

January 2021 Promotion Subcommittee Call

January 28, 2021

1:00-2:00 CST

2:00-3:00 EST

Roll Call

- Allison Crowther
- Nancy Larson
- Todd Nein
- Tony Pendola
- Erin Hatfield
- Jennifer Feyerherm
- Renee Bashel
- Brittany Strobel
- Sara Johnson
- Derek Bozzell
- Ed Bakos
- Dan Sowry

Agenda

- Bragging on individual SBO/SBEAP's work
 - One possible downside—pressure on other SBEAPs
 - Get the ball rolling, people will participate
 - Format
 - Focus on website as more permanent—add to What's New, focus on newsletter format in new website
 - Making the website more active/current
 - Friday feature—as long as it ties into the website
 - Outreach
 - Getting more than just the same people
 - Continually teaching—EPA core group, other programs, partner groups—who are we, what do we do
- ASBO
 - Would they be interested in/willing to interview a program each month?
 - Ask Lea
 - Send to EPA personnel on our own?—ask Paula or Lea
- Social Media resources
 - Resources for individual SBEAPS on using social media
 - Twitter guidance on website
 - Restrictions on individual programs' use of social media
 - Planning to recruit new members, possibly start a rotation after
- Marketing to regions/promoting availability in every state
 - How do we get on enforcement letters?
 - Who already has this?

- Draft some standard language
 - Template for letter with annual report
 - What have individual states/regions done with this?
 - Does anyone have a copy of the one that was used before?
- File sharing suggestions
 - Dropbox? Google docs?
- Awards—publicize more as a means of outreach?
- New logo
 - Not using new logo until website updated
 - How is the letterhead used?

Next Meeting: Tuesday, February 9, 12:00 CT/1:00 ET

February 2021 Promotion Subcommittee Call

February 9, 2021

12:00-1:00 CST

1:00-2:00 EST

Roll Call: Allison Crowther and Nancy Larson, KS; Renee Bashel, WI; Todd Nein, OH; Erin Hatfield, OK; Ed Bakos, NJ;

Agenda

- Social Media
 - Evaluate restrictions on social media use—questions to main: Renee will help with evaluation and host evaluation, working with Allison
 - Any resources to add?
 - Training on social media use: Good idea, ask “Main” if interested or have a training resource; Erin from OK DEQ maybe interested in helping with training
 - Calendar tracking relevant dates such as TRI reporting, Earth Day, etc.
 - Need to look into how we would do this, but does anyone already have one? Yes, Allison will look into this and “push alerts” that would go to promotional, reminding them of these events like Clean Air Action week
- Template letter for annual report
 - Looking for volunteers: no volunteers so we will put on next month’s agenda
- Awards
 - How can we publicize these more as a form of outreach? Via ASBO newsletter, ask EPA to put on their website, Twitter
- Letterhead
 - How has this been used in the past? NSC used in past to send out comments on rules.
- File sharing suggestions: Discussion concluded with keeping the Drop box, possibly use the Promotion webpage for feature share documents
- Open Agenda: Nothing

Action Items

- Draft questions to evaluate programs’ restrictions/abilities regarding social media (Renee)
- Share social media resources with the group
- Identify possible speakers for training later this year
- Look into calendar options (Allison)

Next Meeting: Tuesday, March 9, 12:00 CT/1:00 EST

March 2021 Promotion Subcommittee Call

March 9, 2021

12:00-1:00 CST

1:00-2:00 EST

Roll Call

- Renee – WI
- Allison, Nancy – KS
- Todd, Dan - OH
- Tony – NC
- Sara – NH
- Crystal – TN
- Derek – KY
- Ed - NJ

Agenda

- Website—new “News & Events” page
 - keep in mind as we will likely be interacting the most
 - place for states to post articles for linking to asbo newsletter and tweets, etc
 - make sure we keep it active, current
 - introduce new people maybe?
 - anniversary dates, highlight their extensive expertise?
 - survey to capture years in and expertise, can be short
 - profile of the month, by region
 - connection between 2 programs, X state helped Y state with 6X to help a business learn what to do
 - utilize NSC regional updates to ask them also highlight person in region with anniversary
 -
- Awards
 - at least one nom in each category came in
 - do have multiple noms for same individual/state in SBEAP and KVB categories – will ask people to give me best score among those nominations, so only one per person/state
 - will send out instructions about how to send me scores (I will average multiple from a region unless you want to send me a combined score)
- Training
 - Annual Training
 - crystal is new - she would like to know what people (our followers) want to hear about through social media
 - Sara – agrees, also how do we get small biz to follow the twitter account
 - Todd/Dan – ask the associations to follow, or bigger groups that may reach our audience by retweeting
 - Oklahoma or Arkansas PR folks offered to help with training (OK, Erin?)
 - Separate Subcommittee training
 - On hold at the moment to focus on Annual Training

