

# **2019 Consolidated Partnership, Outreach and Promotion Subcommittee Minutes**

## **NSC Promotional Committee Agenda/Meeting Minutes - approved**

**August 1, 2019 1:00 PM EST (first formal meeting of 2019)**

Co-Chairs: Belinda Fowler [belinda.fowler@nebraska.gov](mailto:belinda.fowler@nebraska.gov) Annette Fulgenzi [Annette.fulgenzi@illinois.gov](mailto:Annette.fulgenzi@illinois.gov)

<https://ksu.zoom.us/j/778684897>

Dial by your location +1 669 900 6833 US (San Jose)

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Meeting ID: 778 684 897

### **1. Welcome & Roll Call**

Annette Fulgenzi, Illinois

Michelle Haberstroh, Illinois

Skylar McElhaney

Nancy Larson, Kansas

Todd Nein, Ohio

Nancy Herb, Oklahoma

Jennifer Collins, Indiana

Belinda Fowler, Nebraska

Jennifer Feyerherm, Wisconsin

### **2. Promotional Committee Reset & Conference Re-Cap**

#### **1. Retooling & Revitalizing the Committee**

- Many people liked the name change to help describe what we do and engage folks externally.
- The question of “How do we want to revitalize?” was posed.
- We are going to go through ideas on what we want to do for the next steps, before brainstorming possible new names for this committee.

### **3. Immediate Committee Needs/Assignments**

#### **1. Social Media Tweets & Posts Schedule**

- The initial goal was to try to tweet at least 3 times a week. We are meeting this goal as of right now but would love to have more tweets.
- Previously, Sarah Johnson sent tweet ready materials to Nancy for all the states but had to step back.
- Annette Fulgenzi asked, whose responsibility is it for the national and steering committees? And stated that, we should ask them to have some tweets prepared.
- Todd Nein asked, “should be something original or retweets?” Nancy Larson responded, that it should be both! They would love to retweet and publish original tweets. They are looking for a wide variety of information- not copyrighted (i.e. state SBEAP/SBO information and environmental info. Etc.)
- Annette Fulgenzi said that, we should provide Nancy Larson with the tweets directly and form some type of reminder to ask other committees and states for tweets.
- Everyone believed that this was doable.
- Every month the national SBEAP asks for newsletter articles- she wants information from the state as well. The last time the states submitted something was from Renee regarding the awards. There are guidelines for writing the articles under the national home page on SBA-SBO resources. There are guidelines on the bottom of the website for how to post emails, tweets, the logo, etc.

#### **2. Articles for The Small-Biz@EPA Bulletin Schedule**

- Someone mentioned having tweets and articles from the same region for each month.
- We can send out reminders at the beginning of the month for articles and tweets via the listserv.

### 3. Frequency of Meetings/tweets, posts etc.

- Meetings-
- Tweets/posts-  
Currently SBEAP has “internal” Facebook page, Twitter faces external, technical articles-LinkedIn?  
Others to consider? Schedule established by region with support from NSC.

## 4. Discussion of Committee Goals & Objectives

### 1. Who is the committee marketing/promoting to?

#### a. External Targets

- SBDC- Small Business Development Center
  - i. Indiana- has quarterly meeting with a corporation that has included their SBEAP on their publications. This would be a good idea for other states to reach out to their “like” organizations. Jennifer Collins can get the name of the publication they were added to, she thinks it may be more of a national publication as well. This publication led to more referrals to their SBEAP.
  - ii. Kansas- has a meeting where all the small businesses assistance type of programs gets together a few times a year. They also have an online tool called network Kansas that generates a lot of calls.
  - iii. Illinois- uses SBA small business resource guides. Illinois is located in the same department as the Small Business Development Centers. PTAC has a lot of companies that need our help, such as already established firms. Illinois also has a newsletter, “The Clean Air Clips,” and includes an article in the SBDC newsletter each month. There are good partnerships established between the two programs.
- SBA-Small Business Administration
  - Are we working with these external groups on social media?
  - How does SBA interface with SBDC’s/SBEAPs?
  - Region 7 is having periodic meetings in certain regions for roundtable discussions, small business regulatory burdens, and are currently proposing changes to the definition of Small Business. Who are our contacts by region? How do we engage with them and get involved for outreach?
  - SBDC’s love SBEAPs- Nancy Larson- We retweet and interact with them on social media very frequently.
- US EPA-Who is the Regional Small Business Liaison in your area? Have you made contact, what can they help us with?
- Local Municipalities-working with these groups may cause overlap with the trade associations, but what tools and resources do we have for working with large/small communities, how do we engage/promote?
- Trade Associations- give them stock info/ads/links/content-Questions related to costs and prioritization come to mind, who to target first, how, why? What can we offer?
- New reps after elections
- Get on committees, planning, be involved in the processes
- Get on workshop agenda/get other people on your agendas
- Get CAP members that are representative of your audience-this may take legislative efforts to appoint....

