

Education Subcommittee Meeting Feb. 26, 12:00 PM CST

Attendance:

Belinda Breidenbach

Tony Pendola

Lisa Ashenbrenner Hunt

Derek Bozzell (KY)

Tasha Jefferson

Allison Crowther

Lynelle Ladd

Group Action: Nominate or volunteer (someone willing to volunteer) a speaker or two that can be on the Session 3 panel at the National Training in May. Send ideas in by noon on Friday Feb. 28, on the Education List_Serve.

1st Session at National Training: Tony Pendola, possibly, 30 minute session (10:00 AM – 10:30 AM)

~~Mentor Match?~~ Connecting newcomers with more than one individual – introductions in region and nearby regions?
Dividing people out by media (Air/Multimedia/Multimedia SBEAP plus P2).

5 minute overview of 507 guidelines, how program should be structured. E.g. At the beginning of SBEAP, there was an ASBO fact sheet for how to start up the SBEAP, original intent, conversation starter;

- Ombudsman should be appointed by the governor (or similar) and have the authority to have direct access to the governor in the State.
- provide independent testimony to legislatures and provide independent guidance on air programs

Then follow-up with an overview of what it is now and how states implement it differently (or similarly)

2nd Session: day one, Annual Report Overview – Belinda Breidenbach will present

Data is being collected; states that have not submitted yet should do so soon to Jennifer Collins; Allison Crowther will be putting the report together again?

3rd Session: day two – need a panel 4 or 5 people

- Business Identification tools
 - Using tools (google or other websites to identify sources – by NAICS, or industry types, Dunn and Bradstreet, state agency lists of business [Dept. of Commerce or Sec. of State], Reference USA, Salesgenie, trade associations)
 - Avenues from/for social media –
 - Focusing on audience –
 - Understanding new business/industry actions, looking at matrix, evaluating needs for technical assistance
- Outreach and marketing – session from last year by a professional marketer
 - Back table with examples of outreach information from states (brochures etc.)
 - Poster session or panel session on marketing strategies – success stories and “not so much a success” stories.

- A panel to discuss three or four aspects of identifying:
 - Audience – ways to identify your audience
 - Outreach and Marketing for/from Social Media
 - Outreach and Marketing in Print
 - Databases and tools for identifying audience(s)

Next National Training Planning Date Monday, March 2

Notes were not updated well in 2020. Call it a COVID lapse. However, despite the lack of notes, Education was active planning and presenting four sessions at the Annual Training.

<p>3:00 pm – 3:30 pm</p> <p>Education Session</p>	<p><i>Newcomers and brief overview of 507 program – Always fun and entertaining, this interactive session will connect you with various state technical assistance providers. This session will use the game software, Kahoot! (PDF slides, questions) (Recording)</i></p> <p>Speaker: Belinda Breidenbach (ID)</p>
<p>3:30 pm – 4:00 pm</p> <p>Separate Zoom Link</p> <p>Networking Session</p>	<p><i>Networking social – Join us for this interactive 30 minutes that is sure to help you smile and unwind from a day of Zoom meetings. This session was not recorded.</i></p> <p>Facilitators: Belinda Breidenbach (ID) and Lee Ann Briggs (PA)</p>
<p>2:10 pm – 3:00 pm</p> <p>Multimedia Session</p>	<p><i>Small business assistance in the COVID-19 and virtual age – How are EPA, SBA and SBEAPs changing the way they work with small businesses since COVID, specifically related to on-site facility visits and in-person training events? (PDFs - opening, Johnson, MNpolicy) (Kirk) (Recording) (Q&A) (Polls)</i></p> <p>Panel: Madeline Beal (EPA), Troy Johnson (MN), Tony Pendola (NC), and Lloyd Kirk (OK)</p>
<p>3:00 pm – 3:30 pm</p> <p>Multimedia Session</p>	<p><i>Review of Annual Report Data – Learn how your data is translated into our National Annual Report! Through polling features, provide feedback about ways data has or could be used. (PDF) (Recording) (Q&A) (Polls)</i></p> <p>Speaker: Allison Crowther (KS)</p>

October 27,2020 – Supplementary meeting

Celebrating the success of the first virtual annual training

Attendee survey showed 2 of the top three sessions were education subcommittee presentations

Discussion on COVID adaptations

Education discussed our next steps.

Newcomer video short version: it was decided that the 19 minute Newcomer video is good but there is an audience for a shorter newcomer overview. It was agreed this new video would be in addition to the existing newcomer video. All were to review the current video to create a highlight outline. Since the current video was presented by the NSC Chair and Vice Chair, the current NSC Chair and Vice Chair will be asked to narrate.

A follow-on presentation for adapting operations during COVID-19 was discussed.

November 24, 2020 – Regular meeting

Review the existing Newcomer video<<https://nationalsbeap.org/sbeap/resources/newcomer>> and new Newcomer PowerPoint and discuss the next steps to developing a 3-5 minute script to introduce the national SBEAP program. A draft PowerPoint was created for the short newcomer video. Kansas and Allison Crowther volunteered to write a script and finalize.

Nancy suggested the SBEAP PowerPoint template. It was not used because the SBEAP logo is being updated.

Nancy suggested the January Topic be tools for submitting data for the Annual Report.

Need to schedule a December Annual Report Committee meeting to prepare for the 2020 data request. No changes expected to data requested.

It was decided that the Annual Report Data topic was more relevant for January. And this was supported by the fact that EPA is hosting a Webinar in December on COVID-19 Adaptations, and that no one had suggested speakers.