



ATF.gov en español Lessons and successes in site translation

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U.S. Department of Justice

Bureau of Alcohol, Tobacco, Firearms and Explosives



What ATF does



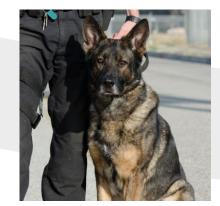














ATF.gov in English

I ATF	Bureau of Alcohol, Tobacco, Firearms WH and Explosives	D WE ARE WHAT WE DO	RESOURCES	
New mailing ad	ouven 1943		English en Español	
	How can we help you today?		Funlocing	
ATF is a law enfor organizations, the ill and the illegal divers	bout the Bureau of Alcohol, T cement agency in the United States' Department egal use and trafficking of firearms, the illegal us ion of alcohol and tobacco products. We partner to safeguard the public we serve through inform	of Justice that protects our communit e and storage of explosives, acts of an with communities, industries, law enf	- ties from violent criminals, criminal son and bombings, acts of terrorism, orcement, and public safety agencies	
Firearn	ns Explosives	Arson	Alcohol&Tobacco	

Find Firearms Forms, Publications and Q&As

3

Find Explosives News, Trainings and Tools Find Arson News, Trainings, and Videos Find Alcohol and Tobacco Publications and Q&As

ATF.gov en español

ATF Agencia de Control de Bebidas Alcohólicas, Tabaco, Armas de Fuego y Explosivos

Español | en Inglés

Q

Acerca de la Agencia de Control de Bebidas Alcohólicas, Tabaco, Armas de Fuego y Explosivos

La ATF es una agencia de ley y orden del Departamento de Justicia de los Estados Unidos que protege a nuestras comunidades de delincuentes violentos, organizaciones criminales, el uso y tráfico ilegal de armas de fuego, el uso y almacenamiento ilegal de explosivos, incendios intencionales y bombardeos, actos de terrorismo y el desvío ilegal de productos de alcohol y tabaco. Nos asociamos con comunidades, miembros de la industria, organismos de ley, orden y seguridad pública para salvaguardar a las personas a través del intercambio de información, entrenamiento, investigación y el uso de tecnología.



Encuentre formularios de

armas de fuego y aprenda

cómo solicitar una licencia.



Aprenda sobre explosivos,

solicitar una licencia de

explosivos.

fuegos artificiales, y cómo



Encuentre información sobre

incendios intencionales y

bombardeos.



Aprenda sobre la control de bebidas alcohólicas y tabaco y la Ley PACT.







Some terms you may hear...



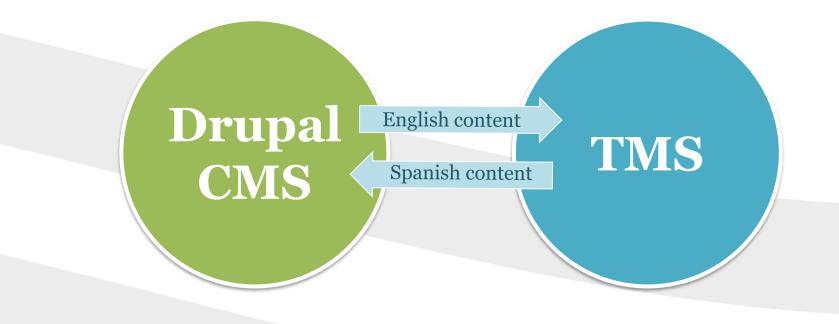
Subject Matter Expert (SME)



Source: Disney/Giphy



Translation Management System (TMS)





Leveraging a Translation Vault/Memory



Source: Library of Congress



Cheetos!



