

CLD Leadership Council January 2023 Meeting Minutes of the Meeting

Meeting date / time: January 18th, 2023/ 9:30-11:42 PM ET **Meeting location:** Zoom meeting

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|---|--------|--------|
| 1. Approve minutes from the previous LC meeting | 5 min | LC |
| 2. Welcome volunteers | 10 min | Tianlu |

Tianlu Redmon	Administrator; ATA communication, events team volunteer	tianlu@tianluchinese.com
Liming Pals	Assistant Administrator; ATA communication, social media team leader	limingpals@gmail.com
Shaoli Gu	Webmaster, website editor	shaoligu@gmail.com
Fang Sheng	<i>Yifeng</i> Editor-in-Chief, website editor	shengf@hotmail.com
Jessie Liu	The CLD Podcast host	jessieliu28@yahoo.com
Rony Gao	Events team leader, website editor	rony.gao@gmail.com
Tingting Qin	Social media team volunteer, events team volunteer	tq@tingbridge.com
Sijin Xian	Social media team volunteer	projects@xiansijin.com
Additional volunteers	Social media: Yijia “Sasha” Ding Yifeng: Ben Murphy, Barbara Hong Li Ad hoc: Zenhuan “Duoduo” Lei, Roanna Cheung	

	Website: Jessie Doherty	
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Teams' update and 2023 commitments AND LC's thoughts and feedback on items 3-7:

3. Yifeng	15 min	Fang and LC
4. CLD events	15 min	Rony and LC
5. The CLD Podcast	15 min	Jessie and LC
6. Website	15 min	Shaoli and LC
7. Social media	15 min	Liming and LC
8. ATA Divisions Handbook, Volunteer honorarium, and ATA Quarterly Leadership Summit	15 min	Tianlu
9. Feedback from attendees	10 min	
10. Other matters/agenda proposals for next LC meeting	5 min	LC

Minutes:

Topic	Summary of discussion	Conclusion
1. Approve minutes from the previous LC meeting	<ul style="list-style-type: none"> Liming made a motion and Shaoli seconded the motion to approve the previous minute. 	
2. Welcome volunteers	<ul style="list-style-type: none"> Welcome Sijin to LC 	
3. Yifeng Blog	<ul style="list-style-type: none"> Team is growing with Barbara joining us as an editor We hope to grow our team more in 2023 and increase the number of published articles New pipeline: <ul style="list-style-type: none"> Dr. Qian introduced Michael Zhang to reconstruct the articles he wrote before to publish on our blog Fang is also writing an article for ATA chronicle Ben Murphy is writing an article about translating for government related documents Fang has invited Aaron to write a blog about patent translation Rony asked a question about how to define original writing. Rony recommends that we should clearly clarify the definition of original writing 	<ul style="list-style-type: none"> Fang will add the policy of original writing to the Guidelines

<p>4. CLD Events</p>	<ul style="list-style-type: none"> ● Sijin's webinar was a huge success ● April we will invite Eric to discuss what he spoke about during ATA63 ● We plan to have 8 sessions in one year. We may have some special event before ATA annual conference or before New Year ● Regarding CE points, we issue certificates to all attendees who attended the webinar. However ATA has the right to make a final decision about whether the webinar will count as CE points. Please note that the category needs to be correct. ● Shaoli asked whether she can use the CE points of the webinar even though she attended ATA63. Rony and Tianlu confirmed that the CE points of the webinar still could be reported. ● Chen Ji has agreed to come to talk about literary translation. ● Shaoli asked about the process advertisement on the website. Tianlu confirmed that we would not use Eventbrite. Rony thought Eventbrite was not user-friendly. We can just use the website post as a one-stop event registration. <ul style="list-style-type: none"> ○ Remove Eventbrite plugin ○ How to deal with the past events ○ We can create a page post for current event ● Tianlu recommended that we should still host a Chinese New Year party. 	<ul style="list-style-type: none"> ● Rony will send a notice about the March event to Shaoli. ● Rony will share with Shaoli the event info of the Webinar given by Joel Sahleen to be added to the past event page.
<p>5. CLD Podcast</p>	<ul style="list-style-type: none"> ● 2023 Planning: 8 podcast per year ● Data analysis: our views on youtube shows that if our interviewee was well known, the number of views are higher. ● New idea: we should position this podcast as a channel for increasing our voice in the industry and an advertisement for expanding our influence among divisions in ATA. ● Jessie would like to invite well-known guests in 2023 to promote CLD's influence in ATA ● Tianlu recommended that we could even collaborate with other podcast hosts. 	<ul style="list-style-type: none"> ● Liming will share our Podcast with other sister divisions via listserv and other channels

