**Recorded by: Liming Pals**

**Date: April 16, 2024**

**Approved by:**

**Date of Approval:**

**CLD Leadership Council April 2024 Meeting**

**Minutes of the Meeting**

2024 April LC Meeting Agenda

Time: 8:00 pm -- 9:30 pm EDT, Tuesday, April 16, 2024

Zoom:

Join Zoom Meeting

<https://us06web.zoom.us/j/85641410848?pwd=d0Wqr2UV8XjZK16O6IBwaO3sce8EuU.1>

1. Approve [minutes](https://docs.google.com/document/d/1-HRZZDyAPJ7KgbxUeYS-Wrn8b9aE25Zl/edit) from the previous LC meeting 2 min LC
2. Welcome new LC members 3 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 |
| Rony Gao  高嵘 | Events team leader, website editor | rony.gao@gmail.com |
| Sijin Xian  先思瑾 | *Yifeng* Editor-in-Chief, Social media team volunteer | projects@xiansijin.com |
| Jessie Liu  刘子畅 | The CLD Podcast host | jessieliu28@yahoo.com |
| Tingting Qin  秦婷婷 | Social media team volunteer, events team volunteer | tq@tingbridge.com |
| Lenny Yang | Social Media Manager | lenny@y17inc.com |
| Mingshu Wu 张明姝 | Social Media Manager | mingshu@mandarinsolution.com |
| Additional volunteers | Social media:  Tina Teng 鄧欣亞  Yijia “Sasha” Ding  Website:  Jessie Doherty 祝轶君  *Yifeng*:  Fang Sheng 盛方  Ben Murphy  Yuan Tian (Interviewer)  Events:  Roanna Cheung 张若荇  Ad hoc:  Zhenhuan “Duoduo” Lei 雷朵朵  Tana Gegen |  |

**3.**Updates from each team

| Yifeng | 15 | Sijin |
| --- | --- | --- |
| CLD events | 15 | Rony |
| The CLD Podcast | 10 | Jessie Liu |
| Website | 10 | Shaoli |
| Social media | 15 | Lenny, Tingting and Mingshu |
| Report on communication with HQ | 10 | Tianlu and Liming |
| 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** |
| --- | --- | --- |
|  | Rony moves motion to approve [2024 January Meeting Minutes.docx](https://docs.google.com/document/d/1-HRZZDyAPJ7KgbxUeYS-Wrn8b9aE25Zl/edit)  Shaoli seconds. | Minutes approved. |
| 1. Welcome new LC members(Tianlu) | Tianlu welcomed our new LC members Lenny Yang and Mingshu Zhang. |  |
| 1. Updates from different each team | | |
| Yifeng (Sijin) | 1. Articles lined up for the next three months (one piece per month) 2. Tianlu: Reminder of 2-week notice needed for ATA review process 3. Tianlu recommended reposting earlier articles from previous months 4. Rony recommended that Tianlu could write one report about the CLD’s development in the past four years. | * Sijin to repost old Yifeng article about ATA certification exam |
| CLD Events (Rony) | 1. Hosted three events since Jan.    1. C-to-E Exam Grading    2. ChatGPT    3. Video Game Localization 2. Opened the Jan CLD Cafe events (exam demystified) open to all current T&I students, but discovered that any webinar hosted by CLD should be only open to members provided in the Division Handbook.    1. (Tianlu): We could host happy hour to make it available to non-members. 3. ATA HQ process is very streamlined and helpful. We also learned that we could make a poster. 4. Poster will be shared with the Social media team in [a folder](https://docs.google.com/document/d/1VLvneceYoV4NQr7w3Pj8vE5ozGTAo_catPD6k9fKKe0/edit?usp=sharing). 5. Welcoming suggestions for topics or presenters for CLD events for the rest of 2024. | * Rony will create a shared folder with (text, sign-up link, poster) as a centralized resource pool for ALL upcoming CLD Events (to be used by social media and website teams) * Rony and social media team to upload information (including posters) to the shared folder when new events are scheduled. |
| 3. The CLD Podcast (Liu) | * I have 3 episodes recorded. * I plan to have the next episode published in the month of April. * Other: (from attending leadership summit) book club organized by ATA’s nomination committee | * Rony will communicate with Jessie to see if she needs help. |
| 4. Website (Shaoli) | * ATA Annual Conference promotion was published on side bar and home page * New LC members profiles * New Wechat Group QR code was updated today which will expire on April 23rd. * JetPack was enabled again. Therefore, our subscription button was added. However, we still could not see the traffic data in the back end. * We have new ideas on the Homepage to make it more colorful. * Tianlu recommended that we could do an audit together when the team is available. | * Website team will update the WeChat QR code for 2024 members group and QR code of Mingshu. * Shaoli will create a Google document (or spreadsheet) and share with the rest of LC to gather on-going input/feedback on improving CLD website * All LC members to review CLD website and suggest improvements (on an ad-hoc basis; no hard deadline) |
| 5. Social Media (Liming & Lenny) | * 624 followers, increase of around 60-80 per month   + LinkedIn repost   + CLD events * WeChat 2024 Member Group: Mingshu will add Rony as admin. * Tips for closing the CLD Member Group: three or four notification * Wechat CLD Friends Group (Mingshu, Rony) * Wechat Official Account: Rony suggested that we give up the official account.   + Liming to present demographic info of current WeChat Official Account subscribers at the next LC meeting to make the final decision   + Tianlu suggests posting a “farewell message” on WeChat Official Account to redirect current followers to “CLD Friends WeChat group” and/or CLD’s website and other channels. | * Mingshu to add Rony as admin for the 2024 Members WeChat group. * Liming will analyze the Wechat Official Account followers and report to LC to make a decision in Q3. * Liming will post one article in April about the CLD website and resources, including a way to join CLD friends wechat group. |
| 7. Reports on meeting with Tish from ATA HQ | * She has a great attitude and is willing to support our work. * Broadcast was limited to one per quarter. Now ATA HQ could help with the formatting of the broadcast to every member. * CLD related expense |  |
| 6. Feedback from attendees |  |  |