Source: Wikipedia



Identifying the goal

Create an engaging and useful Spanish language ATF.gov microsite

• The challenge: Determine how much information needed to be translated and presented in Spanish



Evaluation of resources

- Human (People)
 - Core team: PM, developers, content administrators
- Technical (Tools)
 - Content Management System (CMS)
- Financial (\$\$\$)
 Budget



Required resources

- Human (People)
 - Core team: PM, devs, content admins
 - Translators and SMEs
- Technical (Tools)
 - -CMS
 - -TMS, modules, documentation
- Financial (\$\$\$)
 - Budget
 - Contract for translators and TMS

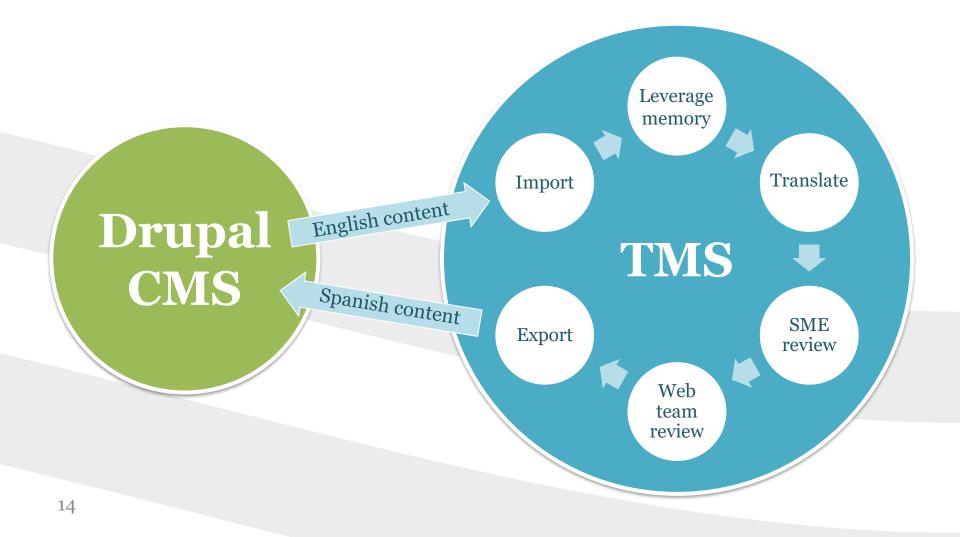


Market research

- Translation Management System (TMS):
 Drupal compatible
 - Translation memory and vault
 - Human and machine translation options
 - Flexible workflows
 - Ability to create and maintain glossaries
- Translators
 - Quality and subject matter knowledge
- Price/best value



TMS Workflow





Subject Matter Experts (SMEs)

- Recruiting volunteers
- TMS training
- Assignments
- Content review



Project in motion

- Communication between TMS and CMS
- Identify list of top 100 URLs
- Training content administrators
- Starting to translate entities!



You be the judge....

- Who thinks we were on the right track?
- Did you notice any red flags so far?





Translating in the dark... without a completed information architecture

- No content definition
- Unstructured content
- No focus on content relationships



