

# ELECTIONS TRANSLATIONS

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## Need Translation Services? We've Got Your Election Needs Covered.



**Attention, Voter Registration and Election Officials:** Getting ready for an upcoming election requires an extensive amount of coordination, preparation, and extra work, as you well know. You've got new deadlines and priorities to manage, expectations to meet, and critical decisions to make regarding communication and distribution of voter information. Throw translation requirements into the mix, and you've got even more on your plate. Voters, community officials, and county and state entities are counting on you and your agency to provide a large volume of on-time, accurate, detailed information.

Whether your translation needs have changed due to new 2010 Census data, or you're in the market for a translation services provider who delivers accurate, quality translations on time and within your budget, Avantpage can help. With expertise in translation of over 150 languages, we provide responsive, customized services to a wide variety of clients. With extensive experience in government and election translation, Avantpage can save you time and money, while helping you connect with voters in any language.

### How Avantpage can fulfill your election needs

- > Translation, editing, formatting, and preparation of multiple document types
- > Expertise in Spanish, Chinese, Korean, Vietnamese, Japanese, and Tagalog, as well as many other languages
- > Rigorous quality assurance standards
- > Quick turnaround and adherence to deadlines
- > Experience with government and election translation

Our excellent track record translating election materials for Sacramento, Tulare, and Stanislaus counties (and for Alameda County in partnership with Consolidated Printers) means that you won't spend a second worrying about "training" an inexperienced vendor. You can sit back and know that the job will be done as requested – on time, every time.

Plus, with AvantFlow, our online project management system, you can check on the status of your project whenever (and wherever) the mood strikes you, as long as you've got Web access.

For more information on how you can tailor your services to meet the needs of your limited English proficient (LEP) populations, contact us today! Avantpage can offer suggestions, guidance, and information for putting together a comprehensive, cost-effective translation program to serve your election needs.

### Is your county facing new changes and requirements due to 2010 Census data?

Avantpage can help you with a variety of written translation for election materials, including:

- > Voter information guides
- > Candidate statements
- > Ballot measures
- > Pamphlets
- > Voter information cards
- > Registration cards
- > Ballots
- > Signage
- > Letters to voters

Let Avantpage make the translation aspect of your election season swift, economical, accurate, and completely stress-free.

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## 5 Best Practices for Elections Translations

The 2010 Census results are in: We are an even more diverse population, with rapidly increasing limited English proficient (LEP) populations. So as your county prepares to better communicate and connect with your LEP segments, there are some industry "best practices" we would like to share with you.

**1 Be an educated translation consumer.** When it comes to selecting a Language Services Provider (LSP) you must get well acquainted with their translation process and quality assurance procedures, as well as the costs. It goes without saying that the cheapest translation provider may not be the best one, but a good provider will be able to find ways to save you money.

**2 Plan the translation process.** Work closely with your LSP to determine your process: What steps will take place each time a document is translated and how will your specific linguistic needs be met?

**3 Create style guides and glossaries.** These important linguistic resources increase the overall quality and consistency of your documents, as well as save you time and money in the long-run. A glossary contains important terms with their preferred translations, and the style guide lets translators know your county's linguistic and stylistic preferences (such as the audience and tone of the document).

**4 Design appropriate internal review processes.** The ASTM STD. F 2575-06 Standard Guide for Quality Assurance in Translation is mainly used in the U.S. and will give you a good starting point to discuss the quality assurance process with your LSP.

**5 Be an active part of the translation process and community.** To ensure that you get the greatest value out of your translation services, be an active part of the process. Work closely and communicate with your LSP at all times. Join professional organizations to stay on top of news and trends in the translation industry.

**Another "best practice"** almost goes without saying: Using bilingual employees to perform translations puts you at risk. Your employee may speak another language well enough to communicate with others, but how well do they write in that language? Spoken and written can be two entirely different things. How can you be sure that grammar rules and vocabulary are being followed when you rely on someone in-house?

Hiring a professional language services provider with demonstrated experience in elections translation is the smart choice, ensuring a consistent message that will be accurate, culturally sensitive, and audience-appropriate.

Don't let critical voter information get lost in translation ...

For more information on getting started on your election translation, call today at 1-877-ANYLANG.