

EDUCATION IN LOCALIZATION: HOW LANGUAGE SERVICE PROVIDERS BENEFIT FROM EDUCATIONAL PARTNERSHIPS

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Abstract

The purpose of the research was to examine whether or not partnerships between language services organizations and institutions of higher education have a positive impact on students, the educational institutions, partnering companies, and on the language services industry as a whole. We interviewed key educational institutions within the United States as well as a select few in Europe who closely partner with organizations within the language services sector to determine whether or not their partnering experiences had a positive effect on student enrolment, student participation, post-graduate success, and appropriate job placement within the language services industry. Likewise, we interviewed leaders in the language services industry to better understand whether or not they found the partnerships to be beneficial for their own organization, and for the industry as a whole. With regard to the key players we researched, all seemed to be in favor of partnerships, and all shared tangible reasons why these partnerships are a win for all involved. Although our research seems to indicate that – at least at present – there are only a limited number of these partnerships around the globe, there is a growing interest and desire for this number to grow in the years ahead.

Keywords: localization, language service industry, educational partnership

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Citation: Schroeder, C. (2018). Education in Localization: How language service providers benefit from educational partnerships. *English Studies at NBU*, 4(2), 117-130. Retrieved from <http://esnbu.org/data/files/2018/2018-2-3-schroeder-pp117-130.pdf>

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Building partnerships with institutions of higher learning

Where do project managers go to find the most qualified localization experts in the language services field? Are they looking for hands-on experience or are they interested in those who are brand new but have earned a degree in localization? How worthwhile is it, for language services providers to partner with institutions of higher education?

For decades, there have been translation and interpreting degrees offered at accredited educational institutions around the globe, but many of these programs have remained fairly traditional. This unwillingness to change – this resistance to adapt to a new educational model – may end up negatively impacting on their enrollment numbers.

More and more professionals in the field of localization are teaming up with institutions of higher education. They offer guest speaking engagements, lectures, and even run several classes. Moreover, while many colleges and universities continue to offer traditional translation and interpretation courses, building partnerships with localization experts might end up being a lifeline by connecting these institutions with the ever-growing language services industry. In fact, some argue that the death of the traditional translation degree is going to arrive within the next decade or so. Are institutions of higher education paying attention? Are they readying themselves for this possible shift?

The world *is* changing, and the fields of translation and interpreting are changing along with it. Graduates would be well served to have a growing understanding of machine translation (MT), computer-assisted technology tools (CAT tools), and translation memory (TM). In other words, they should be leaving school well equipped to enter the localization field. Gone are the days when translators could simply look at the task at hand, consult their industry-specific dictionaries, and translate away. The same can be said for the interpreting space. Translators and interpreters are now finding it more and more necessary to embrace technology that not only enhances their work but also speeds up the process.

With a familiarity of the universities around the world that cater to the localization industry, project managers can zero in on each candidate's background, expertise, and possible hands-on experience, but this insight can offer project managers

even more – networking. Contacting various colleges and universities around the world to offer a speaking engagement, a lecture, or even a seminar in localization is definitely a win-win-win:

Student benefits

- Finding future employers and places for internships
- Meeting industry representatives
- A chance to better understand the language services industry

Language Service Providers benefits

- Channels for finding new staff and freelance resources
- Opportunities to influence the quality of translation and interpreting graduates
- Knowledge transfer partnerships with universities

Benefits to universities

- Access to a regional and international pool of companies for student placements
- Access to employers in the industry for the exchange of information
- Updates and notifications regarding industry trends and best practices

Project managers bear a lot of responsibility. Creating and maintaining a team environment, meeting established objectives, producing high-quality end products and services, mediating conflict, communicating with clients and upper management, and negotiating time lines are just a few of what seems to be an endless list of tasks. Hiring the right employees to help accomplish these tasks and maintain a steady workflow is critical to a project manager's success. Knowing which colleges and universities are offering the most relevant programs in localization would save project managers a lot of time and effort in their search, but there is one more key benefit – becoming educational influencers.

Offering to partner with educational leaders can help to ensure the courses are in-line with the fast-paced, ever-changing language services industry. The first step, of course, is knowing where these institutions are around the globe, and reaching out. There are a growing number of colleges and universities worldwide that now offer individual courses, as well as certificates in the field of localization. Some even offer undergraduate and graduate degrees. However, are the courses truly offering a robust localization experience? The best advice that professionals offer is to scrutinize the program's syllabus – just how many classes toward the certificate or degree actually focus on localization? Just one?