Content inventory

Unsupported Featur	There are store features	in your workbook the	t we can't show in the	browser. Lasers more.											
A	В	C	D	E	F	G	н	s - 1 -	J	К	L	м	N	0	Р
IA Categor	Sent for Translation	SME Review	SME	Sections	Page Title	URL	Translate	Contains	Questions/Comments	ID #	ID #	ID #	10.2	10.8	ID #
Splash Page					ATF.gov	www.atf.gov	Yes	FPP	desired country of			2051			
1980 - 1980 - 1980 - 1980 - 1980 - 1980 - 1980 - 1980 - 1980 - 1980 - 1980 - 1980 - 1980 - 1980 - 1980 - 1980 -	13	2					2								
A&T	Yes			Landing Page	Alcohol & Tobacco	https://www.atf.gov/alcohol-tobacco	Yes	FPP		2886					
A&T	Yes			Prevent All Cigarett Trafficking Act of 2008	Prevent All Cigarett Trafficking Act of 2009	https://www.atf.gov/alcohol-tobacco/prevent-all-cigarette-trafficking-act-pact-2009	Yes	Basic					-	i i i	_
Arson				Landing Page	Arrow	https://www.atf.gov/arson	Yes	FPP		1861	1856	1961	2001	-	_
Arson	1			BATS	Bomb Arson Tracking System (BATS)	https://www.atf.gov/explosives/bomb-arson-tracking-system-bats	Yes	FPP		1641	1631	1636	1651		
Arson				BATS Q&As	BATS Questions & Answers	https://www.atf.gov/explosives/bats-questions-answers	Yes/Later	Both		2006					
Arson				ATF Fire Research Laboratory	ATF Fire Research Laboratory	https://www.atf.gov/arson/atf-fire-research-laboratory	Yes	FPP	932	2351	1426				
1 Arson	- S.				Arson & Explosives Training Programs	https://www.atf.gov/careers/arson-explosives-training-programs		Basic	Does not fall under any current IA category.						
2 Arson					U.S. Bomb Data Center	https://www.atf.gov/explosives/us-bomb-data-center	_	Basic	Does not fall under any current IA category.						_
5 6		1 I I I I I I I I I I I I I I I I I I I					100			1001	1000		-		
4 Explosives 5 Explosives	Partially			Landing Page Apply for a License	Explosives Apply for a License	https://www.atf.gov/explosives/apply-license https://www.atf.gov/explosives/apply-license	Yes	FPP FPP	Image not uploaded	1901 1656	1806	2336	2395	2341	2361
6 Explosives	r-ar-ually.			O&As	Appry for a Uterse Explosives O&As	https://www.att.gov/expressives/appry-ticense https://www.att.gov/expressives/appry-ticense	Yes/Later	Soth		1811	2001				
7 Explosives	Yes			Fireworks	Fireworks	https://www.atf.gov/explosives/fireworks	Yes	Basic	Page contains images						
8 Explosives	Yes			Fireworks Safety and Security	Fireworks Safety and Security	https://www.atf.gov/explosives/fireworks-safety-and-security	Yes	Basic	Page contains images						
9 Explosives	Partially			Current Licensees	Current Licensees	https://www.atf.gov/explosives/current-licensees	Yes	Basic	Page contains image						
3 Explosives	Partially	1		Explosives Safety and Security	Explosives Safety and Security	https://www.atf.gov/explosives/explosives-safety-and-security	Yes	Basic	Page contains images						
1 Explosives	Partially			Suspicious or Dangerous items	Suspicious or Dangerous Items	https://www.atf.gov/explosives/suspicious-or-dangerous-items	Yes	Basic	Page contains images						
2 Explosives	Yes			Discontinue Being a Federal Explosives Licensee	Discontinue Being a Federal Explosives Licensee	https://www.atf.gov/explosives/discontinue-being-federal-explosives-licensee-fel	Ves	Basic							
3 Explosives 4 Explosives	Yes Partially			Report Explosives Theft or Loss	Report Explosives Theft or Loss Binary Explosives	https://www.atf.gov/explosives/report-explosives-theft-or-loss	Yes	Basic Basic							
5 Explosives	Parbally	-		Binary Explosives Table of Distances	Binary explosives Table of Distances	https://www.atf.gov/explosives/binary-explosives https://www.atf.gov/explosives/table-distances	Yes	Basic	Page contains images Pages contains tables (and anchors)	-				-	
6 Explosives				555.218 Table of distances for stroage of explosive materials (high)	555.218 Table of distances for stroage of explosive materials (high)		Yes	Basic	This page contains a table						
1.35		-		555.220 Table of distances of ammonium nitrate and blasting agents	555.220 Table of distances of ammonium nitrate and blasting agent		-								
7 Explosives				from explosives or blasting agents	from explosives or blasting agents	agents-explosives-or-blasting-agents	Yes	Basic	This page contains a table						
8 Explosives		(Ammonium Nitrate Security	https://www.atf.gov/explosives/ammonium-nitrate-security		Basic	Does not fall under any current IA category.						
