

# Chinese Service Center (CSC) USA 2011 – 2012 Strategic Plan



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## Executive Summary

This document aims to capture the high-level strategic direction and plans for the key initiatives to cultivate “CSC Care” and iLEAD culture to create synergy for the Chinese Service Center USA community.

## CSC Missions

Chinese Service Center USA is a non-profit 501c3 organization dedicated to promote community participation, education, and leadership, to foster cultural exchange and awareness, and to promote strength in diversity and heritage values through educational, cultural and community programs. Serving the Bergen County and New York City community since 1971, CSCUSA sponsors three Chinese School located in Hackensack, NJ and the upper west side of NYC (within Columbia University) and sponsors and supports numerous cultural events and exchanges across the tri-state region.

華人服務中心是美國一個非政治、非營利性組織，自一九七一年起至今，為新澤西州博根郡和紐約市社區服務。華人服務中心致力於中華語言、文化和教育的推廣，著重學生領導才能的培養，並提倡參與社區服務和活動，以期對世界做出更多貢獻。該中心長期的目標在於推廣中華文化，促進中外文化的交流與認識。華人服務中心旗下有三所中文學校：分別為位於新澤西州博根郡Hackensack鎮的博根中文學校、博華中文學校和位於紐約市哥倫比亞大學校園的哥大中文學校。

## CSC Goals

We seek to achieve our goals by promoting strength in diversity and heritage values through educational, cultural and community programs.

- Promote community participation, education, and leadership
- Foster cultural exchange and awareness

## Links to CSC Website and CSC Bylaws

<http://chineseservicecenter.org/>

<http://chineseservicecenter.org/bylaws.html>

<http://chineseservicecenter.org/membership.html>

## 2011-2012 Themes: Connect, Collaborate and Celebrate!

- Create warm and welcoming environments that foster lifelong learning and free exchange of talent that will have positive impacts for the community
- Focus on strength leadership, expand programs for knowledge/wisdom sharing, energize and provide add values to the community
- Encourage volunteerism, foster team work and reach out to the community
- Orchestrate concerted effort to celebrate our organizations 40<sup>th</sup> anniversary and every day success!

## Strategy and Implementation

CSC strategic meetings on 7/17 and 8/21 over the summer of 2011 with the CSC members to help firm up the below planned actions to support our objectives:

- Build CSC Members, Alumni families and Volunteer databases
- Setup infrastructure to support Communications and Programs
- Create Leadership, Volunteer opportunities to benefit the community
- Encourage community participation and energize “Circles of Excellence” as a way of life
- Target CSC to become the Chinese Culture Center of Bergen county NJ and its vicinity

## CSC Committee Structure

Note – All the volunteer names listed are proposed. Committee leads (names in bold face) are confirmed. Thank You!

1. Nominating Committee – **Suzan Cho**
2. Finance Committee – **Richard Chou**, Ben Hwang, Bao-Wen Yang
3. Governance Committee – **Ben Hwang**, Richard Chou, Suzan Cho
4. Facility Committee – Sandy Kao, Birdie Lau, Sharon Ma
5. Scholarship Committee – **Sunny Lee**, Bao-Wen Yang, Shu-Yi Hsiao, Howard Lee, Suzan Cho
6. Chinese School Education Committee (updated) – **Jerry Tu**, Donna Hwang (backup), Birdie Lau, Gloria Sung, Suzan Cho
  - a. Provide support to the schools – PTA presidents
  - b. Teachers training – Sunny Lee
  - c. Recruiting and Marketing
  - d. Library
7. Membership & Activity Committee – **Sharon Ma**
  - a. Membership & Activities
  - b. Chinese Summer Camp
  - c. Annual Chinese New Year event
8. Communications Committee (new) – **Suzan Cho**
  - a. Internal Communications
  - b. Newsletter & Upcoming Event – Sharon Ma
  - c. CSC Highlights – Sandy Kao (Technical), Principals, PTA (Content)
  - d. Public Relations – Diane Dunleavy (English), Sunny Lee (Chinese)
  - e. Website maintenance: Genesis Liu, Chi-Hei Lu (back up)
9. Programs Committee (new) – **Suzan Cho**, Sharon Ma, Bao-Wen Yang  
Note – “CSC Care” is the brand name of CSC when carrying out its mission.
  - a. Community Outreach Program – **Sharon Ma**
    - i. Description: This is the first program that carried out under the “CSC Care” brand since 2007.
    - ii. Current initiatives include philanthropic activities, such as fund raising for Hackensack Hospital Tomorrow Children’s