Maybe two? Do those classes reflect a true localization experience, or is the title being used more or less to attract students? Reaching out to these institutions and offering your expertise in the field of localization might just be what they need without their even knowing it. Building partnerships with institutions of higher learning might end up being a lifeline to traditional translation and interpreting programs.

European university and industry partnerships

Elia Exchange

The ELIA Exchange (European Language Industry Association) is a great place to start. Open to industry stakeholders, students, and recent graduates, the ELIA Exchange offers valuable resources to connect through webinars, introductory courses in language services, discussion forums, volunteer opportunities, and more.

GALA

As a leader in supporting the language services industry, advancing technology, and creating valuable communities, GALA also offers a plethora of resources for both instructors and students.

Below are examples of localization project managers that have already benefitted from partnering with institutions of higher education.

University of Helsinki

Anu Carnegie-Brown, the Managing Director of Sandberg Translation Partners Ltd (STP) sums it up best:

Because STP employs more in-house translators than an average LSP, we have a comprehensive internship programme, which initially led me to working closely with UK and Nordic universities in 2010 in order to bridge the gap between the academic and the commercial translation worlds and improve the skills of the translation graduates we employ. (Carnegie-Brown, 2018)

Ms. Carnegie-Brown is no stranger to partnering with institutions of higher education. In 2013, she co-wrote and ran STP's first credit-awarding course at the University of Helsinki. The course focused on translation project management because, as she puts it, "translation courses did not cover this topic at all, yet it's an integral part of the work even if you end up being a freelance translator."

The following year, Ms. Carnegie-Brown wrote the curriculum for a 5-credit course for the University of Helsinki entitled, “Introduction to the Translation Industry” which was considered groundbreaking at the time as it included the partnerships of seven Finnish translation companies and four European developers of language technology software that all cooperated to teach the MA translation students. The course comprises classroom-based learning, independent self-study, class presentations, and compulsory visits to local LSPs. Topics cover the global translation market, job opportunities in the translation industry, language technology including Computer-Assisted Translation (CAT) and Quality Assurance (QA) tools, translation management systems, machine translation solutions, a project management workshop, and two books written by industry practitioners.

University of Surrey

In a four-week business challenge workshop embedded in the “Business and Industry aspects of the Translation Profession” module, the University of Surrey aimed to help MA translation students adopt business-like attitudes and thinking as a way forward in their careers within the translation and localization industry. It helped students to develop a variety of transferable skills and to empower them to think about themselves not only as future members of this industry but also as its future leaders.

The project involved participants from the university’s Centre for Translation Studies and the Surrey Business School, STP, and four business mentors. STP prepared and presented four authentic challenges they were facing as an organization and gave students access to their production manager for the duration of the workshop, welcoming students to their headquarters. Students worked to develop solutions to these challenges with the help of expert business mentors which resulted in student presentations to industry leaders, mentors, tutors, and peers.

Dr. Joanna Gough, a lecturer in translation studies at the University of Surrey, ensures that her MA students graduate with a clear knowledge of the current state of the industry, including the latest developments:

The students in our translation and interpreting programmes learn the latest trends and technologies... this knowledge is complemented by various seminars and hands-on workshops given by professionals and industry experts... in the same module, we have a four-week workshop in collaboration with the Surrey Business School, a translation

company (Sandberg Translation Partners), and business mentors from outside the industry. In this workshop the students grapple with specific, authentic business challenges set by STP. They carry out independent research, gather information directly from STP, visit the company, and with the help of the mentors, come up with a business solution to their assigned challenge... This type of authentic, project-based learning is very effective. (Gough, 2018)

As part of their MA and Interpreting courses, the University of Surrey offers CAT, Translation Memory (TM), Machine Translation (MT), subtitling, advanced corpus tools, technology-mediated interpreting, and re-speaking, as well as business and industry aspects of the language industry.