9 Explosives					Plastic Explosives Reminder	https://www.atf.gov/explosives/plastic-explosives-remander		Basic	Does not fall under any current IA category.						
0 Explosives					How Request Valrances, Exemptions, and Determinations	https://www.atf.gov/explosives/how-request-variances-exemptions-and-determinations		Basic	Does not fall under any current IA category.						
1 Explosives					Accelerant and Explosives Detection Canines International Besponse Team	https://www.atf.gov/explosives/accelerant-and-explosives-detection-canines		Basic Basic	Does not fall under any current IA category. Does not fall under any current IA category.						
2 Explosives 3	14			-	international Response Learn	https://www.atf.gov/explosives/international-response-team		Basic	Does not tail under any current IA category.	-		1	-	-	
4 Firearms	Partially			Landing Page	Firearms	https://www.atf.gov/firearms	Yes	FPP	This page will need to be built out.	1256	1286	2336	7741	7346	2871
5 Firearms	Partially				Apply for a license	https://www.atf.gov/lirearms/apply-license	Yes	FPP	Page contains an image	1591	1601			2010	LOTA
6 Firearms	- interested			Q&As	Firearms Q&As	https://www.atf.gov/questions-and-answers/firearms-gas	Yes/Later	Soth	Contains a table	1796					
7 Firearms	Partially			Curios & Relics	Curios & Relics	https://www.atf.gov/firearms/curios-relics	Yes	Basic	Contains an image and links to the document						
8 Firearms				FFL List	Listing of Federal Firearms Licensees (FFLs) - 2017	https://www.atf.gov/firearms/listing-federal-firearms-licensees-ffls-2017	Yes	Basic	This is a table.					-	
9 Firearms				Tracing Center	National Tracing Center	https://www.atf.gov/firearms/national-tracing-center	Yes	Basic	Contains tables						
0 Firearms				Forms	Firearms Forms	https://www.atf.gov/lirearms/lirearms-forms	Yes	View	A CONTRACTOR OF A CONTRACTOR OF A	1221	1341	1295	1336	1345	
1 Firearms 2 Firearms					Tools & Services for Firearms industry Discontinue Being a FFL	https://www.atf.gov/firearms/tools-services-firearms-industry https://www.atf.gov/firearms/discontinue-being-federal-firearms-licensee-ffi		EPP Basic	Does not fall under Spanish IA category. Does not fall under Spanish IA category.	1221	1541	1296	1536	1346	
3 Firearms	8				Learn About Fireams Safety & Security	https://www.ati.gov/incarns/learn-about-firearns-safety-and-security		Basic	Does not fall under Spanish IA category.						
4 Firearms					Instructions for Form 7 - Application for FFL	https://www.atf.gov/firearms/instructions-form-7-application-federal-firearms-license		Basic	Does not fall under Spanish IA category.						
5 Firearms					Report Firearms Theft or Loss	https://www.atf.gov/firearms/report-firearms-theft-or-loss-0		Basic	Does not fall under Spanish IA category.						
6 Firearms					Tools & Services for Law Enforcement	https://www.atf.gov/firearms/tools-services-law-enforcement		FPP	Does not fail under Spanish IA category.	1141	1146	1181	2011		
7 Firearms					NIBIN	https://www.atf.gov/firearms/national-integrated-ballistic-information-network-nibin		Basic	Does not fall under Spanish (A category.						
⁸ Firearms					Firearms and Ammunition Technology	https://www.atf.gov/firearms/firearms-and-ammunition-technology		Basic	Does not fall under Spanish IA category.						_
9 Resources				Landing page	Resource Center	https://www.atf.gov/resource-center	Yes	FPP		1207	176	1365	7400	1277	
5 Nesources				canonic page	Resource center	https://www.att.gov/resource-center	105	ree	We have publications that come in Spanish, no	1350	1201	1305	2402	1570	
Resources				Download Forms	Forms Library	https://www.atf.gov/resource-center/forms-library	Yes/Later	View	forms at this time. Should we keep this?						
									Form - We have publications that come in						
									Spanish, no forms at this time. Should we keep						
2 Resources				Order Paper Forms	Distribution Center Order Form	https://www.atf.gov/distribution-center-order-form	Yes/Later	Basic	this?						
3 Resources				Fact Sheets	Fact Sheets	https://www.atf.gov/resource-center/fact-sheets	Yes/Later	View							
				Publications Library	Publications Library	https://www.atf.gov/resource-center/publications-library	Yes	View							
4 Resources															
4 Resources 5 Resources 6 Resources				FAQs	Questions and Answers Data & Statistics	https://www.atf.gov/questions-and-inswers https://www.atf.gov/resource-center/data-statistics	Yes	Both	In Spanish ensure it is listed as Q&As Does not fall under Spanish IA category.	1091					



