

2020 SBO/SBEAP Website Meeting

March 9, 2020 1pm Central and 2pm
Eastern Time

Virtual meeting: <https://ksu.zoom.us/j/750710623>

Or join by phone 1- 669 900 6833

Meeting ID: 750710623

MISSION

To serve, support, and strengthen the Small Business Environmental Assistance Programs through virtual resources and collaboration.

Agenda

Roll Call

Nancy Larson (R7)
Allison Crowther (R7)
Lynelle Ladd (R7)
Donovan Grimwood (R4)
Annette Fulgenzi (R5)
Tony Pendola (R4)
Paula Hoag (EPA)
Sara Johnson (R1)

Review last meeting – Last regular meeting was Dec. 6. Note from 2019 and previous year are on our webpage. Talked about metrics training, NSBEAP proposal, 2020 scholarships and site updates.

Scholarships – Seeking feedback and approval for process to fund and notify applicants.

- Applications closed Friday March 6th.
- Reimbursement scholarships per procedure in the past
- Typically we get 7-10 applications and all are awarded
- Have 14 applications for a budget of \$5,000 - \$500 awards = \$4,500
 - $\$4,500/14 = \321
 - Application pool summary –
 - 14 applications represent 10 states
 - There applications from Wisconsin and two from Tennessee
 - Five have never attended
 - Three received scholarships in 2019
- **Have we previously awarded scholarships to multiple people in the same state? Yes**
- **Suggest prioritizing those whose attendance might be dependent on scholarships—note that this is not a question on application, but some had mentioned it.**
- **Changing to one per state—more benefit to further states, and otherwise could be more resources to one state than intended**
- Recommendations for funding?

Website presentation at annual training

- Submitted three options in December for vote
- “Suggestion for Website resources” using PollEverywhere was selected by “main”
 - **If not selected for next website grant cycle, Kansas will assist next grantee with this**
 - **Will try to offer via Zoom**

Other continuous or periodic activities

- **Subcommittee pages and 2020 Annual Training**
- **ASBO articles** – need to update submission guidelines (now limited to 150 words for Ask SBEAP and other articles)

- **Twitter** – Minimal formal help from outside at this time
- **Annual Report** – working with work group, hope to publish 2019 Flier by May 1
- **YouTube Channel** – 33 videos
 - 17 views on metrics video, over 100 on cannabis video
 - Gives us better reach and better metrics on our outreach
- **Friday features** – Good resource for newcomers
- **National Compliance Assistance Centers** collaboration 3-4 times a year continues
 - Some work on hold for review, but hoping to get EPA approval soon
 - Invited to Annual Training, standing invite to speak for Technical Subcommittee meetings
- **New resources** – Dry cleaners, Newcomers, Metrics page
- **Annualized subcommittee notes** – up to date

Open agenda

- **ECOS working with EPA, advertised through APCA that they are looking to update RegNav**
 - Asking which are most valuable, need to be updated
 - Looking for states to vote—request went out Dec 23, a lot of states seem to have missed it—check if your state has voted
 - See what small businesses are using
 - Adding Tony's P2 tool for autobody, made it a while back but couldn't use it because of lack of access to Articulate software
 - Kansas boiler tool similar to EPA version, based on another state's version
- **NSC- we have some documents, but not many—where do we keep historic documents? Concern about losing some of these**
 - We have a dropbox
 - Part of QAPP is finding a balance between keeping historic documents on the page and keeping the website from becoming weighted down—trying to keep pre-2015 documents in dropbox rather than on website
 - Should we dedicate a page to historic documents?
 - Tony- found old SIP approval checklist—planning to use for Annual Training presentation
 - May want to keep some on SBEAP/SBO Resources (note that this page needs some cleaning/ reorganization)
 - Could go through dropbox as a subcommittee in July (new awardee will need access)

Action items

Next meeting – July, 2020 TBA

2020 SBO/SBEAP Website Meeting

Virtual meeting: <https://ksu.zoom.us/j/92883052409>

July 14, 2020 1pm Central and 2pm Eastern Time

Or join by phone 1- 669 900 6833
Meeting ID: 928 8305 2409

MISSION

To serve, support, and strengthen the Small Business Environmental Assistance Programs through virtual resources and collaboration.

Agenda

Roll Call

Nancy Larson
Allison Crowther
Lea Carmichael
Lynelle Ladd
Donovan Grimwood
Tony Pendola
Paula Hoag
Sara Johnson

Introduction: Lea Carmichael, who will be grant officer for NSBEAP on the upcoming grant cycle

Review last meeting – March 9, 2020, voted on scholarships and discussed key website activities as well as content for Annual Training website session. Please see notes on page 1 of the 2020 aggregate meeting notes.

Reminder: previous notes are available on subcommittee webpages

Existing and new grant update:

- Due to cancelation of in-person Annual Training, EPA redirected the scholarship funds and the associated travel dollars for 2020, to be used to host the Virtual Annual Training in Sept. 8-11, 2020. This equates to about \$7,500-8,000 to be used between Aug 1 – Sept 30, 2020.
- Current grant activities (outside the virtual training) end July 30, 2020
- New grant to start Aug. 1, 2020 but EPA has not formally notified grantee yet.
OSDBU has selected Kansas for new grant, waiting on grants office to finalize
- When new grant starts and after Annual Training, anticipate several changes and a makeover.