- Social media
 - Review of Twitter guidelines
 - Allison will send updates out for review
 - Update—questions to main on obstacles to social media use
 - Renee needs to review past notes
 - How often can you supply tweets?
 - Sara has gotten the @national_sbeap added to her NH tweets, after a few times having to retweet the @ from her own account
 - nancy does that with other states to promote their items
 - Nancy can send tweets and @ your agency account if too hard to get on your end (always send Nancy an image too)
 - 4 tweets per month reasonable?
 - anything to point people back to website for resources, state contact page,
 - 1/3 or so could be external resources or events
 - Dan asked about different sessions they are hosting and promoting those through national sbeap
 - consultants may be a group to reach out to more, with their need to know multiple state rules – Renee has CAP member who is consultant and is a member of an engineering consultant association; will ask her about national reach of any associations for consultants
 - What would help?
 - Reminders
 - Calendar
 - Important upcoming events
 - Individual goals
 - Topic list for inspiration
 - Photo bank

Action Items

- Score award nominations
- Review Twitter guidelines
- Questions to main—Renee and Allison
- Calendar and topic list for tweets—Allison

Next Meeting

Tuesday, April 13, 12:00 CDT/1:00 EDT

April 2021 Promotion Subcommittee Call

April 13, 2021

12:00-1:00 CDT

1:00-2:00 EDT

Roll Call

- Renee Bashel, WI
- Sara Johnson, NH
- Allison Crowther, KS
- Nancy Larson, KS
- Dan Sowry, OH
- Erin Hatfield, OK
- Crystal Warren, TN
- Luke Hershey, PA
- Todd Nein, OH
- Tony Pendola, NC

Agenda

- Awards
 - was waiting on Regions 8 & 9, but will move forward without unless it comes out in a tie
- Training
 - Annual Training
 - May not have full session – to leave room for technical sessions, maybe part of a tools/resources panel with focus on social media
 - 3rd day, 3pm eastern
 - allison just contacted potential speaker this morning
 - need moderator for session – Sara pencil in, crystal (TN) as back up
 - poster
- side question on use of webinars to record and post/market to wider audience than own state, get education credits to help audience
 - who wants to help lead effort to develop
- Social Media
 - Feedback –
 - Media used by survey
 - number of states use same message on all media, with adjustments for character limits
 - sara gets great response on twitter from links to fact sheets and registration for events; her data has encouraged use by the communications team – 6000 on twitter and only 2600 on facebook, and facebook rarely gets shared
 - erin, OK – older demographic so more on facebook than twitter, they create lots of videos so facebook better for that
 - todd – oh twitter, 8000 followers, mix of assoc, media and political
 - dan – facebook ended up as platform for negative feedback so limited use
 - crystal – how is youtube used by sbeap?

- erin – OK had carpool conversations series on youtube on different topics, need that hook
 - <https://m.youtube.com/user/OklahomaDEQ>
- good webinar on creating interesting videos
- See the National SBEAP YouTube and subscribe <https://www.youtube.com/channel/UC5PupYpZ1W6IG8CtzCINK8Q>
- lightning round or ‘carpool conversations’ style interviews with **award winners** – ask the interesting questions about what made them decide to
 - MI minute, ask Jennifer how its created – another training idea
- (more examples can help other states get permission)
- Other responses fairly mixed between given responses
- Learn from OH and MI, had many states and even international participants on virtual events so advertise as widely as you can
- Proposed Twitter rotation
 - split odd/even months and each region in the group assigned sends one tweet for that month
 - 1-4 and 9 = odd, 5-8 and 10 = even
 - start with 1-4 and 9 in may
- OAQPS strategy – Tony shared to main
 - more effort to collaborate with external partners
 - consider how to market ourselves to epa taking this into account
 - Allison share with notes

Action Items

- national training panel – how are people using the different media and successes achieved

Next Meeting

Tuesday, May 11, 12:00 CDT/1:00 EDT

May 2021 Promotion Subcommittee Call

May 11, 2021

12:00-1:00 CDT

1:00-2:00 EDT

Roll Call

- Allison Crowther (KS), Todd Nein (OH), Crystal Warren (TN), Erin Hatfield (OK), Tony Pendola (NC), Nancy Larson (KS), Dan Sowry (OH), Renee Bashel (WI)