Risk identification and management

- Loss of key personnel
- Knowledge transfer within core team
- Losing ATF SMEs
- Technical integration out of sync with content sorting
- Other projects and priorities
- Scope changes



Change in scope

- Scope and content inventory expansion
- Change in priorities
- Decide between human vs. machine translations
- Leverage the memory and vault
- Final review



Microsoft Excel Web App

Content inventory: tracking status

Web Media + Pages-Nodes-FPP translations.xlsx

LE EDIT WORKBOOK - DATA - FIND

FILE			мр с	D	E	F	G	нΙ	1		к		м	N	0
1	Target Stage	-	Page Name	Node ID	Taxono my ID	Panel ID	O View r	Othe	Final Quality Checks initials + comments)	MJ Spanish style review	Translated?	Translation Status	Comments	EN link doc - Add (en inglés) to SP page	
2	Phase 1	1				2051			.B - x	Issue: repeated twice "y" (organismos de lev.	yes	100%	Downloaded to PROD (10/30 - NP)	Dade	
3						3286		A	B - x	x	yes	100%			
4						3291		A	B - x	x	yes	100%			
5	-					3296		A	- x	Encuentre : fixed (5/22 -	yes	100%			
			Homepage	node/33496		3301		A	B - x	AB) x	yes	100%			
6	-					3306		A	B - x	I recommend to remove	yes	100%			
7	-					3326				". v más." : fixed (5/22 - x	yes	100%			
8	-					3316				x	yes	100%			
9	-					3321				Choice Provide America Contract Contrac	- T	100%			
10						5521			fixed) AB - change	AB)	yes	100%	MJ says: Are we translating panel 3096 -		NO
11	1					3026		ti	itle to centence cace IB - x	x	yes	100%	https://adit atf.org/admin/structure/fieldable		NU
12	1					1286			(B - x	See notes in Word Doc:	yes	100%			
13	Phase 1	/firearms	earms Firearms	node/186		3611			B - x	fived (5/22 - AR) X	yes	100%			
14						3471			.B - x	x	yes	100%			
16						3071							Hidden in ES, replaced by panel #3611		
		1 5				1601			fixed) NP - Page URL		yes	uploaded	This panel will not be visible in SP		
17	Phase 1	/firearms/apply- license	Apply for a License	node/30966		1591		G	s still in node format fixed) SA-C: Title of	See notes in Word Doc	yes	100%	Downloaded to PROD (10/17 - NP)	SEE COMMENT	Yes
18		/firearms/curios-				1221			his View is still in	See notes in Word Doc:				See connert	
19	Phase 1	relics	Curios and relics	node/29776				A	(B - x	fixed (5/22 - AB)	yes	100%	Downloaded to PROD (1/29 NP)		
	Phase 2		FFL List	node/44406									phase 2		
20															
21	Phase 1	/firearms/national- tracing-center	Tracing Center	node/29316				S	A-C x	See notes in Word Doc	yes	100%	Downloaded to PROD (10/17 - NP)		
22		/questions-and-				3641			fixed) SA-C:View Title		yes	100%	This panel was created to display only the Firearms OAs that will be translated on Phase		
23	Phase 1	answers/firearms-	Firearms QAs	node/27096		1796							It contains ALL the Firearms QAs category links - it will only be translated and displayed		
24	22	qas							fixed) AB - change itle and headings to	See notes in Word Doc			Create a ticket to translate view		
25	Phase 1		QA > ATF Form 4473		241			(f ti	fixed) AB - term not ranslated	See notes in Word Doc	yes		(in ATF - Prod project)		



Recommendations, part I

- Look at the role, not the person
- Know your TMS tool
- Create an information architecture early
- Content phases and prioritization
- Create a technical integration plan



Our solution: Reviewathon!

