

December 2020 Promotion Subcommittee Call

December 17, 2020

1:00-2:00 CST

2:00-3:00 EST

Roll Call

- Allison Crowther
- Nancy Larson
- Renee Bashel
- Jennifer Feyerherm
- Erin Hatfield
- Jennifer Collins
- Derek Bozzell
- Tony Pendola
- Sara Johnson

Agenda

- Discussion: What do you want to get from promotion?
 - Create resources all programs can use to help partner with external groups, connect programs on a national basis—EPA had helped with PSA to send to local TV stations
 - Getting awareness to larger organizations that reach out to small businesses (awards are part of that)
 - Marketing ourselves as a whole for the education of the SBEAPs—resources and tools for SBEAPs across the nation to use
 - Making sure businesses know we're available in every state
 - Getting more involved with trade associations
 - Marketing more to regions
 - template letter with annual report
 - Regions sending out enforcement letters—in the past have included SBEAP information as a technical resource—reconnect our information with the regions
 - Partnerships—ex. AAPCA→ forwarded RegReform comments, they published them and cited us, helps us get before more different audiences
- Mission
 - External Promotion
 - To superiors/funding bodies
 - To potential clients
 - To potential partners
 - Internal Promotion (to other SBEAPs)
 - Collaborate, Inspire, Brag!
 - Name: Promotion vs. POP
 - Promotion is easier name, still fits
- Priorities
 - ASBO Articles
 - NSC covering this—Jenifer Dixon

- Only thing is that can miss some of the more specific details—could reach out to reporting region for more detail
 - Crematoriums
 - Ozone actions in TN
 - Can we reuse some newsletter articles from other states? E.g. repurpose for national
 - Can be hard to find
 - Can we host links to state newsletters on the website?
 - New format—do they still have the same word limit? Yes, 200-400 words, but they don't strictly follow that rule themselves. Some are contributing a summary and linking the full article
 - Could post on National SBEAP website
 - News feature for the website—opens up for more ASBO materials
 - Question of who the ASBO audience is—should we start our own newsletter?
 - Informal, running basis
 - Links to our site
 - Generates Twitter material
 - Links back to states, good for states without formal newsletters
 - Material for trade association
 - Will develop as part of website redesign
- Social Media
 - Twitter
 - Reminders to take pictures when you can!
 - Get pictures of people—make it personal (faces—smiling if you can get it)
 - Resources to share on using social media
 - Pennsylvania presentation on social media
 - Make sure states are following National SBEAP on Twitter
 - Make sure state webpages are linked to National SBEAP Twitter as related content
- Having state pages link National SBEAP website
- Partnerships
 - How do we want to leverage these?
 - ECOS
 - AAPCA
 - NAACA
 - CAAAC
 - Trade associations
 - SBA
 - Office of Advocacy
 - SBDC
 - EPA
 - OAQPS
 - Environmental Justice

- ASBO
 - Regions
 - Office of air and Radiation
 - Compliance Assistance centers
 - Insurance Companies
 - WI-Environmental Pollution Insurance
 - NSC presentation to regional meetings on getting involved with
- Logistics
 - Monthly meeting for now
 - Finding a reasonable workload/organizing
 - Opportunities to participate outside meetings
 - Using the listserv

Action Items

- NSC ASBO articles- Jenifer Dixon
- Collect resources on social media to share
- Check that state pages are linked to NationalSBEAP Twitter as related content
- Check which states are linked to National SBEAP site, ask those not linking to add a link