Agenda

- Annual Training
 - 30 min session
 - Give 5-10 minutes for Q&A
 - Tools to Promote your Program
 - Focus on social media—also some interest in surveys
 - Also want to cover a number of different platforms
 - Short videos (Erin from OK, JD from MI)
 - Sara Johnson moderating (Crystal Warren as backup), Erin Hatfield speaking—who else is willing to speak?
 - Check with SBEAP Annual Report results to determine which states use social media the most and then ask them to speak
 - Dan and Renee will check with Jenifer Dixon in MI
- Twitter rotation
 - Update
 - Comments or suggestions?
 - Suggested sending to steering committee as well - not all regions are represented on Promotional
 - Location of Twitter guidelines - on the Promotional Subcommittee webpage off National SBEAP page
- Future training
 - Building on Annual Training
 - Ideal: tentative date and topic to announce at Annual Training
 - Added social media topic
 - Tutorial on how to use PowerPoint and other readily available software to make short informational videos
 - Webinars/Conferences
 - Tips and tricks on hosting webinars and conferences
 - How they increase your reach
 - Offering CEUs
 - Getting started
 - Lessons learned
 - Looking for a date for that training later in the year

Action Items

Next Meeting

Tuesday, June 22, 12:00 CDT/1:00 EDT (Tentative)

June 2021 Promotion Subcommittee Call

June 22, 2021

12:00-1:00 CDT

1:00-2:00 EDT

Roll Call

- Allison Crowther
- Jennifer Feyerherm
- Crystal Warren
- Derek Bozzell
- Dan Sowry
- Brittany Strobel
- Renee Bashel
- Todd Nein
- Ed Bakos

Agenda

- Training
 - Thanks to Erin, Jenifer and Crystal! – it was great to have Promotion there AND have a little fun before we all signed off
 - Webinar training— looking for folks to discuss tips and tricks for how to conduct a good webinar. See Allison’s outline for potential webinar training.
 - Thinking of using September’s meeting as the training
 - Dan Sowry, Jenifer Dixon (in absentia)
 - Allison will send email recruiting presenters
- Awards
 - Scoring process – comments came in after this year’s awards
 - Karen V. Brown - More stringent cut-offs for Karen V Brown award?
 - In trying to move away from “participation” awards, we set a 40 cut-off for everyone. Since KVB award is a life-time achievement sort of award, maybe raise the bar? 45 out of 50 points? Minimum number of years?
 - Agreement with upping the points.
 - Minimum years? Discussion. 20 seems good...but then there is the bimodal length of service some of us are starting to see. Maybe bounce it off steering committee. General agreement that year requirement would pertain specifically to length of service in the SBEAP program.
 - Program & Individual awards – last year’s winners can’t be nominated 2 years in a row. Do we need a longer time period for the waiting period?
 - Small business stewardship award
 - We get nominations from states that focus on site visits more than others. Suggestions for how to better include states that don’t do as many site visits?
 - We have been recognizing multiple businesses when they are doing great stuff. Should note when we ask for nominations that multiple businesses can be recognized in order to encourage as many nominations as possible.
 - Recognition for small businesses is promo for them AND for us.

- Note that these awards are a bit different than the awards above so it makes sense to nominate multiple businesses when there is the opportunity. We still have the points cut-off to make sure that it is not just a “participation” award.
 - Further outreach ideas?
 - How do EPA awards fit in with our Awards? Would a together event be better? There is some history with this – limitations on non-EPA folks offering awards at an EPA ceremony. We should check with Tony for the full story. Either way, more visibility for the EPA awards would be good for both our programs and for EPA. Could also give our award winners more recognition and make our awards more valuable.
 - More recognition leads to more applicants
 - Current process is to send out press releases to local news venues. Suggestion that if we could get a local person to send it out it might get better coverage.
 - National SBEAP could tag local news outlets and local agency when doing social media about awards.
 - Suggestion to add other categories to award SBEAPs that have done good stuff but maybe aren’t at the level of lifetime achievement award. Milestone-type accomplishments that we could carve out some categories for and recognize
 - Twitter
 - What issues are you running into? Thinking about updating Twitter guidance to address issues/barriers that are coming up in practice.
 - Agency apathy
 - Do personal re-tweets happen? No one seems to have a Twitter account. Could be strong tool – Todd has more followers than local SBEAP
 - We should look for content that might give us more reason to tag people. If we start tagging state agencies, they might be less apathetic. When re-tweet, tag national SBEAP and get a reinforcing effect.
 - Other outreach opportunities
 - Annual Report – flyer should be out in a month
 - Tracking down letter templates
 - Idea: Are we able through social media to bring more attention to our programs for consultants? Like to send folks to us when someone thinks they are too expensive because consultants work with businesses way more than we do. Lots of opinions on this. Will add to next agenda.