- New SME recruitment blast
- Re-engaged inactive SMEs
- Hosted SME meetup (with coffee and cookies)
- Focused on reviewing the remaining content
- Live technical assistance with TMS



What we found in the Reviewathon

- Inconsistent translations
 - Names of agencies and offices
 - Dialect differences

AGENCIA de Control de Bebidas Alcohólicas, Tabaco, Armas de Fuego y Explosivos

Buró? Departamento? Pista? Confidencia?

ATF

AVISOS

Reportar un

aviso anónimo



Solution: Glossary



ATF English-Spanish Glossary Glosario ingles-español de la ATF

Last reviewed July 8, 2019 Última revisión 8 de julio de 2019

This glossary is not a legal document and none of the terms found in it should be understood to change the meaning of any provisions of law, regulations, or any other authoritative precedent. Although a reader may understand terms as translated to have particular meanings, the legal meanings of the terms are controlled by the law, regulations, and administrative and judicial decisions. A periodic review is made to determine whether any additions, deletions, or revisions are needed.

English to Spanish	Inglés a español	2
Spanish to English	Español a inglés	10
Acronyms Acrónim	08	17
Style guide Manual	de estilo	23

Spanish to English Español a inglés

A

Academia Nacional de Examinadores de Armas de Fuego National Firearms Examiner Academy (NFEA)

Administración de Alimentos y Medicamentos Food and Drug Administration (FDA)

Administración de Control de Drogas Drug Enforcement Administration (DEA)

Administración de Incendios de los Estados Unidos U.S. Fire Administration (USFA)

Administración de Seguridad y Salud en Minas Mine Safety and Health Administration (MSHA)

Administración de Seguridad y Salud Ocupacional Occupational Safety and Health Administration (OSHA) Agencia de Control de Bebidas Alcohólicas, Tabaco, Armas de Fuego y Explosivos Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF)

Agencia de Impuestos y Comercio de Alcohol y Tabaco Alcohol and Tobacco Tax and Trade Bureau (TTB)

agente de detonación blasting agent

Agente Especial Special Agent (SA)

Agente Especial a Cargo Special Agent in Charge (SAC)

Agente Especial Adiestrador de Caninos Special Agent Canine Handler (SACH)

Agente Residente a Cargo Resident Agent in Charge (RAC)

Archivo Nacional de Registro y Transferencia de Armas de Fuego National Firearms Registration and Transfer Record (NFRTR)

Alguacil Federal U.S. Marshal

ametralladora machinegun

arma corta handgun

. .

arma de fuego firearm

arma larga long gun

> armazón (arma de fuego) frame

artefactos pirotécnicos articles pyrotechnic

Asistente Agente Especial a Cargo Assistant Special Agent

in Charge (ASAC)

Asistente Fiscal Federal Assistant U.S. Attorney (AUSA)

Asociación para la Reducción de Crimenes Violentos Violent Crime Reduction

Partnership (VCRP)

B

bebidas alcohólicas alcohol/alcoholic drinks

bomba de estruendo cherry bomb

Buró Federal de Investigaciones Federal Bureau of Investigation (FBI)



What we found in the Reviewathon

- Undefined acronyms
 - Need to define and explain English acronyms when using them in Spanish
- Unmarked external links to English pages



Solution: Style guide



ATF English-Spanish Glossary Glosario ingles-español de la ATF

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Links Enlaces

For links to English-only webpages, add "(en inglés)" at the end to alert readers that the language will be different at the destination. The hyperlink should include both the link text and "(en inglés)".