- Direct contact tracking and follow-up/SBCAP mentoring...-more discussion to come on this topic...5 W's
- Belinda would like to prioritize the list of external targets.
- How should we share this information? On OneDrive, Box, or Google Drive? What would be the best to collaborate on, so we are better and more effective?
- What do we have to do to get access to the Drop Box or the OneDrive?
  - OneDrive comes with Microsoft office pin, so if you have Microsoft 10 then you have access to OneDrive, but you might have to talk to your organization to see exactly how they want you to access it and use it. Dropbox is free, anyone can open an account, and everyone should have access to the drop box, however when it fills up (since there is a limited amount of storage space) you will receive numerous notifications. Nancy can make someone else the owner of the Drop Box/folder, so they can add and remove people and documents.
- Jennifer cannot use OneDrive, per her agency.
- Dropbox may be a better option.
- Annette Fulgenzi will send a Survey monkey to the committee to see what one the most prefer.

#### **b. Internal Targets**

- CAP, national advisory committee, other partnerships.

### **2. What relationships/partnerships do we build to achieve our Goals?**

- The Illinois CAP has been great internally and externally.
- Jennifer said that it would be a great idea for the CAP to reach out to communities.
- Annette Fulgenzi mentioned having other CAP members from other states attend the next Illinois CAP meeting in Chicago, to get a sense of how an active CAP should run. This could be the morning before the Illinois Region V meeting.
- Kansas has not had an active CAP for about 10 years.
- Indiana has an odd CAP, they only present a report to the CAP (which consists of mainly legislators and one business representative) once a year, and they receive minimal to no feedback.
- Oklahoma has not had an active CAP in years either.

#### **a. Internal partners**

#### **b. External partners**

### **3. What tools can the committee create or use to achieve these goals?**

#### **a. External facing tools or activities for direct promotion**

#### **b. Internal tools, activities, templates**

### **5. Next Steps/Next Meeting**

- A Survey Monkey poll will be sent out by Annette Fulgenzi. Everyone should ensure to respond to it before the next meeting.

- Every state's CAP should be listed correctly on resources page for national website- let Nancy Larson know if we need to make any updates there.
- Annette Fulgenzi will send out an initial email to states to see if they are interested in having the CAP attend the meeting in Chicago at the beginning of November.
- Social media analytics will be sent to the group by Skylar McElhaney.
- We will look at states doing marketing to do a webinar. Nebraska is one (very recent)

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## **NSC Promotional Committee Agenda/Meeting Minutes - Draft**

**Oct. 24, 2019 1:00 PM Central**

New Action Items:

- Check CAP listings on the national SBEAP website.-All
- Wait for update from NSC Planning Committee regarding CAP attendance at Nat'l Conference.-Nancy
- Propose a file folder structure for DropBox-POP Committee Materials, Add one item, one folder for process, and add to next meeting agenda-Belinda, Todd, Dan.
- Doodle Poll for next meeting Date-many are out on Nov. 7<sup>th</sup> and will not be able to make the next regularly scheduled meeting-Belinda
- Region 7 tweet/article to Nancy/Elnora.
- Update Subcommittee Name on National Website-Nancy
- Review Video on KSU PPI website and add discussion point to next agenda for POP-All
- Get Contacts listed in SurveyMonkey Survey to add state small business agencies and State SBA offices to our national outreach list.-Annette?
- Add Project Discussion/Prioritization to next agenda

### **1. Welcome and Roll Call**

Dan Sowry-Ohio (ohia)  
 Skylar McElhaney-Oklahoma  
 Nancy Larson-Kansas  
 Todd Nein –Ohio (ohia)  
 Sara Johnson-New Hampshire  
 Jennifer Feyerherm-Wisconsin

**2. Short Review and Discussion of previous meeting minute notes/action items** related to External and Internal audiences. Review of Action Items. Survey Monkey Survey Complete-Thank you Annette!. Annette has full array of results and sent Belinda a link to preview responses. Question was asked if all had a chance to review their state CAP listings on the National Site. Nancy commented that she believes they have all been updated, but if any changes are needed to let her know. <https://nationalsbeap.org/sbeap/resources/cap>.

