

March 2022 Promotion Subcommittee Call

March 8, 2022

12:00-1:00 CST

1:00-2:00 EST

Roll Call

- Allison Crowther, Tony Pendola, Luke Hershey, Renee Bashel, Sara Johnson, Jennifer Feyerherm

Agenda

- Annual Training update – note that it has switched from in-person to virtual four Thursdays in May, means this committee's role is mainly the awards. There will be a theme for each day and that changed up what they are looking at for content.
- Twitter/social media
 - Reworking guidelines – working to make guidelines more straightforward, easier to understand. Also developing Twitter guidelines – how to use it to help with your program, as well as guidelines for National SBEAP tweets
 - Planning a training – will schedule for after the annual training
 - Abi Crouse has agreed to speak—any other volunteers?
 - Sara's Small Business Development Center is doing outreach on how important social media is to DEI communities – that is how they reach out to each other. Could share 10 minutes of what she has learned.
- Awards—review process – March 25 deadline
 - Looks like a seasoned crew of reviewers
 - Rate in the spreadsheets, Renee will do final tabulation
 - Will have round-up meeting at the end of the process to discuss the final results
 - Renee will share the place that the awards come from in MN
 - Maybe do short video for each of the recipients for the national social media
- Tony suggests exploring ways to promote our successes. Eg Sara's story about increasing engagement by tweeting documents. How do we do more of that?
 - Twitter guidelines will help folks think about how they can use that platform to do that
 - National SBEAP YouTube channel to highlight individual state programs – Allison is exploring that
 - Sara is going to celebrate Small Business Week with a social media post each day
 - One will be a recording of who she is and what she does for her social media feeds, could be posted on the national accounts as well
 - Could we challenge other programs to do a 2-minute simple script like that? How would we motivate folks to actually do it? Specific challenges rather than just calling out to the group?
 - Some states are challenged with rules about what they can post

- Humanizing the names on the page with pics/videos makes it easier for folks to reach out for help
 - Maybe include a how-to do videos in the social media trainings – a la OK's carpool conversations
 - More things that could potentially be highlighted with videos: rules, event, best practices
- Ideas for promoting individual state programs with handouts?
 - Renee will share the WI one-pager that is adapted from the National one
 - Tony adapts his annual report, makes it flashy by focusing on the numbers
 - Sara will post the question out to Main because it relates to both this committee and the education committee and we'll see what happens
 - EPA Administrator Regan is invited to annual training. If he attends, we have promoting to do.

Next Meeting: Tuesday, April 12, 12:00 CT/1:00ET

April 2022 Promotion Subcommittee Call

April 12, 2022

12:00-1:00 CST

1:00-2:00 EST

Roll Call

- Renee Bashel-WI, Allison Crowther-KS, Luke Hershey, Nancy Larson-KS, Abigail Crouse-KS, Crystal Warren-TN, Sara Johnson-NH, Todd Nein-OH

Agenda

- Awards update
 - all notified and order quote in the works
- Twitter/social media
 - Updated guidelines—please send any comments by Friday, 4/15
 - Topic list
 - Need examples – screen shots,
 - challenge regions to send in examples based on this list (still intending to tweet them)
 - issues with state specific content
 - idea of sharing staff bios would be easy to produce
 - Abby has some time now to help with editing/packaging of new tweets – may not be long term support though
 - May should be prolific with small business week, training, etc
 - ask other subcommittees for help on content?
 - technical recordings are picked up when done in Friday Feature
 - EJ would be a good one
 - add info about counting # characters in overall count
 - Training
 - Abby and Sara volunteered to speak on this, focus on twitter
 - anyone else interested in presenting?
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- Open agenda
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Next Meeting: Tuesday, June 14, 12:00 CT/1:00ET

September 2022 Promotion Subcommittee Call

September 13, 2022

12:00-1:00 CST

1:00-2:00 EST

Roll Call

- Allison Crowther, Luke Hershey, Renee Bashel, Abigail Crouse, Todd Nein, Dan Sowry

Agenda

- Awards
 - Timing—
 - planning committee looking at mid-late March, so awards need to be delivered by then
 - awards take about a month from placing the order to delivery, so need to be placed by early-mid February
 - Close nominations by mid-late January
 - Need time available in January for nominations
 - Puts 7-8 weeks of nominations starting around Thanksgiving, ideally right before
 - If looking at March 13 for training, need to start by mid-November
- Twitter/social media
 - Content generating
 - Jamboard exercise:
https://jamboard.google.com/d/1zCRvV_6mnzWpP69S_QpWwoVwx4I81q3BRhJXKtVSR/L4/edit?usp=sharing
 - Note : use the mèmes (if you can)! And cute animals. It's relatable and makes you seem more human.
- Open agenda
 - What can promotion do toward NSC goals?
 - Increased national presence, better support states, CAP participation

Next Meeting: Tuesday, October 11, 12:00 CT/1:00ET

October 2022 Promotion Subcommittee Call

October 18, 2022

10:00-11:00 CST

9:00-10:00 EST

Roll Call

- Allison Crowther, tony pendola, Syndey Boogard, Renee Bashel, Nancy Larson, Crystal Warren, Luke Hershey, Todd Nein

Agenda

- Awards
- NSC priorities
 - New logo on things
 - Better promotion of other subcommittees
 - Note this would be internal—audience for Twitter is primarily small business
 - Promotion to regional offices
 - Letter accompanying annual report
 - Promo prepares, regional reps sign and send to EPA Air liaison
 - Twitter—don't seem to be following state NFIBs, chambers of commerce, chemistry councils
 - Ask regional reps to collect list of who we should be following
 - Has anyone gotten traction with their chamber of commerce?
 - OH—help them feel like they have a voice (SBO), help connect them with funding—be there advocate, in with the environmental agency
 - Short articles for newsletters
 - Finding contacts, building personal relationships
 - These organizations can be fairly political
 - Brown bag style meetings
 - Relationships and contacts
 - Todd Nein, possibly Dan Sowry, Eleanor Diver
 - Regional Air small business liaisons; OAQPS Small business plan (equivalent to Paula's strawman)—want to introduce first to RSBLs, then to SBEAP-- strategy document—expected soon
 - Newsletters from different states and promote
 - National SBEAP decided against Facebook—TN uses Instagram, OH has gotten a lot of traction through LinkedIn

November 2022 Promotion Subcommittee Call

November 8, 2022

12:00-1:00 CST

1:00-2:00 EST

Roll Call

- Allison Crowther, Crystal Warren, Jennifer Feyerherm, Sara Johnson, Renee Bashel, Abigail Crouse, Dan Sowry, Tony Pendola

Agenda

- Awards
- Twitter
 - Tools Tuesday
 - Example content
 - Friday Feature questions
 - Unique hotline calls
 - Orgs you connect with
- Update on brown bag style conversation
- Brainstorming exercise
 - https://jamboard.google.com/d/1zCRvV_6mnzWpP69S_QpWwoVwx4I81q3BRhJXKtVSR_L4/viewer?pli=1&f=0
- Open agenda
 - List of orgs for new SBEAPs
 - Anybody being asked to step up social media, running into road blocks with agency procedure?
 - Talking to other SBEAPs, seeing what they're doing

Next Meeting: Tuesday, December 13, 12:00 CT/1:00ET