Press Advisories	🗸 <u>Avisos de prensa (en</u>	🗶 <u>Avisos de prensa</u> (en
Press Advisories	inglés)	inglés)

Acronyms and abbreviations Acrónimos y abreviaturas

Only use acronyms and abbreviations when absolutely necessary. If an acronym occurs just once or twice on a webpage, avoid the acronym altogether and spell out the full name each time.

Use the English version of the acronym instead of the Spanish. This helps bilingual readers better understand other technical or legal content that is only available in English.



The first time an acronym is used on a page, spell out the full name and place the English acronym in parentheses. To avoid confusing the reader when the English acronym doesn't match the Spanish name, include a comma and "por sus siglas en inglés" after the English acronym inside the parentheses.

Public Information Officer (PIO)	 Oficial de Información Pública (PIO, por sus siglas en inglés) 	X Oficial de Información Pública (PIO)
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What we found in the Reviewathon

- <u>Literal</u> translations of technical terms

 Firearms and explosives industry jargon
 - Law enforcement and legal terms



Cakes and candles



Source: Wikipedia



Cakes and candles



Source: Late Night with Seth Myers/Giphy



Solution: Add to glossary!



ATF English-Spanish Glossary Glosario ingles-español de la ATF

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Tabaco, Armas de Fuego y Explosivos

С

cake (explosive) caja de tiro multiple

caliber calibre

Certified Explosives Specialist (CES) Especialista Certificado en Explosivos

Certified Fire Investigator (CFI) Investigador Certificado en Incendios

Chemical Facility Anti-Terrorism Standards (CFATS) Estándares de Antiterrorismo para Instalaciones Químicas Resident Agent in Charge (RAC) Agente Residente a Cargo

responsible person (RP) persona responsable

revolver revólver

rifle *rifle*

roman candle vela romana

rule/ruling regla

S

Safe Explosives Act (SEA) Ley de Explosivos Seguros

safety fuse mecha lenta



What we found in the Reviewathon

Inadequate training and support for TMS

 Led to frustrated, tired SMEs



Recommendations, part II

- Hire your own translators
- Research if your agency/company has programs to support foreign language
- Maintain open communication and follow up with your SMEs
- Start glossary and style guide early
- Document your processes



Getting to the finish line

- For last month, made this project a top priority
- Defined "done" for first phase and stuck to it
- Leveraged TMS memory and used machine translation for repetitive, less complex content
- Planned alpha, beta and public launches



The final checklist

- Went through all 400+ Spanish pages again with a quality assurance checklist
- Updated old translations to match the glossary

1,000.01 US non dos Contat D Write or SOPs + processes edy (coling DRemaining PRs between Feb + new (Abby) D Keward notices D GA on all pages (Ally, Suty WRI) DRedness souch for dorsay terms (Absy) Fast facts research) Check distro contertorn 3ish QHs for Marco to, non-ATE emails (not el ATF ARA Chestlist Follow upon downlo WRL fites so cade doesn't have to run an NO ENG



Public launch!

July 2, 2019





Just starting out?

- Top recommendations:
 - Create and define your information architecture
 - Document everything and keep everyone updated on the project's status
 - Start your glossary and stylesheet early
 - Separate your tool from your translators
 - Define "done"
 - Keep a bag of Cheetos handy!!



Source: Wikimedia Commons



Downloadable examples

- <u>ATF English-Spanish Glossary and Style Guide</u>
- Quality assurance checklist for translated pages



Resources

- <u>LEP.gov</u> for information on the Limited English Proficiency executive order
- Digital.gov's <u>list of links to government bilingual</u> <u>glossaries, dictionaries and style guides</u>
- Our favorite Spanish style guides:
 - USAgov Bilingual Style Guide
 - GSA's <u>Spanish Language Grammar Guide</u>
 - NIH's <u>Spanish Style Guide</u>



Questions?

There are some questions we won't be able to answer on the recording, but will be happy to answer after the presentation.

Get in touch with us: <u>espanol@atf.gov</u>