American universities and industry partnerships

Middlebury Institute of International Studies at Monterey

While many American institutions claim to offer certificates as well as undergraduate and graduate degrees focused on localization, there are surprisingly very few that actually put their money where their mouth is – one such university is the Middlebury Institute of International Studies at Monterey (MIIS). MIIS weaves localization content throughout their master's degrees in translation, translation and interpretation, and in conference interpretation. From hands-on experience with a variety of CAT-tools, to the study of localization project management, multilingual desktop publishing, software, website and games localization, MIIS is fully committed to the localization experience.

We spoke with Jon Ritzdorf (2018) who works full time at Moravia as a solutions architect and teaches part-time at MIIS, the University of Maryland, and NY University. Mr. Ritzdorf has been involved in the field of localization for close to 20 years. In fact, it was almost 20 years ago when MIIS started offering workshops and classes in localization before “localization” was even a thing. In 2000, he and the other translation majors were taking workshops in software localization and full semester-long courses in CAT and Terminology Management. To say that MIIS was a pioneer in the localization space from an educational standpoint is clearly an understatement.

According to Mr. Ritzdorf, MIIS now offers “a full army of courses and a dedicated staff of full-time professors in the field of localization... No other institution has the

same variety of course work, [nor] the breadth and depth that MIIS has...” For roughly a decade now, MIIS has offered a master’s degree in Translation and Localization Management (TLM), and their enrollment numbers continue to rise year after year.

Max Troyer, Program Chair and Associate Professor for the Translation and Localization Management (TLM) program, also weighed in on MIIS's leadership in the localization space. Mr. Troyer, who teaches website localization, multilingual desktop publishing, and audio-visual localization, shared some interesting data with us about the upward trend in localization graduation at MIIS:

2011 started the upward trend. We made some big changes to the program in 2017, adding a specialization that doesn’t require near-native in the applicant’s second language, and that resulted in our program doubling in size for 2019 graduates. For the fall 2018 enrollment, we’re seeing the same numbers as last year (about 60 incoming students). (Troyer, 2018)

The trend is demonstrated by the graph below:

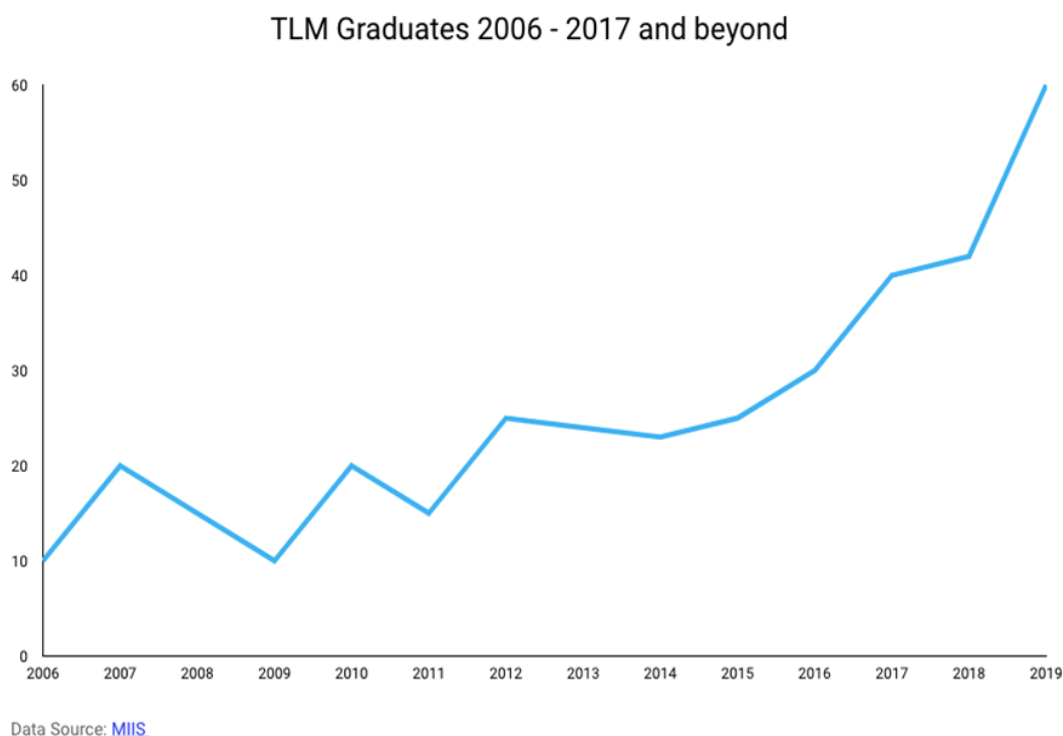


Figure 1. Translation and Localization Management (TLM) graduates by year (Johnson, 2018a).

