

Strategic Plan for the Ethiopian Translators Association (ETA)

Purpose:

This document outlines the **Ethiopian Translators Association (ETA)**'s **short-term, medium-term, and long-term goals, strategic priorities, and action plans**. It provides a roadmap for the Association's growth, development, and impact in the translation and interpretation sector in Ethiopia. The plan is designed to align with the Association's vision, mission, and core values, while addressing the current challenges and opportunities.

Vision, Mission, and Core Values

Vision:

To be the leading professional association for translators and interpreters in Ethiopia, promoting excellence, ethical standards, and the development of the translation and interpretation sector.

Mission:

To protect the rights and interests of translators and interpreters, enhance professional standards, and contribute to the growth and recognition of the translation and interpretation profession in Ethiopia.

Core Values:

- **Integrity:** Upholding the highest ethical standards in all professional activities.

- **Excellence:** Striving for quality and professionalism in translation and interpretation.
- **Inclusivity:** Promoting diversity and equal opportunities for all members.
- **Collaboration:** Working together with stakeholders to achieve common goals.

Strategic Objectives and Key Performance Indicators (KPIs)

1. Short-Term Goals (2024–2025)

- **Objective 1:** Obtain legal recognition and operationalize the Association.
 - **KPI:** Secure license from the **Authority for Civil Societies and Organizations** by **March 31, 2025**.
 - **Action Plan:**
 - Complete all documentation and requirements for licensing.
 - Establish the head office in Addis Ababa and hire necessary staff.
 - Develop and launch the Association’s website.
- **Objective 2:** Build a strong membership base.
 - **KPI:** Register **300 members** (individuals and corporates) by **December 31, 2025**.
 - **Action Plan:**
 - Conduct outreach campaigns to attract translators, interpreters, and corporate entities.
 - Offer discounted membership fees for early joiners.
 - Organize networking events and workshops to engage potential members.

- **Objective 3:** Establish partnerships with international professional associations.
 - **KPI:** Register with **2 international associations** by **December 31, 2025**.
 - **Action Plan:**
 - Identify and reach out to international associations for collaboration.
 - Participate in international conferences and events to build relationships.

2. Medium-Term Goals (2026–2028)

- **Objective 1:** Expand membership and regional presence.
 - **KPI:** Increase membership to **1,000 individuals** and **200 corporate entities** by **December 31, 2028**.
 - **Action Plan:**
 - Establish regional branch offices in major cities (e.g., Dire Dawa, Bahir Dar, Mekelle).
 - Conduct regional outreach programs and training workshops.
 - Offer incentives for members who refer new members.
- **Objective 2:** Enhance professional standards and certification.
 - **KPI:** Certify **500 members** through Association-led certification programs by **December 31, 2028**.
 - **Action Plan:**
 - Develop and launch certification programs in collaboration with the **FDRE Ministry of Culture and Sports**.
 - Provide training and resources to help members prepare for certification exams.

- Partner with educational institutions to offer accredited courses.
- **Objective 3:** Strengthen advocacy and representation.
 - **KPI:** Influence **2 national policies** related to the translation and interpretation sector by **December 31, 2028**.
 - **Action Plan:**
 - Engage with government agencies, NGOs, and industry stakeholders.
 - Conduct research and publish reports on the state of the translation and interpretation sector.
 - Advocate for the recognition and regulation of the profession.

3. Long-Term Goals (2029–2034)

- **Objective 1:** Become the leading authority on translation and interpretation in Ethiopia.
 - **KPI:** Achieve a membership base of **10,000 individuals** and **3,000 corporate entities** by **December 31, 2034**.
 - **Action Plan:**
 - Expand the Association’s reach through digital platforms and social media.
 - Develop a comprehensive database of translators and interpreters in Ethiopia.
 - Offer a wide range of professional development programs and resources.
- **Objective 2:** Establish a sustainable funding model.
 - **KPI:** Generate **ETB 5 million** annually through membership fees, training programs, and partnerships by **December 31, 2034**.

- **Action Plan:**
 - Develop income-generating activities, such as training programs, conferences, and publications.
 - Seek grants and sponsorships from government agencies, NGOs, and private sector partners.
 - Offer premium membership packages with additional benefits.
- **Objective 3:** Promote the translation and interpretation profession globally.
 - **KPI:** Host **1 international conference** and publish **5 research papers** in international journals by **December 31, 2034**.
 - **Action Plan:**
 - Collaborate with international associations to organize conferences and events.
 - Encourage members to participate in international competitions and forums.
 - Publish research and case studies on the Ethiopian translation and interpretation sector.

Action Plans for Achieving Strategic Goals

1. Organizational Development

- **Short-Term:** Establish the head office, hire staff, and develop the website.
- **Medium-Term:** Open regional branch offices and expand the team.
- **Long-Term:** Build a robust organizational structure with specialized departments (e.g., training, advocacy, research).

2. Membership Growth

- **Short-Term:** Focus on attracting early members through outreach and incentives.
- **Medium-Term:** Expand membership through regional outreach and partnerships.
- **Long-Term:** Build a large and diverse membership base through digital platforms and professional development programs.

3. Professional Development

- **Short-Term:** Develop basic training programs and workshops.
- **Medium-Term:** Launch certification programs and partner with educational institutions.
- **Long-Term:** Offer advanced training programs and resources for continuous professional development.

4. Advocacy and Representation

- **Short-Term:** Engage with stakeholders and build relationships with government agencies.
- **Medium-Term:** Influence national policies and conduct research on the sector.
- **Long-Term:** Establish the Association as a leading voice in the translation and interpretation profession.

5. Financial Sustainability

- **Short-Term:** Generate initial funding through membership fees and early sponsorships.
- **Medium-Term:** Develop income-generating activities and seek grants.
- **Long-Term:** Build a sustainable funding model through diversified revenue streams.

Timeline for Reviewing and Updating the Strategic Plan

- **Annual Review:** The **Executive Committee** will review the strategic plan annually to assess progress and make necessary adjustments.
- **Mid-Term Review:** A comprehensive review will be conducted after **3 years** to evaluate the achievement of medium-term goals.
- **Long-Term Review:** A final review will be conducted after **5 years** to assess the achievement of long-term goals and develop a new strategic plan for the next phase.

Conclusion

This **Strategic Plan** provides a clear roadmap for the **Ethiopian Translators Association (ETA)** to achieve its vision, mission, and goals. By focusing on organizational development, membership growth, professional development, advocacy, and financial sustainability, the Association will become a leading force in the translation and interpretation sector in Ethiopia and beyond.

Approved by:

Ethiopian Translators Association (ETA)