- fund, Japan Earthquake and other Relief fund raising, Collection for Food Banks, Bogota Day, etc.
  - iii. Planned initiatives might include Nursing home visits, etc. if there are interests or requests from the students and the volunteers.
- b. Chinese Culture Ambassador Program (new) – **Donna Hwang**, Jing Chen (CJ)
  - i. Description: The goal of this program is to foster and strengthen the love of culture and sustain the effort and build the necessary foundation to Chinese Culture promotion. There are two folds to this program: Development of the talent and Structure the basic support in response to culture requests
  - ii. Target Tenafly Library as a potential pilot program or setup a series of culture events to promote Chinese culture if feasible.
  - iii. This team will work closely and in tandem with the Community Outreach Program to benefit the neighboring schools, libraries or communities
- c. Proposed Synergy Program (new) – **Sunny Lee**, Howard Lee
  - i. Purpose: This program’s audience aims for the adults and may be conducted in any format (e.g. seminar/forum, field trip, networking sessions, etc.) that promotes ideas and knowledge/wisdom sharing to enrich lives and foster relationship building and personal/community growth. The idea is the sum of the parts is greater than the whole. It’s an invitation for all to take part in the program and participate.
  - ii. We will start this initiative as a pilot program with existing resources and minimum budget. The interests and demand of the members will determine the frequency and the scale.
    - ➔ Sunny is in Taiwan (Oct/Nov 2011). This initiative is on hold upon Sunny’s return to the United States to kick off.
  - iii. Topics may include Chinese philosophy, popular and classic Chinese literature, recent Chinese history and Asian leaders.
  - iv. Other topics might include anything of interests about life: Health, Wellbeing, Communications, 3 generations under the same roof, Achieve stress-free living, Skill sets for seeking jobs, Networking for Success, Cars, Sports, Relationship Building, Emotional Intelligence, Ergonomics, and much more...
- d. Proposed iLEAD & Mentoring Program (pilot or for the future) – TBD
  - i. About the name of the program: i signified ideas/innovation with focus on Learning, Exploring, Advancing, and Developing the next generation and foster leadership skills.
  - ii. There is a possibility to collaborate with iEARN - USA <http://us.iearn.org> (International Education and Resource Network) to integrate collaborative project-based learning into our curriculum.
    - ➔ As of Oct 10, 2011, Suzan has already connected with the

- iEARN executive director at the NYC head office and has positive response from the iEARN coordinator in Taiwan. We are in the process of finding out the potential opportunities for our 3 Chinese schools or the community. If anyone is interested in this initiative, please contact Suzan Cho.
- e. Proposed CSC Lion Dance Program (new) – TBD
    - i. BCS principal canceled its BCS Lion Dance Troupe in Fall 2011 due to low enrollment and low student interest.
    - ii. It might be possible for CSC to open this cultural program to a larger community of American schools or anyone interested in this sport from Bergen county and vicinity – contingent upon sifu Henry’s availability and commitment to lead this effort for the CSC community.
    - iii. We welcome all volunteers and anyone from the community interested in this special Asian culture and martial art sport to contact Suzan Cho for this initiative.
  - f. Proposed Volunteer Management Program (new) – **Jerry Tu, Hangshin Shih**
    - i. Volunteer Coordinator
    - ii. Volunteer Registration
    - iii. Volunteer database
    - iv. Compile a list of Volunteer positions description
    - v. Provide Volunteer Match and backup support
    - vi. Volunteer Award and Recognition
10. CSC Club Committee (new) – **Suzan Cho, Sharon Ma, Mona Lee, Birdie Lau**
- a. The idea is similar to the college clubs, to allow CSC members and students to form clubs for groups of people interested in certain topic and the concept is for the unit to be autonomous and self-sufficient, self-organizing (e.g. Senior Club, Bridge Club, Book Club, Music Club-singing, instruments, Taiji Club, Chess Club, Yo-Yo Club, Arts & Crafts Club-including origami, paper Cutting, Chinese Knot, etc.)  
 ➔ Requirement: must be CSC members; leadership structure and registration with CSC and endorsed by the Chinese school faculty.
  - b. The purpose is to provide guideline or governance over the club activities to ensure its success – initially this can be handled by the Executive Committee with help from Governance Committee

## Special Projects (new)

We are happy to celebrate our organizations’ 40<sup>th</sup> anniversary in 2011-2012.