University of Washington

Where do experienced professionals turn to when their industry starts to shift toward localization? They certainly cannot return to full-time studies, but they do need access to programs that will introduce new concepts and advance their skills in order to

stay competitive. The University of Washington has successfully tapped into this demographic with its Certificate in Localization: Customizing Software for the World:

- Part I Introduction to localization
- Part II Localization engineering
- Part III Localization project management

Nevertheless, these courses at the University of Washington are not just for those already in the business world and in need of a quick introduction or refresher. They also work well for those entering the field and for those wishing to advance in their careers. We spoke with Agustín Da Fieno Delucchi (2018), the program's principal advisor. Mr. Delucchi has been in the computer industry for nearly 30 years, 20 of which have been devoted to international software development. With experience as a terminologist, language specialist, translator, localization engineer, program manager, localization architect, as well as geopolitical risk manager, Mr. Delucchi is perhaps the perfect example of how to successfully partner language services experts with education.

Reflecting the needs of the language services industry

Although we are highlighting very specific institutions of higher education, this is not to say that others are not following suit. We caught up with Rebecca Brazzale, the Assistant Director for the Center of Language Studies at Brigham Young University, and here is what she had to say,

Post-MT is a growing field. We insist that our graduates are comfortable using the technology tools associated with efficient translation... Our translation/localization [programs] are coordinated with the efforts of our linguistics program, which incorporates the corpora studies, machine translation, [and] machine learning. We also bring in industry professionals to provide feedback on our program. (Brazzale, 2018)

Appendix 1 presents a list of a number of universities around the globe which are perhaps beginning to advance their translation and interpretation courses to better reflect the language services industry and its increasingly evolving needs.

Appendix 2 presents a list of universities which have not yet established partnerships with language services but may be open to collaboration.

Conclusions

There are still only a handful of post-secondary programs around the globe that offer advanced courses specifically geared to localization. Although some argue that a

formal education is not necessary since on-the-job training in language services will give you everything you need, there is definitely another side to the coin. LSPs who team up with willing academic partners have a lot to gain. They will have a hand-picked, engaged audience who will listen to everything they have to share about the industry (and about their own company). They will have a say in how to mold and shape the localization programs (thereby having a positive influence on the industry as a whole). They will have at their fingertips, the best and the brightest future job candidates. It all depends on how you define change - by what you have to give up, or by what you have to gain. LSPs who team up with willing academic partners have a lot to gain:

- They will have a hand-picked, engaged audience who will listen to everything they have to share about the industry (and about their own company)
- They will have a say in how to mold and shape the localization programs (thereby having a positive influence on the industry as a whole)
- They will have at their fingertips, the best and the brightest future job candidates.

It really comes down to how you feel about change – should you resist it or embrace it? The choice is yours to make.

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APPENDIX 1

Table 1

Universities beginning to advance their translation and interpretation courses

Institution & Location	Degree offered	Course title	Syllabus insight
Beijing Culture and Language University <i>China</i>	Undergraduate Master's PhD	Localization Direction; Master of Translation; Translation Technology and Localization	CAT Tools, Project Management, Localization Management; partnerships with enterprises and government
Kaunas University <i>Lithuania</i>	Master's	Master in Translation and Localization of Technical Texts	Localization of software, websites, and video games; translation technology, project management, and translation of audio-visual media
Kent State University <i>USA</i>	PhD	Translation Studies	CAT tools, Project Management, Localization
KU Leuven <i>Belgium</i>	Certificate and post-graduate	Translation Technology Summer School; Specialized Translation	Geared toward professionals, graduate students, translation teachers, and localization managers who have no or little experience with translation and localization technologies – Speech recognition, multilingual workflow management software and games localization, CAT tools, terminology management, MT and post-editing
Swansea University <i>UK (Wales)</i>	Certification and Master's	Professional Translation MA	Advanced translation work on general, administrative, and technical text types, training in industry-standard CAT tools; Public Service Interpreting, audiovisual translation, MT, software localization, terminology management, video making/digital publishing, etc...
TH Köln <i>Germany</i>	Master's	Conference Interpreting	CAT tools, project management
Universidad Alfonso X el Sabio <i>Spain</i>	Post Graduate	Experto en Tradumática, Localización y Traducción Audiovisual (Expert in Tradumatics, Localization and Audiovisual Translation)	Software, website and videogames localization and learning CAT tools.
Universidad de Cádiz <i>Spain</i>	Master's	Audiovisual Translation	Translation techniques applied to subtitling, dubbing, subtitling for the hearing impaired and localisation, relating to the stage of translation itself and use of the most important software.
Universidad Intercontinental <i>Mexico</i>	Certificate / Diploma	Specialized Translation and Professional Interpretation	Professional internships in translation agencies in Mexico or abroad; Combines professionalism with the use of new technologies to train translators for the future; graduates will be better prepared to compete with any translator in