**List of Action Items**

| **Action item** | **Owner(s)** | **Deadline** | **Status** |
| --- | --- | --- | --- |
| Repost an old Yifeng article about ATA certification exam | Sijin | April 30th, 2024 (?) | Published new articles instead |
| Create a shared folder with (text, sign-up link, poster) as a centralized resource pool for ALL upcoming CLD events | Rony | N/A | completed  [CLD Events for Social Media Posts](https://drive.google.com/drive/folders/1vQvuiCUpP3nxEd1BoEwiGy3L9RpsoFDF) |
| Rony and social media team to upload information (including posters) to the shared folder when new events are scheduled | Rony | On-going | Done |
| Rony will communicate with Jessie to see if she needs help. | Rony |  | Done |
| Update the WeChat QR code for 2024 members group and QR code of Mingshu on CLD website | Shaoli & Jessie D. | April 22nd, 2024 | Done |
| Create and distribute a Google document (or spreadsheet) and share with the rest of LC to gather on-going input/feedback on improving CLD website | Shaoli & Jessie D. | April 30th, 2024 | Continue to work on it in Q3. |
| All LC members to review CLD website and suggest improvements (on an ad-hoc basis; no hard deadline) | All LC members | On-going |  |
| Mingshu to add Rony as admin for the 2024 Members WeChat group. | Mingshu | Done | Done |
| Liming will post one article in April on WeChat Official Account (公众号) about the CLD website and resources, including a way to join the  “CLD Friends” wechat group. | Liming | April 30th, 2024 | Done |
| Liming will analyze the Wechat Official Account followers and report to LC at Q3 LC meeting to make a final decision on terminating WeChat Official Account | Liming | July 16th, 2024 | Done |
|  |  |  |  |

**Next LC meeting**:

Tuesday, 16 July 8:00 – 9:30pm EDT

<https://us06web.zoom.us/j/85641410848?pwd=d0Wqr2UV8XjZK16O6IBwaO3sce8EuU.1>