**Recorded by: Shaoli Gu**

**Date: January 27, 2021**

**Approved by: CLD Leadership Council**

**Date of Approval:**

**CLD Leadership Council April 2020 Meeting**

**Minutes of the Meeting**

**Meeting date / time:** January 27, 2021/ 8:30-10:30 PM ET **Meeting location:** Zoom meeting

**Meeting participants:**

|  |  |  |
| --- | --- | --- |
| **Present:** | Tianlu Redmon | Administrator |
| Liming Pals, | Assistant Administrator |
| Shaoli Gu | Website editor, WeChat Official Account editor |
| Cheyenne Liu  | *Yifeng* Editor-in-Chief |
| Evelyn Garland | Consultant |
| Excused: | Toni Xu | Webmaster |

**Agenda:**

1. Approval of minutes from the previous LC meeting 5 min 2020 LC
2. Welcome 2021 LC 5 min Tianlu
3. Update: WeChat Official Account 10 min Liming, Shaoli
4. Update: Website 15 min Shaoli, Toni
5. Update: Yifeng 10 min Cheyenne
6. Update: CLD events, podcasts, WeChat groups, member activities
  10 min Tianlu
7. Update: LinkedIn Group, listserv, and Facebook   5 min Tianlu, Liming
8. ATA62 proposals and Distinguished Speaker   5 min Tianlu
9. Overall feedback from Evelyn             10 min Evelyn
10. Other matters/agenda proposals for next LC meeting 15 min LC

**Minutes:**

|  |  |  |
| --- | --- | --- |
| **Topic** | **Summary of discussion** | **Conclusion** |
| Kicking off the meeting | * Meeting commences at 8:37 p.m.
 |  |
| Approval of minutes from the previous LC meeting | * Minutes approved
 |  |
| Welcome 2021 LC | * Tianlu welcomes LC members, old and new; besides LC members, Evelyn is invited as a consultant to share her thoughts and answer questions

Topics* Role of volunteers: They will contribute as a task force for specific events and projects -- a way to motivate participation of CLD members and a resource to expand LC
* Vision: to build CLD as a family to promote interactions and contact among members and job-related referrals
* Volunteer LC members: They work in flexible ways and cover other members when needed
* LC: purpose -- to help everyone become a leader; principle -- fulfill promises and provide remedy when promises cannot be fulfilled; expectation -- attend meeting on time, pay attention to action items
* Core members: They rely on each other and find ways to improve efficiency
* Organize fun activities
 | * Pxx
 |
| WeChat Official Account | * Liming gives presentation covering followers (sharp increase on 11/9), readership (much room to improve),
* Need to work on links of posts
* Need to Increase number of followers and readership
 |  |
| Website | * LC members to communicate on improvement of website design, organization, enriched content; a deadline 2/21 is set to exchange ideas via email
 |  |
| Yifeng Blog | * A Yifeng blog tab has been created
* Blog update: two essays, one in English, and one in Chinese, which have been approved by ATA
* Suggestion: refer to Interpreter division's blog; create separate pages for each blog
* Blog contribution: In general, only members can contribute unless special authors are invited to contribute
 |  |
| CLD events, podcasts, WeChat groups, member activities | * Events in 2020: 4 online socials + ATA61 CLD annual members meeting + dinner
* Podcast in 2020: 1 episode, pending ATA approval of podcast (at least three podcast episodes per year in order for ATA to reimburse a Division up to $150 per year for annual hosting fees)
* Wechat CLD groups: CLD Friends and CLD Members (member-only until Dec. 2021)
* Other groups: Translation study group, Toastmasters club, CJK joint roundtables/ATA62 session, accent coach ATA webinar
* Plan for future events: Need hosts for podcast; Chinese New Year CLD Happy Hour on Feb 16
 |   |
| LinkedIn Group, listserv, and Facebook | * LinkedIn: 52, member only
* Listserv: 149, open
* Facebook posts : to expand Facebook reach/influence; to find someone active on Facebook to manage
 | * xx
 |
| ATA62 proposals and Distinguished Speaker | * Skip due to time limit
 | * xx
 |
| Overall feedback from Evelyn | * Evelyn shares positive feedback on CLD LC work model
 | * xx
 |
| Other matters/agenda proposals for next LC meeting | * Evelyn can recommend people for Podcast interviews
* Screening of four CLD proposals for 2021 ATA Annual Conference
* Distinguished speaker arranged, awaiting ATA approval
* Effort to promote proposal submission for ATA annual conference on all platforms; provide informal conversations to give suggestions on presenting at ATA conference
* Liming to give strategic plan
 |  |

**Action list:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Action item** | **Owner(s)** | **Deadline** | **Status** |
| Event: Save the date and Eventbrite invitation for upcoming Chinese New Year CLD Happy Hour on Feb 16 | Tianlu | Next week | Done |
| Wechat: Promote official account | Shaoli | Next week |  |
| Wechat: Research on links of posts | Liming, Shaoli |  | Done |
| Wechat: Promote proposal submission |  | 2/16 | Done |
| Website: idea exchange | LC members | 2/21 | Done |
| Website: Google doc for idea exchange | Tianlu |  | Done |
| Yifeng blog: create separate pages for each blog |  |  |  |
| Yifeng: create and post blog to promote proposal submission | Cheyenne | 2/16 |  |
| Broadcast for proposal submission |  |  |  |
| Strategic plan of Wechat and Facebook work | Liming | 2/28 |  |

**Next LC meeting: 8 PM ET, Wednesday, April 28, 2021**