			the world in terms of productivity, quality control, performance, use of new technologies, project management and professionalism; A unique module is taught in Mexico and Latin America on the "Localization of video games and web pages" by one of the best video game localizers, earning several awards in Spain.
Universidade do Porto <i>Portugal</i>	Master's	Translation and Linguistics Service	Multimedia Translation, correctly use terminology related to subtitling, dubbing, audio-description and to the translation and localization of web pages or localize and use the different resources that are available on the Internet for the different types of translation approached during the seminar are some of the tasks included.
Université de Charles Gaulle <i>France</i>	Master's	Traduction et Adaptations Cinématographiques	Knowledge of tools, methodologies and modern translation for all forms of audiovisual adaptation; Dubbing, subtitling, voice-over, video game translation, subtitling for the deaf and hearing impaired.
Université de Québec en Outaouais <i>Canada</i>	Graduate Diploma	Localization and Hypermedia	Specialization: Computer-assisted translation and terminology, localization and hypermedia
Université de Strasbourg <i>France</i>	Master's	TCLoc – Technical Communication and Localization	CAT tools, project management, translation, interpreting, conference interpreting, localization management, localization engineering, computational linguistics
University College London <i>UK</i>	Certificate	Online course in localization	Intro to software localisation; Translatable components; Localizing resource files; Localising online help; Screenshooting and localising graphics; Software testing and bug logging
University of Limerick <i>Ireland</i>	Master's	Multilingual Computing and Localisation	Internationalisation requirements and their implementation; The critical analysis and research of translation technologies; The automation of the localisation process in what has been called the Localisation Factory; Business organisation and international business practices.
Zhaw Zurich <i>Switzerland</i>	Bachelor's	Multilingual Communication and Technical Communication	CAT tools, translation, interpreting, Localization management, Project Management, Conference interpreting

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APPENDIX 2

Table 2

Universities without established partnerships with language services but may be open to collaboration

Institution & Location	Degree offered	Course title	Syllabus insight
Ollscoil na hÉirann, Gaillimh <i>Ireland</i>	Master's	Advanced Language Skills	Interlingual subtitling, elements of analysis of film discourse and audiovisual translation and Hands-on workshops with short subtitling projects.
Stellenbosh University <i>South Africa</i>	Bachelor's	Language and Culture	Careers in professions requiring expertise in languages and culture, the media, the diplomatic service, education, publishing, tourism and the translation industry.
Università di Bologna <i>Italy</i>	Master's	Screen Translation	Specialize in translation for film, television, theatre, web; Accessibility to multimedia or head of multilingual versions of audiovisual production company
University College Cork <i>Ireland</i>	Master's	Translation Studies	Methodology of simultaneous and consecutive Interpreting; Intercultural Communication; ICT of the Localisation Industry; Translation and Professional Communication Skills
University of Denver <i>USA</i>	Certificate	Translation Studies	Global translation industry Practice in different types of translation including localization; Leverage technology and software applications for translators
University of Texas Rio Grande Valley <i>USA</i>	Certificate	Localization and Audiovisual Translation	Translation; Translation technologies; Audiovisual Translation; Translation Project (in AVT or Localization)
University of the Witwatersrand <i>South Africa</i>	Postgraduate Diploma	Translation and Interpreting	Translation and Interpreting; Specialist (I and II); Specialist Translation for Interpreters; Conference Interpreting Skills; Interpreting Studies; Interpreting Research Methods and Analysis

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