One of the action items from last meeting notes was to propose the option for the CAPs to join us at the National Training Conference. Belinda asked if scholarships would be available to assist them with travel expenses. Nancy said in the past, they have awarded scholarships to CAPS, Trade Associations, and Award winners. She also said there is some funding available to assist, and awards may be around \$500 depending on the number of applicants. The scholarship would not be enough to cover the entire cost, but may assist in getting CAP members to the conference. The national group will have a meeting next Wednesday and Nancy has already requested an agenda spot to discuss. She will provide updates to the NEW Partnership, Outreach and Promotional (POP) Subcommittee. ☺ Belinda thanked Skylar for the social media metrics from Oklahoma and said she would share them with the group. Skylar has been added to national

distribution list. Belinda asked if those on the call had a chance to respond to the surveymonkey survey and most on the call said they had.

Last Meeting Minutes Approved.

### 3. State Updates-What are you promoting?

Belinda asked what states have been working on internally for promotion/outreach activities. The goal of this agenda item was to discover where overlaps may exist in materials development for the POP Committee.

Dan said he did a Podcast and that Ohio had developed an NDA. Jennifer and Lisa reported that they have been working with Nat'l Demolition association and members of that trade association are working with EPA and updates to their state SBEAP related webpage.

Todd reported that as the Outreach and Marketing Specialist for Ohio that they have focused on trade associations within the state with help from Dan/Lexi. Their office of Compliance Assistance and Pollution Prevention (OCAPPERS) have continued to provide compliance assistance, are presenting at annual conferences, developing articles to publications for trade associations, newsletters, doing email list serves, targeting large chambers of commerce and sending individual emails to all 400 across Ohio. They are working with other State Agencies/Organizations such as the SBDC, a like-minded organization for Minority Businesses, and Chamber related Associations. Todd said they have used different tactics to increase engagement from the regulated community. Examples include highlighting what regulations may apply to a given facility and the potential to reduce fines and enforcement or reduce the "trouble" a facility may have.

Jennifer reported that Wisconsin is actively developing their outreach plan for 2020. They are working to promote their Small Business Environmental Assistance Program in tandem with a Recognition and AUDIT program. As the word "Audit" has a negative connotation within the regulated community, the audit component has been changed to EnviroCheck. Wisconsin offers a Green Tier (Status/Certification?) to regulated facilities that take advantage of this suite of Business Services and Wisconsin is marketing all three components together. They have also started targeting Wisconsin Chambers of Commerce (262) and 10 Economic Development Organizations as well as the State Economic Development Agency. are developing an email list-serve and plan to start regular communications in 2020 per their Outreach Plan goals and objectives.

Nancy reported that Kansas continues to work with their SBDC and mentioned they have also been working with Kansas Dept. of Labor and their state level, non-regulatory arm of OSHA for worksite safety. They gave 2 presentations at a two-day conference and were flooded with assistance requests thereafter. She reported that receiving the requests are great, but has concerns as Technical Assistance programs have undergone funding reductions of 60%. Her group is tackling this through targeted efforts toward particular industrial sectors and through trade associations.

### 5-Social Media tweets and posts.

Belinda asked with all of the good things going on within each respective state, how we can best start promoting the work that everyone does, promoting the national SBEAP website, and reviewed the Schedule for Tweets and Articles to Elnora and Nancy. Belinda mentioned an obstacle to getting a tweet to Nancy was lack of public photos without copyright infringement concerns. Skylar said OK subscribes to a photo subscription service and has solicited employee photos (hobbyists) from within their agency and asked for submissions from a photo contest, thereby building their library. Sara said NH does the same. Other options may include <https://www.canva.com/> <https://pixabay.com/> and <https://unsplash.com/>.

