**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” DingWebsite:Jessie Doherty 祝轶君*Yifeng*: Fang Sheng 盛方Ben MurphyEvents: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