**Recorded by: Liming Pals**

**Date:April 19th, 2023**

**Approved by:**

**Date of Approval:**

**CLD Leadership Council April 2023 Meeting**

**Minutes of the Meeting**

2023 April Meeting Agenda

Time: 9:00 pm -- 10:30 pm EDT, Wednesday, April 19, 2023

Zoom:

Join Zoom Meeting

<https://us06web.zoom.us/j/89868843850?pwd=NzlacEcyY0ZqZUc1ZEpYZzYxTHA5UT09>

Meeting ID: 898 6884 3850

Passcode: 567717

1. Approve [minutes](https://docs.google.com/document/d/16Dr_rivibk0ppv-OScGyhRhBaXG5oioQ/edit) from the previous LC meeting 5 min LC
2. Introduce volunteers 5 min Tianlu

| Tianlu Redmon贾天璐 | Administrator; ATA communication, events team volunteer | tianlu@tianluchinese.com |
| --- | --- | --- |
| Liming Pals王丽明 | Assistant Administrator; ATA communication, social media team leader | limingpals@gmail.com  |
| Shaoli Gu古韶莉 | Webmaster, website editor | shaoligu@gmail.com |
| Fang Sheng盛方 | *Yifeng* Editor-in-Chief, website editor | shengf@hotmail.com |
| Jessie Liu | The CLD Podcast host | jessieliu28@yahoo.com  |
| Rony Gao高嵘 | Events team leader, website editor | rony.gao@gmail.com  |
| Tingting Qin | Social media team volunteer, events team volunteer | tq@tingbridge.com |
| Sijin Xian先思瑾 | Social media team volunteer | projects@xiansijin.com |
| Additional volunteers | Social media: Yijia “Sasha” Ding, Mingshu ZhangYifeng: Ben Murphy, Barbara Hong LiAd hoc: Zhenhuan “Duoduo” Lei, Roanna Cheung 张若荇, Jessie Doherty 祝轶君(zhuzhu930@yahoo.com), Tina Teng 鄧欣亞 (hsinya.teng@gmail.com) | Jessie Doherty 祝轶君: volunteer for website maintenance/editing |

**Teams’ update on:**

| **Team/Item** | **Number of Minutes** | **Speaker** |
| --- | --- | --- |
| Yifeng | 10 | Fang |
| CLD events | 10 | Rony |
| The CLD Podcast | 10 | Jessie |
| Website | 10 | Shaoli |
| Social media | 15 | Liming & Tianlu |
| ATA64 proposals, CLD welcoming message, and ATA Quarterly Leadership Summit | 15 | Tianlu |
| Feedback from attendees | 15 | Attendees  |
| Other matters/agenda proposals & schedule for next LC meeting | 5 |  LC |

TOTAL: 90 min

**Minutes:**

| **Topic** | **Summary of discussion** | **Conclusion** |
| --- | --- | --- |
| 1. Approve [minutes](https://docs.google.com/document/d/1gU86Ai_LSAlsZrpkwbpTKbJ9TLf1RGWI/edit?usp=sharing&ouid=104952275915731924927&rtpof=true&sd=true) from the previous LC meeting
 | * Fang Sheng made a motion and Sijin seconded the motion to approve the previous minute.
 |   |
| 1. Welcome volunteers
 | * Intro and Welcome Roanna Cheung, Tina Teng, Jessie Doherty as volunteers and observers of LC meeting
 |  |
| 1. Yifeng Blog
 | * More articles have been recruited by the team.
* Plan to expand the categories of Yifeng Blog. Would like to encourage emerging translators and interpreters to write and share.
* Current categories include Annual Conference, Certification, Technology and so on. Would like to use learning instead of translation and interpretation.
* Two articles shall be put under Certification. Tianlu would like to suggest adding these to Resources too, and [webinar](https://www.atanet.org/event/the-ins-and-outs-of-the-ata-certification-exam/) can also be added to resources
* Sijin seconded the above suggestion as new members joined CLD since they saw ATA certification ads.
 | * Fang will expand current categories.
* Shaoli will add a tab on the website to include resources for ATA certification exams.
* Sijin will promote Rony’s previous article on How to Become Certified in 10 hours and [another ATA article](https://www.atanet.org/certification-exam/forming-a-peer-study-group-to-prepare-for-atas-certification-exam/).

