**Recorded by: Rony Gao**

**Date: April 27, 2022**

**Approved by: CLD Leadership Council**

**Date of Approval:**

**CLD Leadership Council April 2022 Meeting**

**Minutes of the Meeting**

**Meeting date / time:** April 27, 2022/ 9:30-11:00 PM ET **Meeting location:** Zoom meeting

**Meeting participants:**

|  |  |  |
| --- | --- | --- |
| **Present:** | Tianlu Redmon | Administrator |
| Fang Sheng | *Yifeng* Editor-in-Chief |
| Shaoli Gu | Webmaster, website editor |
| Rony Gao | Website editor, event organizer |
| Jesse Liu | The CLD Podcast host |
| Tingting Qin | Event organizer, social media account manager |
| Mingshu Zhang | CLD volunteer (non-LC member) |
| **Excused:** | Liming Pals | Assistant Administrator |

**Agenda:**

1. Approve [minutes](https://docs.google.com/document/d/1uk3a9DyUfmo9tX4wCpT_htnJ6gF5cFZo/edit?usp=sharing&ouid=104952275915731924927&rtpof=true&sd=true) from the previous LC meeting   5 min LC
2. Welcome volunteers   10 min Tianlu

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| Tianlu Redmon | Administrator: ATA communication, WeChat groups, events, LinkedIn Group manager | tianlu@tianluchinese.com |
| Liming Pals | Assistant Administrator: ATA correspondence, WeChat Official Account, Facebook manager, website editor | limingpals@gmail.com |
| Shaoli Gu | Webmaster, website editor, WeChat Official Account editor | shaoligu@gmail.com |
| Fang Sheng | *Yifeng* Editor-in-Chief, website editor | shengf@hotmail.com |
| Jessie Liu | The CLD Podcast host | jessieliu28@yahoo.com |
| Rony Gao | TBD | rony.gao@gmail.com |
| Additional volunteers | Website: Renee Wang (web editor)  WeChatOfficial Account: Mingshu Zhang  Yifeng: Xue Lin (editor)  Events: Mingshu Zhang, Zhenhuan “Duoduo” Lei, and Tingting Qin (volunteers) |  |

**Update, 2022 plans, thoughts and feedback:**

1. Approve [minutes](https://docs.google.com/document/d/1lXDCNb7GnvoysKxrK9lLfVrkNXMdvZTz/edit?usp=sharing&ouid=104952275915731924927&rtpof=true&sd=true) from the previous LC meeting 5 min LC
2. Website 10 min Shaoli, Rony
3. Yifeng 10 min Fang
4. The CLD Podcast 10 min Jessie
5. WeChat Official Account 5 min Liming
6. LinkedIn Group and member highlights 15 min Liming
7. Listserv and Facebook 5 min Tingting/Tianlu
8. WeChat groups 5 min Tianlu
9. CLD events 15 min Liming, Tianlu
10. ATA63 prep 20 min LC
    1. CLD Dinner
    2. CLD-related sessions
11. Q&A about Asana for teamwork 5 min Tianlu
12. Other matters/agenda proposals for next LC meeting 5 min LC