	<ul style="list-style-type: none"> • Jessie shared that she benefited a lot after doing so long. The more podcasts she does, the vision is clearer. • Areas that we could support: social media to advertise, ideas or inspirations are also welcome. Jessie found a new tool to edit the audio. 	
6. Website	<ul style="list-style-type: none"> • Update: podcasts, events • Any suggestion: <ul style="list-style-type: none"> ○ Blog Category: whether we want to add some categories ○ Liming recommended that we could do a Summary of Blog Posts in Previous Year. ○ Tianlu suggested that we could do it right before the Annual Conference • Tianlu asked about the subscription of the website last year. Shaoli found that there are 23 subscribers so far for our website. We should encourage people to subscribe to the websites. 	<ul style="list-style-type: none"> • Fang will look at our blog posts to recommend some new categories • Liming will draft a message to promote the subscription of the website.
6. Social Media	<p>Social Media platforms</p> <ul style="list-style-type: none"> • Recruiting new member: Yijia Ding • New Year planning • LinkedIn Page has grown into 60 followers since April 2022's launch • The WeChat Official Account has grown to 587 followers with 35 new followers and 1434 views since last October. • Sijin recently joined Audio & Visual LC as Social Media Coordinator and met Angela to learn from her. <ul style="list-style-type: none"> ○ They plan one month ahead for all the posts ahead of time ○ They use a google sheet to record all the draft posts to keep the documentation ○ The secret of their success: they are not only the channel for their division but also as a channel to advertise for other businesses and information value 	<ul style="list-style-type: none"> • Liming will host a Social Media Planning meeting

	<ul style="list-style-type: none"> ○ Put together a workflow to plan ahead to scale ○ Moderator is assigned to provide a response to comments ○ Social Media Team chooses platforms to collaborate more efficiently 	
7. ATA Division Handbook	<ul style="list-style-type: none"> ● Tianlu asked LC members to read through Division Handbook ● 2022 updates: <ul style="list-style-type: none"> ☰ Division Handbook Updates_... ● Honorarium section: Blog editor in chief, podcast and webmaster should try to understand the policy and record the time spent or the word count so that you can be reimbursed. 	
8. DS	<ul style="list-style-type: none"> ● DS policy changed recently which means CLD won't have a DS in 2023. 	
9. Leadership Summit	<ul style="list-style-type: none"> ● Tianlu encourages LC members to attend Quarterly Leadership summit April 19 Eastern time 12pm. ● Proposal changes: Fang will prepare a blog post to share with CLD members about the changes and deadline <ul style="list-style-type: none"> ○ Important links: <ul style="list-style-type: none"> https://tools.eventpower.com/speaker_management/index/23ATA https://www.atanet.org/ata64/call-for-speakers/ 	Fang will prepare a blog post to share with CLD members about the changes and deadline
	<p>季晨老师的From China with Love (他业余时间翻译的20首中文古诗), 是一本薄薄的小册子(直接买Kindle版就可以, 只要10美元)</p> <p>https://www.amazon.com/China-Love-Other-Vintage-Posted-ebook/dp/B09SMTTL1W/ref=sr_1_1</p>	

Action list:

Action item	Owner(s)	Deadline	Status
Fang will add the policy of original	Fang Sheng		

writing to the Guidelines			
Rony will send a notice about the March event to Shaoli.	Rony Gao		
Rony will find the event info of the Webinar given by Joel Sahleen	Rony Gao		
Liming will share our Podcast with other sister divisions via listserv and other channels	Liming Pals	Feb 28th, 2023	Done
Fang will look at our blog posts to recommend some new categories	Fang Sheng		
Liming will host a Social Media Planning meeting	Liming Pals	Feb 3rd, 2023	Done
Fang will prepare a blog post to share with CLD members about the changes and deadline	Fang Sheng		
Liming will draft a message to promote the subscription of the website.	Liming Pals	Jan 28th, 2023	Done

Next LC meeting: April 12th, 2023 (April 26th, 2023)