- i. 40<sup>th</sup> anniversary publications – priority project
  - 1. Proposed media include online, DVD and print.
  - 2. Tentative target start date is November 2011; target end date is December 2012 for the initial electronic edition.

3. We may have a special edition if all decided to have a formal party.
4. Anyone interested in volunteering for this initiative, please contact Suzan Cho (see contact list below).
- ii. 40<sup>th</sup> anniversary alumni & volunteer database (TBD)
- iii. 40<sup>th</sup> anniversary celebration – (晚會 聚餐?)
  1. We will have a yearlong celebration from 2011 to 2012. All our activities and events will be with spirit of the 40<sup>th</sup> anniversary celebration.
  2. We plan to kickoff the 40<sup>th</sup> anniversary with our 2012 Chinese New Year Celebration. If you have any suggestion, please contact Sharon Ma.
  3. Board approved on 10/2/11 for an intimate family style CSC 40<sup>th</sup> celebration together with the CSC Thanksgiving luncheon. CSC board will subsidize to enhance the menu for the festivity. Sharon Ma is in charge of this event with help from all.
  4. There are two earlier proposals to include all: one is picnic for the school families and the other one is the formal dinner (no children). Target dates for both may be in October 2012. For example, Early October may be for the school families.

## CSC Coordinators

- Hackensack Middle School Coordinators: Primary: Birdie Lau, Alternate: Sharon Ma
- General Meeting Coordinators: Schools – PTA Presidents; one more volunteer
- Chinese Summer Camp Coordinators: Sharon Ma (BCS Director), Sunny Lee (Academic)
- Library Coordinator: Elaine Tang (?)

## Event Vetting Process

CSC board will review and approve all proposed events and school field trips to ensure insurance coverage and other considerations such as school facilities, etc. Submission can be made to any board of directors to obtain the board approval.

The planned events for 2011 so far are:

1. Actual - Sep 10<sup>th</sup>, Mid-Autumn Festival at Bohua Chinese School
2. Actual - Sep 11<sup>th</sup>, Mid-Autumn Festival at Bergen Chinese School (BCS)
3. Actual - Oct 2<sup>nd</sup> (11:00AM to 1:30PM), Bergen County Columbus Day Parade in Hackensack, proposed by Sharon Ma
4. Actual - Oct 2<sup>nd</sup> (2:00PM to 3:00PM), America Cancer Society Hepatitis B / Cancer Prevention seminar at Bergen Chinese School (BCS)

5. Planned (approved) – Oct 23<sup>rd</sup> (1:30PM to 3:30PM), CSC General Meeting (open to the public, all interested in Chinese culture and identify with CSC mission are welcome)
6. Planned (approved) – October 2011, revamping CSC website by CSC volunteer/sponsor, Genesis Liu with a task force from CSC for the requirements, design, implementation and governance of this special project. Many Thanks to Genesis' special talent and generous contribution and support!
7. Planned (approved) – Nov 20<sup>th</sup> (11AM to 1PM), CSC Thanksgiving and 40<sup>th</sup> anniversary intimate family style Luncheon
8. Planned (approved) – kickoff CSC 40<sup>th</sup> anniversary publication special project in November 2011 – target initial release will be digital edition before December 2012. Call for volunteers for this project.
9. Planned (approved) – kickoff CSC/BCS/Columbia 40<sup>th</sup> anniversary celebration at 2012 Chinese New Year celebration

## Communications Plan

Important communications will be sent to the preferred email addresses (designated to receive CSC email). This includes board of directors, school principals & faculty staff and PTA presidents & volunteers.

We established CSC-Connect Google Group in 2008. Google group members have the options to select whether to receive email notifications. Everyone may go to the Google Group (has a link from CSC website right underneath the Schools links) any time and check the information.

Let's plan use the CSC-Connect@GoogleGroups.com email address to distribute information to the community.

CSC members and those interested in getting some additional updates of various topics may join the Google Group. The advantages are two folds: (1) members may post information to share with the community and (2) members have options to determine the frequency of email delivery (e.g. to receive more timely updates, available choices include immediate email, abridged email, digested email, etc.).

CSC has a Google Site and CSC is on Facebook and Twitter:

<https://sites.google.com/site/chineseservicecenterorg/Home>

<http://www.facebook.com/pages/Chinese-Service-Center-USA/267680373257421>

Follow us on Twitter – <http://twitter.com/CSCusa>

CSC-Connect Google Group – <http://groups.google.com/group/csc-connect>

## Financial Analysis and Budget

To be done by the board members and review/approve in the October/November.