Action Items

Next Meeting

Tuesday, July 13, 12:00 CDT/1:00 EDT

August 2021 Promotion Subcommittee Call

August 10, 2021

12:00-1:00 CDT

1:00-2:00 EDT

Roll Call

- Tony Pendola (NC), Jenifer Dixon (MI), Derek Bozzell (KY), Jennifer Feyerherm (WI), Todd Nein and Dan Sowry (OH), Allison Crowther (KSU), Crystal Warren (TN), Nancy Larson (KSU)

Agenda

- Awards **Deferred until next meeting when Renee can join.**
 - Karen V. Brown
 - Increasing minimum score
 - Minimum length of service
- Annual Report- outreach ideas?
 - **Published about 2 weeks ago.**
 - **In the past, a template letter was used to send the annual report to EPA. During call, group decided that a formal letter is not necessary, but template language would be beneficial when states send the report to their specific associations.**
 - **The annual report was previously sent to Congress, but Congress request SBEAP to stop sending. Paula Hoag is re-evaluating position as Ombudsman, and submittal of the report to Congress may be part of her re-evaluation. May be worth reaching out to new administration to see if EPA/Congress wants a copy.**
 - **OH suggested sharing report to trade associations (Chambers of Commerce, NFIB, etc.) so that the associations can share with their members.**
 - **OH volunteered to re-establish contacts with SBA in hopes to get SBA to share the SBEAP annual report with their members.**
 - **NSC decided state reps should be responsible for spreading the word. Therefore, individual states should use their routine methods of distribution for sharing the annual report.**
 - **Nancy Larson sent copy of previously used letter to group following the meeting.**
- Social Media- increase visibility by bringing more attention from consultants?
 - **OH suggested notifying consultants that we exist, so they can forward businesses who can't afford consultants to us.**
 - **NC explained some consultants consider SBEAP competition. However, many consultants prefer to work with the larger businesses and prefer to send the smaller businesses toward SBEAP.**
- Twitter
 - **Regions 5-8 and 10 this month**
 - **Will be working on new/additional guidance soon—please share any issues or barriers you're running into, any questions, or anything we might be able to make easier**

Action Items

Next Meeting

Tuesday, September 14, 12:00 CDT/1:00 EDT—training on webinars **will be recorded**

Next Regular Meeting

Tuesday, October 12, 12:00 CDT/1:00 EDT

October 2021 Promotion Subcommittee Call

October 12, 2021

12:00-1:00 CDT

1:00-2:00 EDT

Roll Call

- Crystal Warren, Belinda Fowler, Abigail Crouse, Jennifer Feyerherm, Sara Johnson, Tony Pendola, Allison Crowther, Nancy Larson, Renee Bashel

Agenda

- Webinar training—postponed to October 28, 10:00 CT, 11:00 ET
- Awards
 - Karen V. Brown
 - Increasing minimum score
 - Minimum 45/50 (up from 40)
 - Minimum length of time in program—proposed min of 15 years, stress long-term contributions
 - SBEAP program award good for shorter term contributions
 - Running list of who has won Karen v. Brown and when
 - Requirement to have served on NSC in some capacity (existing requirement for Karen V. Brown and program award)
 - Program award
 - Program cannot be selected for two years (currently one)
 - don't need as high a point value—want to encourage people to apply, not limited to one recipient per year
 - 40/50
 - Try to get interviews with winners, use video clips to encourage more nominations
- Annual Training—looking for ideas for sessions
 - what can your promotion subcommittee do to help your program?
 - Do programs want to see sample materials, trainings/webinars, interactive—get some polling before, during, maybe popcorn session
 - share short promotional SBEAP videos
 - examples of videos (One thing 4 earth) that get a lot of contact with people, households, but not businesses
 - How are you promoting to small businesses, how are you extending your reach? What are people doing, and what's working
 - Chamber of commerce not working as well for some, hard to connect with trade associations
 - WI—reaching out to people who help small businesses
 - How do you know where your referrals came from?
 - Are you promoting in person, over zoom, via paper copies?
 - Needs multiple touches, multiple approaches
 - Building in metrics—tracking referrals
 - Jennifer Feyerherm volunteering to present
- Annual Report
 - Outreach updates
 - Volunteers to draft template language
- Twitter

- Regions 5-8 and 10 this month
- Will be working on new/additional guidance soon—please share any issues or barriers you're running into, any questions, or anything we might be able to make easier

Action Items

Next Meeting

Tuesday, November 9, 12:00 CDT/1:00 EDT