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| 4. CLD Events | * Four CLD Cafe in first 6 months of 2023:
	+ 2023-01-17 Enjoy the Show (Sijin Xian) - 19 attended
	+ 2023-03-18 Ask Me Anything - 17 attended
	+ 2023-04-01 Digital Note-taking (Eric Liao) - 13 attended
	+ 2023-05-13 Literary Translation (upcoming)
* On track to meet the target of 8 events in 2023
* Planning for 1 or 2 more events between June and September, in addition to
	+ CLD Members Meeting (before ATA64)
	+ ATA64 Debrief
	+ Year-end Happy Hour around Christmas.
* Tingting encourages everyone to provide ideas and recommend guest speakers.
* Sijin proposes “Translation Slam”. Rony will reach out to Sijin. Tingting mentioned interpretation slam as an option, too.
 | * Rony will reach out to Sijin and Tingting to discuss further details.
 |
| 5. CLD Podcast | * Jessie shared a slide. Will add it here.
* Liming shared our Podcast with other sister divisions via listserv and other channels. Three sister divisions agreed to promote our podcast.
 |  |
| 6. Website | * Shaoli added a technology category.
* Fang will add a category under Yifeng Blog.
* Next steps:
	+ Continue to advertise ATA64
	+ Promote events
* All-time insights

* Social Media will promote website
* Shaoli will set up a meeting with Jessie in April and ask Jessie to work on ATA64 promotion.
* Jessie asks whether we have Slack and Discord for members. Social media will discuss expanding to other channels.
 | * Fang will add a category under Yifeng Blog.
* Sijin and team will promote CLD websites
* Shaoli will set up a meeting with Jessie in April and ask Jessie to work on ATA64 promotion.
* Liming will work with the social media team and Jessie to talk about expanding chat to Slack and Discord.
 |
| 6. Social Media | Social Media platforms* A January planning meeting was hosted and the team developed a plan which has been implemented.
	+ [2023 Planning](https://docs.google.com/spreadsheets/d/1LL5kBKmFvoLM1_SFDPqb13nGqUcWTyQO4f4NPUmq7hQ/edit#gid=1051192811)
	+ CLD Social Media Content Bank: [posting schedules](https://docs.google.com/spreadsheets/d/1LL5kBKmFvoLM1_SFDPqb13nGqUcWTyQO4f4NPUmq7hQ/edit#gid=0)
	+ Improve the content type
* LinkedIn Page has grown from 60 to 134 followers since January's meeting
* 2023 Wechat CLD Member Group:

ATA Broadcasting system is broken. When it is fixed, Shaoli will download the QR code, and update the website page every week. Will need a social media team to inform members to check email from ATA HQ.  | * Shaoli will download the QR code, and update the website page every week once the ATA broadcasting email is sent.
 |
| 7. ATA64 Proposal | * We have 5.5 hours proposals approved so far.
 |  |
| 8. Welcoming message  | * Jamie has updated the welcoming message. Tianlu asks LC to review the Welcoming Message and update it.
 | * Tianlu will email Jamie about updating the welcoming message.
 |
| 9. Leadership Summit | * Rony gave a summary of the leadership summit.
* ATA HQ is very eager to communicate with divisions and encourage cross-division communications.
 |  |
| 10. May 20 ATA Virtual Conference  | * What about setting up a watch party
* Rony will set up a Wechat Group and Social Media team will promote the watch party
 | * Rony will set up a Wechat Group
* Social Media team will promote the watch party
 |
| 11. Q&A | * Tina’s question: what is CLD’s ultimate goal?
	+ CLD’s ultimate goal: CLD is a division under ATA, following ATA Division Handbook, with a goal of serving ATA members. Core services include providing a website, listserv, blog and additional educational events.
	+ In the past two years, we worked beyond our goals to attract new members for ATA, but also to promote other division activities.
	+ Tina recommends promoting pieces of information from the website on social media. Tina recommends actual business development dicussion.
* Roanna’s comments:
	+ Whether CLD has resources for interpreters of dialects.
	+ Roanna would like to be part of a team who needs help with events.
* Jessie mentioned that Slack and discord would be great channels for focused discussions.
 |  |

**Action list:**

| **Action item** | **Owner(s)** | **Deadline** | **Status** |
| --- | --- | --- | --- |
| Fang will expand current categories.  | Fang Sheng |  |  |
| Shaoli will add a tab on the website to include resources for ATA certification exams.  | Shaoli |  | Done |
| Sijin will promote Rony’s previous article on How to Become Certified in 10 hours and [another ATA article](https://www.atanet.org/certification-exam/forming-a-peer-study-group-to-prepare-for-atas-certification-exam/).  | Sijin  |  | Done |
| Rony will reach out to Sijin and Tingting to discuss further details.  | Rony | Feb 28th, 2023 | Done |
| Fang will add a category under Yifeng Blog.  | Fang Sheng |  |  |
| Sijin and team will promote CLD websites | Sijin | Feb 3rd, 2023 | Done |
| Shaoli will set up a meeting with Jessie in April and ask Jessie to work on ATA64 promotion.  | Fang Sheng |  |  |
| Liming will work with the social media team and Jessie to talk about expanding chat to Slack and Discord.Liming will host a Social Media Planning meeting.  | Liming Pals | Jan 28th, 2023 | Done |
| Shaoli will download the QR code, and update the website page every week once the ATA broadcasting email is sent. | Shaoli |  | Done |
| Tianlu will email Jamie about updating the welcoming message.  | Tianlu |  | In progress |
| Rony will set up a Wechat Group  | Rony |  | Done |
| Sijin and Social Media team will promote the watch party | Sijin  |  | Done |
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**Next LC meeting**: July 26th, 2023 9:00 pm ET - 10:30 pm ET (Second choice: August 2nd, 2023)