a series of tangible projects (events, programmes, etc.) that will help GATI achieve its communication objectives.

Communication Plan <mark>(complete the remaining columns [I don't have the relevant information])</mark>

Activity	Person Responsible	Target Audience	Time Frame/ Deadline for completion	Performance Indicators	Estimated Budget
1. Development & distribution of Code of Ethics to members	Professional Code of Ethics and Standards Committee	Members	Next General Assembly : 27th August 2016	Code of Ethics document	-
2. Development of GATI Website and posting of regular information and updates online	Secretary/Editorial Board	Members and Client Organizations	27th August	a. Website developed b. Weekly posts of information/updates	GHC 1,800
3. Preparation & Distribution of GATI's Letter of Introduction to key Stakeholders	Secretary	Government Institutions, Regional Bodies, Embassies & Other diplomatic institutions, Local and International NGOs in Ghana, Corporate Institutions, Conference/Event Organizers	Mid September	a. Introductory letter b. Proof of receipt of letter by addressee	GHC 700
c. Development and implementation of one year activity/event schedule for GATI	Communications/Organizer and Secretary	Members and other Stakeholders	5th August 2016	a. One year plan of activities showing activities/events to be undertaken each month with respective dates and person(s) responsible for executing b. Monthly events	-

	Activity	Person Responsible	Target Audience	Time Frame/ Deadline for completion	Performance Indicators	Estimated Budget
					undertaken	
d.	Registration of professionals /members, development and distribution of directory of registered members	Mr Hiamey – Design of Forms Collation of database - Secretary	All stakeholders	27th August 2016	Directory of registered members uploaded on website	-
e. f.	Appointment of an editorial board Preparation and distribution of quarterly newsletter	National Steering Committee Editorial/IT Board	Government Institutions, Regional Bodies, Embassies & Other diplomatic institutions, Local and International NGOs in Ghana, Corporate Institutions, Conference/Event Organizers	27th August 2016 Ongoing	a. Draft content of quarterly newsletter with responsibilities assigned to members who will contribute in writing various aspects b. Proof of receipt of newsletter by identified institutions	-
g.	Development of a complaints management system	Complaints & Disciplinary Committee	Members	16th November 2016	a. Online complaints management system developed b. Complaints management /sanctions committee put in place as well modalities for operation	-

3.3   Communication Budget

Based on the communication plan, the estimated budget for communication stands at GHC2,625 inclusive of an amount of GHC 125 for contingency.

The following are the anticipated sources of income to enable the organization achieve its communication objectives:

- 10% Commission on all contracts obtained through GATI
- Payment of membership dues
- Adverts in quarterly newsletter
- Payment of membership registration fee