**Tweet Schedule Review:** Region 5 knocked it out of the park for their turn! Thanks Region 5! Region 7 is on Deck. Iowa continues to do 2 a month! Thanks to all for your efforts. No one on for Region 8 or 9 for the November and December.

**Video:** Nancy has a new video on KSU's PPI site, and has proposed doing the same for the POP committee. Check it out here: <https://www.sbeap.org/> and we can discuss next meeting.

#### **4. Information Sharing Options and Resources**

We discussed the options highlighted on the agenda and Nancy reported there is a DropBox repository that was set up in 2016. Our goal prior to the next meeting is to get one folder and one item in the folder in dropbox. It was suggested that blank templates, if applicable to other programs in other states could go in. As there is no cost at the current time, Nancy proposed the group put their materials there (for now) and then determine if Google Drive or some other solution is needed in the future. Current members that have editing capabilities include: Annette Fulgenzi-Illinois, Barb Goode-KSU, Belinda Fowler-NE, Donovan Grimwood, J. Pendola, Jennifer Collins-Indiana, Jeremy Hancher, Laronda Bowen-California, Lisa Ashenbrenner-Hunt-Wisconsin, Nancy Larson (owner), Paula Hoag, Renee Bashel-Wisconsin, Sara Johnson-New Hampshire, Susan Tripp, and Todd Nein.

Video: Nancy has a new video on KSU's PPI site, and has proposed doing the same for the POP committee. Check it out here: <https://www.sbeap.org/> and we can discuss next meeting.

See #5 above.

#### **6. Promotional Targets-Survey Monkey Survey Results/Survey Review**

Annette sent a preview link to the survey she developed-thanks Annette, this was a big job! We reviewed the results, and had a Q-A discussion with the committee. Committee voted to change the name on the basis of the survey results to the **Partnership, Outreach and Promotional Committee.**

The top 6 key **Groups to market and develop Partnerships** with included (in order of priority):

1. **Small Business and Trade Association Groups.**
2. Association of Small Business Development Centers
3. Chambers of Commerce/Rotary Groups
4. Small Business Administration Regional Offices
5. Industry Vendors/Suppliers
6. EPA Regional Offices.

**Work Groups** are most interested in leading or participating in targeted outreach for the following:

1. **Small Business/Industry Trade Associations**
2. SBA Regional Offices **AND** Association of Small Business Development Centers (ASBDC)-tie score
3. Chambers of Commerce/Rotary Groups
4. Industry Vendors/Suppliers
5. University Engineering and Environmental Programs
6. Local Utility Companies, Property Managers, Environmental Groups, USEPA Regional Offices
7. No Responses received for ECOS-NACAA or Members of Congress

**Q3 & Q4- Projects: Underlined sections below are highest for group participation/leadership.**

1. **Creation of Introductory National SBEAP Webinar/virtual meeting targeted to partners and regulated small businesses.**
2. **Creation of Partner Outreach Toolkit: Standard introductory letter, Newsletter Article Suggested tweets/social media posts, graphic ad for publication placement various sizes) offer to provide speakers or trade show participation, partnership for training, update national brochure. Q4- Creation of a National Survey.**

**3. Creation of a National Public Service Announcement Video (Radio is also an option). Variety of distribution options, Web, YouTube, Social Media, TV etc.**

4. Increased use of external list-serves-Trade groups/CAPS AND Development of NSC Letterhead & Press Release Templates (project has begun)

Nancy says there is a list-serve to CAPs?

5. Work with RSBL to develop a coordinated way to introduce/promote programs to regional staff & managers AND Identify annual list of tradeshow for possible participation (speaker or booth) AND Creation of a National SBEAP Presentation, Develop & Promote SBEAP success stories and case studies AND Creation of a national survey of industry partners on small business needs/priorities.

6. Expansion of SBEAP Social Media presence to Instagram, Facebook and Linked in

7. Develop or identify media distribution lists for NSC Press Releases & Awards press releases AND Create story maps GIS.

8. **Creation of a DropBox for sharing Materials.**

**Q9-Group Skills and Strengths: (need contacts from survey)**

Writing (70%)

Google Analytics/Social Media/Proofreading/editing/Outreach/Organizing Skills (30%)

Webinar Skills (20%)

Legislative Communications/Graphic Design Skills (10%)

**Video/PSA Development (0)%**