Standards and Quality Assurance

of Diversity Management

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TermNet – International Network for Terminology

Introduction

- TermNet in the past: part of Austrian Standards Institute (ON)
- TermNet today: independant international NPO

TERMNET

- international non-profit association
- founded on the initiative of UNESCO
  to promote the terminology market‰
- cooperation network of more than 50
  members from more than 20 countries:
  Companies, Universities, Associations
  and Multipliers

TERMNET Members - Examples

- Austrian Computer Society
- China National Institute of Standardization (CNIS)
- European Central Bank (ECB)
- European Multimedia Forum (EMF)
- European Programmes for Training, Research and Technology (DANUBE)
- Lessius Hogeschool, Institute of Applied Linguistics - Translation and Interpreting Studies

TERMNET Members - Examples

- National Language Service (NLS) Department of Arts and Culture (DAC)
- Public Works and Government Services Canada - Translation Bureau
- SAP
- SDL/TRADOS
- University of Applied Sciences Cologne - Institute for Information Management (IIM)
- University of Vienna - Centre for Translation Studies

Background

- We consider terminology management as integral, quality assuring part of products and services in the areas of:
1. Information & communication
2. Classification & categorization
3. Translation & localization

Contents of my presentation

Overview:

- **Why** standards and Quality Assurance (QA)?

- **How** to «standardize» Diversity & Diversity Management

- Diversity Management **as** quality assuring factor itself

WHY Standards?

- Standard = result of cooperative work of experts in the framework of an official standardization body
- Standards = Suggestions and recommendations
- Industry standards, de-facto-standards
- National, European, International standards:
- ON, CEN, ISO

WHY Standards?

- purpose of standards: e.g. to establish and define the requirements for the provision of quality services by service providers (e.g. by consultants and trainers of Diversity Management)

WHY Standards?

- What does "quality service" mean?

- How can quality of diversity management be assured?

- Quality Assurance (QA) without standards / guidelines ?

HOW

- How to standardize Diversity & Diversity Management?

HOW

- Define, control and standardize processes:

- decrease errors/mistakes

- increase reliability & quality

HOW

- How to standardize Translations?
- Example: New European Standard Translation services . Service requirements (EN 15038:2006)

EN 15038

- This European Standard exists in three official versions (English, French, German).
- Translation services . Service requirements
- Services de traduction . Exigences requises pour la prestation du service
- Übersetzungs-Dienstleistungen . Dienstleistungsanforderungen
- This European Standard was approved by CEN on 13 April 2006.

EN 15038

- This European Standard shall be given the status of a national standard, either by publication of an identical text or by endorsement, at the latest by November 2006, and conflicting national standards shall be withdrawn at the latest by November 2006.

EN 15038

- According to te CEN/CENELEC Internal Regulations the national standards organizations of the following countries are bound to implement this European Standard: Austria, Belgium, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland and United Kingdom.

EN 15038

- It encompasses the core translation process and all other related aspects involved in providing the service, including quality assurance and traceability.

EN 15038

- This standard offers both translation service providers and their clients a description and definition of the entire service. At the same time it is designed to provide translation service providers with a set of procedures and requirements to meet market needs.

- Conformity assessment and certification based on this standard are envisaged.

DiM Standard

- It could encompass the core processes of diversity management (projects) and all other related aspects involved in providing DiM services (provided by DiM trainers, managers and consultants), including quality assurance and traceability.

DiM Standard

- should include project management and quality assurance systems as basic requirements for DiM services
- Feasible QA & PM systems . applicable for all kind of organizations!

QM & PM in EN 15038

- Last 2 issues within basic requirements:
- 3.4 Quality management system
- 3.5 Project management

QM in EN 15038

- 3.4 The TSP shall have a documented quality management system in place that is commensurate with the size and organisational structure of the TSP. The QM system shall include at least the following:

- a) Statement of the QM system objectives.

QM in EN 15038

- b) Process for monitoring the quality of delivered translation services and where necessary providing after delivery correction and taking corrective action.

- c) Process for handling all information and material received from the client (see 4.5).

PM basics Ë always a QA issue

- WHO does
- WHAT
- (until) WHEN
- HOW (in which form)
- WHY
- WHERE

PM Basics Ë SMART Goals

Ensure . of course also in DiM . that
   goals are set

- S-pecific

- M-easurable

- A-chievable

- R-ealistic / R-elevant

- T-imely / T-ime specific

DiM itself as QA factor

- In general management
- In project management
- In translation services ...

DiM as QA factor

- Cultural competence (of translators): includes the ability to make use of information on the locale, behavioural standards and value systems that characterise the source and target cultures (transcultural)

EN 15038, chapter 3.2 Human resources

DiM as QA factor

Conclusion with respect to professional competences of translators:

→New / corresponding curricula needed (including Transcultural Communication, Project and Diversity Management)

→good practice: University of Vienna, Centre for Translation Studies

DiM as QA

- Quality assuring factors in EN 15038:
- Terminology & terminology management are defined and specified as core components of the entire process of quality services in the translation process
- The same applies for project management (explicitly) and diversity management (implicitly)

Conclusion

- A DiM Standard could offer both DiM service providers and their clients a description and definition of the entire service. At the same time a DiM standard could provide service providers with a set of procedures and requirements to meet market needs.

- Conformity assessment and certification based on this standard could be envisaged.

Conclusion

A DiM Standard could

- raise awareness for the needs and requirements of DiM

- bring toghether the diverse communities of DiM to exchange knowledge and experience

- Define new fields of application and new value added services in the area of DiM

Conclusion and outlook

- Norbert Pauser will go into details now & provide you with concrete examples
- Austrian ON working group (AG 251.02) is preparing a DiM standard within the technical committee sCorporate Social Responsibility‰
- Martin Neureiter is head of this committee and involved in DiM activities at ISO level . Martin will present his keynote on Thursday, 12 July

Thank you

For your attention!

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