**Minutes:**

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| **Topic** | **Summary of discussion** | **Conclusion** |
| 1. Approval of minutes from the previous LC meeting | * Approved | Approved |
| 1. Website | * Tianlu suggests updating the [Leadership Council page](https://www.ata-divisions.org/CLD/leadership-council/) on the CLD website by adding/updating the profiles of all six current LC members. * Rony suggests gathering CLD members’ feedback on the website and discussing them at future LC meetings. | * All six current LC members to provide a 100-word (updated) bio and headshot to Shaoli by May 1st; Shaoli to update the page before May 8th. * Shaoli and Rony to informally solicit feedback from CLD members and report back at the next LC meeting. * Shaoli to update website with a side box to spread the word about the [ata63.org](https://ata63.org/) website * Shaoli to update website with Jan 2022 meeting minutes |
| 3) Yifeng blog | * Michael Wu and Bernard Ma’s contributions in the pipeline but delayed * Interview with Pency Tsai in the proofreading stage, to be posted soon. * Fang has reached out to authors of previously rejected annual conference proposals, but may need more time to develop relationships into future blog posts | * Fang to promote and tease new articles in WeChat groups * Fang to reach out to authors with rejected proposals for ATA63 when speaker selection decisions are out. * Fang to coordinate with Jessie for “cross-pollination” opportunities between podcast and blog. |
| 4) CLD Podcast | * Two new episodes since last LC meeting; * Re-vamped [Youtube channel](https://www.youtube.com/channel/UClzCGPaoXsWcAoMiY_6EUrg/featured) appearance; * Need more subscribers (more functions available when reaching 100+ subscribers) * Overall positioning of CLD podcast: timely topics and guests * Next up: Ben Karl, to talk about ATA63 conference etc. * Blubrry service fee due soon (upload size limit reached) | * LC members to help boost subscription with the goal of reaching 100 subscribers. * Jessie to pay Blubrry subscription fee and contact ATA for reimbursement. * Jessie and Rony to look into putting CLD podcast on Apple Podcast * Jessie to coordinate with Fang for “cross-pollination” opportunities between podcast and blog. |
| 5) WeChat Official Account  6) LinkedIn Group and member highlights | * Tingting presents statistics of social media accounts (WeChat Official Account, LinkedIn, Listserv Facebook) with presentation prepared by Liming. * Recently added a few new members on the social media team. (Sijin Xian & Min Chen) * Tianlu suggests forwarding all social media updates to the social media team members for sharing/re-posting on various platforms. | * Liming will be responsible for developing a workflow of forwarding all new updates on social media accounts to the social media team for (re-)posting (Tianlu) |
| 7) Listserv and Facebook | * Tianlu points out that listserv currently has limited “reach” compared to WeChat groups, Broadcast, etc. * LC members agree that there is no need to make listserv more active   + cannot delete listserv presence as per ATA rule   + no real use especially since “subscribe via email” function has been added on CLD website |  |
| 8) WeChat groups | * 2022 new members-only group: still under review and awaiting approval by ATA Chapter and Division Relations Manager. | * LC members will continue to monitor and send private reminders to group members committing“borderline violations” of wechat group rules. |
| 9) CLD Events | * Liming working on hosting joint events with JLD and KLD * Upcoming Bilingual Parenting event: re-scheduled to May 7th * Two changes proposed for future CLD Cafe sessions after June:   + Reduce frequency to once a month   + Set a theme for each session to attract interest | * Continue with pre-set schedule for May and June; skip in July. * Tianlu, Rony and Tingting to decide on upcoming topics and dates for summer and fall (starting Aug) at once a month, ideally assigning a moderator for each session. * Rony to draft new ATA Broadcast with Summer & Fall CLD Cafe dates and send to Jamie for review and distribution |
| 10) ATA63 prep | * Jessie agrees to be the main coordinator for CLD dinner during ATA63 * Update from Tianlu: ATA has increased the conference presentation time for “Chinese track” from 4 to 6 hours, plus 2 waitlist spots. | * Jessie will be in charge of selecting and contacting CLD dinner venue, tentatively AYCE dinner on Wed. (Oct 12th) * Website and social media teams to spread the word about the [ata63.org](https://ata63.org/) website * Shaoli to create a website post outlining Chinese track presentations and other ones featuring CLD members - if the list becomes available before Jul 27th LC meeting. |
| 11) Q&A about Asana for teamwork | n/a (skipped due to time constraint) |  |
| 12) Other matters/agenda proposals for next LC meeting | * Next LC meeting: Jul 27th (Wednesday) 9:30 ET | * Tianlu to send calendar invites and agenda before Jul 27 LC meeting. |

**Action list:**

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| **Action item** | **Owner(s)** | **Deadline** | **Status** |
| All six current LC members to provide a 100-word (updated) bio and headshot to Shaoli by May 1st for the [Leadership Council page](https://www.ata-divisions.org/CLD/leadership-council/) | ALL LC members | May 1st |  |
| Update the [Leadership Council page](https://www.ata-divisions.org/CLD/leadership-council/) with current LC members’ profile info. | Shaoli | May 8th |  |
| Update “What We Have Done” section by uploading Jan 2022 meeting minutes | Shaoli | May 8th |  |
| Shaoli to update website with a side box to spread the word about the [ata63.org](https://ata63.org/) website | Shaoli | May 8th |  |
| Reach out to authors with rejected proposals for ATA63 when speaker selection decisions are out. | Fang | Ongoing |  |
| Fang to promote and tease new articles in WeChat groups | Fang |  |  |
| Fang to coordinate with Jessie for “cross-pollination” opportunities between podcast and blog. | Fang and Jessie | Ongoing |  |
| Help boost subscription of [CLD Podcast](https://www.youtube.com/channel/UClzCGPaoXsWcAoMiY_6EUrg/featured) Youtube channel with the goal of reaching 100 subscribers. | All LC members | Ongoing |  |
| Pay Blubrry subscription fee and contact ATA for reimbursement. | Jessie | May 8th or before next episode is uploaded |  |
| Look into putting CLD podcast on Apple Podcast | Jessie & Rony | July 27th |  |
| Developing a workflow of forwarding all updates on CLD social media accounts to the social media team for (re-)posting | Liming |  |  |
| Events team to decide on upcoming topics and dates for summer and fall (starting Aug) at once a month, ideally assigning a moderator for each session. (Will continue with pre-set schedule for May and June; skip July.) | Tianlu, Tingting, Rony | July 27th |  |
| Draft new ATA Broadcast with Summer & Fall CLD Cafe dates and send to Jamie for review and distribution | Rony | After event dates are determined; no later than July 27th |  |
| Select and contact AYCE restaurant for CLD dinner at ATA63 on Oct 12th (Wednesday) | Jessie | TBD (may need rough headcount of attendees) |  |
| Spread the word about the [ata63.org](https://ata63.org/) dates and website through CLD social media accounts (“mark your calendar”) | Liming, Tingting | May 8th |  |
| Create a website post outlining Chinese track presentations and other ones featuring CLD members - if the list becomes available before Jul 27th LC meeting. | Shaoli | July 27th, pending conference session decisions |  |
| Send calendar invites and agenda for next LC meeting on Jul 27th (Wednesday) 9:30 ET | Tianlu | May 1st | Done |
|  |  |  |  |

Next LC meeting: Jul 27th (Wednesday) 9:30 ET