**Recorded by: Liming Pals**

**Date: January 23rd, 2024**

**Approved by:**

**Date of Approval:**

**CLD Leadership Council January 2024 Meeting**

**Minutes of the Meeting**

Time: 9:00 pm -- 10:30 pm EDT, Tuesday, January 23rd, 2024

Zoom:

Join Zoom Meeting

<https://us02web.zoom.us/j/88472796161?pwd=dGk3Q1QvZ1NmODUrZnZJUFFDeGNRUT09>

Meeting ID: 884 7279 6161

Passcode: 210551

1. Approve [minutes](https://docs.google.com/document/d/1yeolqzXA50m2ubg-Y-P-vGplcVMdvQSW/edit) from the previous LC meeting (Aug 2023) 2 min LC
2. Update on volunteers and ATA HQ 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-Chie**f, 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 Lead | lenny@y17inc.com |
| Additional volunteers | Social media:  Mingshu Wu 张明姝  Tina Teng 鄧欣亞  Yijia “Sasha” Ding  Website:  Jessie Doherty 祝轶君  *Yifeng*:  Fang Sheng 盛方  Ben Murphy  Events:  Roanna Cheung 张若荇  Ad hoc:  Zhenhuan “Duoduo” Lei 雷朵朵  Tana Gegen |  |

**3.** [**2024 Planning**](https://docs.google.com/spreadsheets/d/1d_YcnnvC38_2MGvNw_kp0ZAHqUZ46XUzxVG9FLnXYOY/edit#gid=0)

| Yifeng | 15 | Sijin |
| --- | --- | --- |
| CLD events | 15 | Rony |
| The CLD Podcast | 10 | Jessie Liu |
| Website | 10 | Shaoli |
| Social media | 15 | Lenny |
| 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 [2023 August Meeting Minutes - Draft.docx](https://docs.google.com/document/d/1yeolqzXA50m2ubg-Y-P-vGplcVMdvQSW/edit)  Shaoli seconds. | Minutes approved. |
| Discussion of goals and key initiatives for 2024 | | |
| 1. Admin (Liming) | 1. Enhance collaboration with other divisions and chapters (eg. JLD events); 2. (Liu) Possibility of collaborating with translation associations or interest groups elsewhere (ie in China); | 1. Jessie will follow up and explore the possibility of collaborating with translation associations or interest groups elsewhere (ie in China) |
| 1. Yifeng (Sijin) | 1. Two new “interviewer” position added to Yifeng team (Tana Gegen & Yuan Tian); 2. “Interview Series” 3. Admins are encouraged to write more posts |  |
| 3. CLD Events (Rony) | 1. Hosted 7 Events in 2023. 2. Successful first event of 2024 (C-to-E Exam) set records for both registrants and attendees including many T&I students; will consider opening more CLD events to students. 3. Three events planned for March - May 2024, possibly another special event (talent show) to celebrate the Lunar New Year. Time TBD. | * Rony and Events team to decide on date/time/format of Lunar New Year special event. |
| 3. The CLD Podcast (Liu) | * 5 Episodes published in 2023; another one to be published soon. * Focus areas for 2024: marketing for freelancer; |  |
| 4. Website (Shaoli) | * Update CLD landing page to highlight “popular blog posts/podcast episodes/etc); may need input from Tianlu/Rony about CLD content not already published; target completion date is March. * Will continue to explore “JetPack” for content and subscribers management with help of Jessie D. |  |
| 5. Social Media (Liming & Lenny) | * LinkedIn = Tina + Lenny * Facebook = Liming * Mingshu = WeChat Groups * [LinkedIn](https://www.linkedin.com/company/ata-cld/) (Lenny): currently 380 followers (84 new in the last 30 days)   + CLD’s own content   + Other ATA content (including other ATA divisions) |  |
| 6. Feedback from attendees |  |  |

**Action list:**

| **Action item** | **Owner(s)** | **Deadline** | **Status** |
| --- | --- | --- | --- |
| * Advocate the LC and volunteer benefits | Liming | April 30th, 2024 |  |
| * Jessie will follow up and explore the possibility of collaborating with translation associations or interest groups elsewhere (ie in China) | Jessie |  |  |
| * Rony and Events team to decide on date/time/format of Lunar New Year special event. | Rony |  |  |

**Next LC meeting**:1) April 16, 2024 8:00 pm ET - 9:30 pm ET