- A budget of not to exceed \$100 per event was approved by the board (contact Secretary for the procedure and the form to fill out).
- A budget of \$200 for Library book or item purchase was approved by the board on the Oct 2, 2011 Board Meeting.

## Planned Board Meetings

The board has on principal agreed to meet (typically) every 3<sup>rd</sup> Sunday at Bergen Chinese School and via Skype conference whenever possible (cancellation or reschedule will be communicated via email as soon as situation calls for). The planned dates are:

~~9/18/2011~~ (postponed to 10/2/2011), ~~10/16/2011~~ 10/23/2011 (CSC Autumn General Meeting), 11/20/2011, 12/18/2011, 1/15/2012,

2/19/2012, 3/18/2012 (CSC Spring General Meeting), 4/15/2011, 5/20/2011, 6/17/2011 (CSC Annual Meeting)

**2012 CSC Chinese New Year celebration date is tentatively set on Feb 12, 2012 (Chinese New Year Date is on 1/23/2012)**

Note – Bohua or Columbia Chinese Schools may request to meet, with one-month advance notice to the board, during their school hours and location.

## 2011-2012 CSC Chinese School Contacts

<http://chineseservicecenter.org/contact.html>

### **Bohua Chinese School 博華中文學校**

Class sessions: Saturdays from 1:00pm to 3:50pm (First Day of School 9/10/2011)

Location: Hackensack Middle School, 360 Union Street, Hackensack, NJ 07601

URL: [www.bohuachinese.com](http://www.bohuachinese.com)

Principal – Mrs. Birdie Lau, 符小鶯校長; email: [info@bohuachinese.com](mailto:info@bohuachinese.com)

Assistant Principal – Ms. Elaine Chen, email: [chenel2007@gmail.com](mailto:chenel2007@gmail.com)

PTA President – Ms. Jing Chen (C.J.), 陳晶; email: [rcjteng@yahoo.com](mailto:rcjteng@yahoo.com)

### **Bergen Chinese School (BCS) 博根中文學校** Phone: 201-448-7227

Class sessions: Sundays from 1:00pm to 3:45pm (First Day of School 9/11/2011)

Location: Hackensack Middle School, 360 Union Street, Hackensack, NJ 07601

URL: [www.bergenchineseschool.com](http://www.bergenchineseschool.com)

Principal – Mrs. Mona Lee, 陳玫瑰校長; email: [principal@bergenchineseschool.com](mailto:principal@bergenchineseschool.com)

PTA President – Mrs. Diane Dunleavy; email: [dcdun@optonline.net](mailto:dcdun@optonline.net)

## Chinese Saturday School @ Columbia University, NYC 哥大中文學校

Class sessions: Saturdays from 9:30am to 12pm (First Day of School 9/17/2011)

URL: [www.csscolumbia.org](http://www.csscolumbia.org)

Director – I-Hsin Chiang; email: [csscolumbia@yahoo.com](mailto:csscolumbia@yahoo.com)

PTA Chairs – Jennifer Chiou; Hsien-wen Tan; Treasurer: Elaine Paik

## 2011-2012 Board of Directors

Chinese Name	English Name	Email	Position
卓玉昭	Suzan Cho	<a href="mailto:suzancho@chineseservicecenter.org">suzancho@chineseservicecenter.org</a>	Chairman
聶彩雲	Sharon Ma	<a href="mailto:sharonma2008@gmail.com">sharonma2008@gmail.com</a>	Vice Chair
黃慧瑛	Donna Hwang, PhD	<a href="mailto:hwanghi57@gmail.com">hwanghi57@gmail.com</a>	Secretary
周際會	Richard Chou	<a href="mailto:crchou100@gmail.com">crchou100@gmail.com</a>	Treasurer
黃崇本	Ben Hwang	<a href="mailto:benh02@yahoo.com">benh02@yahoo.com</a>	Governance
姚玲玉	Sandy Kao	<a href="mailto:chin4us@yahoo.com">chin4us@yahoo.com</a>	
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## Document History

Version	Date	Updated by:	Remarks
0.01	08/06/11	Suzan Cho	Initial Draft after 7/12/11 strategic meeting
0.02	08/13/11	Suzan Cho	Board reviewed
0.03	08/31/11	Suzan Cho	Updated after 8/21/11 strategic meeting
0.04	10/10/11	Suzan Cho	Updated after 10/2/11 board meeting
1.00	10/17/11	Suzan Cho	Baselined to v1.0 for publishing