Virtual annual training –

- **Website session:** Last Dec. Main voted for “Suggestion for Website resources” using Poll Everywhere

Formal agenda title: *NSBEAP Website Air Resources and Virtual Feedback Session - What should change or will change in the next five years? As always, real time feedback will be included.*

- Any needed changes?
 - Would someone on the committee like to present this or co-present this?
 - **Planning to have some kind of polling everywhere**
 - **PollEverywhere was popular, but may use Zoom built-in polling**
 - **typically 6-10 questions**
 - **results from previous years on website subcommittee page**
 - **Donovan will help**
- How to make session interactive?
 - May request all speakers go through brief training.
 - Does anyone want to volunteer to help with planning Annual Training from a set-up, facilitation side?

- Looking to form subgroup to work on making Annual Training more interactive, will likely meet three times in August

Other continuous or periodic activities

- **2020 Annual Training**
- **ASBO articles** –
- **Twitter** – Minimal formal help from outside at this time, actually none and welcome help
- **Annual Report** – Done and will be posted this week
- **YouTube Channel** – approximately 30 videos
- **Friday features** –
- **National Compliance Assistance Centers** collaboration 3-4 times a year continues
- **New resources** – Awards page
- **Annualized subcommittee notes** – up to date

Open agenda

- **ASBO Newsletter**-Tony wrote an article, was looking for ASBO newsletters and couldn't find them
 - available on small business resources page on EPA (<https://www.epa.gov/resources-small-businesses/small-business-epa-bulletin>), or from sidebar menu on NSBEAP website
 - will be redesigning OSDBU pages soon
 - guidance for ASBO newsletter needs to be updated, has wrong contact, send to ASBO@epa.gov
 - ASBO considering switching to more frequent editions, changing submission deadline
- **What's New/ Twitter feed (Tony)**— not showing up on Chrome once it switched to Twitter, possibly due to adblocker
- **Showcase state contributions to helping during COVID**, how state programs have responded
 - Do we have a place for promotional articles?
 - Education has been working on a panel on how states are responding to COVID, e.g. how has this affected site visits, technical assistance efforts
 - Is there a place for COVID policies on the website? Yes, COVID resources page—linked from SBEAP/SBO Resources and Small Business Resources
- **Place for state contributors to add technical articles? Under industry specific?**
 - Autobody (Tony co-authoring articles for trade journals)
 - Cannabis
- Tony developed a reg nav tool—delayed, but assuming it will go on collision repair—program called Articulate used to build it, questionnaire similar to TurboTax where questions fall away based on answers to tailor to the user
- **6H autobody training while painters are out due to COVID**
 - Tony is working on this with someone now, chance to pass it to NSBEAP to lead without cost to NSBEAP—free nationwide training, looking to host via NSBEAP
 - If we're going to do 6H, we should do 6X
 - Could be done through something like Global Campus, with small fee to be self-sustaining (see Kansas hazardous waste handler training)
- **Confusion about the SBEAP/SBO Resources page**—not understood that this is resources specifically intended for SBEAPs
- **EPA requested a mailing list**—we have not handed this out before and NSC was not comfortable with this. Instead created a public list, i.e. a list from publically available information

Action items

Guidance update—Nancy will work with ASBO

Next meeting – Before Sept if issue with Annual Training otherwise wait until Oct – likely 10/13/2020 at 1pm Central

Meetings will likely become more frequent when we makeover the website, and then go back to the normal schedule

2020 SBO/SBEAP Website Meeting

Virtual meeting: <https://ksu.zoom.us/j/92698017040>

Oct. 9, 2020 1pm Central and 2pm Eastern Time

Or join by phone 1- 669 900 6833

Meeting ID: 926 9801 7040

MISSION

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Agenda

Roll Call

Allison Crowther (KS)

Nancy Larson (KS)

Sara Johnson (NH)

Tony Pendola (NC)

Lisa Ashenbrenner Hunt (WI)

Lea Carmichael (EPA)

Donovan Grimwood (TN)

Michelle Gillham (AR)

Review last meeting – July 2020, update on the grant fund extension to host virtual training, update on new five-year grant and identification of content and questions for Website polling session.

Virtual annual training

- **Overview**

- Meeting to debrief 10/19; final report will be published afterward on Annual training page
- Workgroup shared file (Nancy Larson, Allison Crowther, Lisa Ashenbrenner Hunt, Lea Carmichael, Elnora Thompson)
- All recordings posted on Annual Training page and YouTube channel; Q&A and presentations posted on Annual Training page as well
- Evaluation results: 66 respondents; good distribution across days; mostly representing SBEAPs; majority ranked content as excellent and extremely important to profession; most were somewhat likely to make changes as a result; majority ranked use of tech and overall management as excellent (Kahoot! was very popular)
- Additional comments—longer breakout sessions; set a good example for other states' virtual events on using Zoom
- Observation from P2 meeting—use google doc on side to request contacts and resources, ask questions
- Requests for more regional interaction—looking to host regular multi-region meetings (try to combine more active regions with less active regions); distribute an agenda beforehand, give them some questions to think about and a reason to attend

- **Website session poll results:**

- Most popular compliance resources- hazardous waste and technical subcommittee recordings

Other website work is continuous, but not listed here

- Special requests – Auto body training module
 - Waiting to hear back from IT person as to whether the file will work with the website

Website remodel

- Review model sites
- Review procedures
- Review logo—want to consider a redesign

Action items

- **Site map**
- **Review 508 compliance**

Next meeting

10am central Friday, Nov 6

2020 SBO/SBEAP Website Meeting

**Nov. 6, 2020 9:30am Central and
10:30am Eastern Time**

Virtual meeting: <https://ksu.zoom.us/j/96380159858>

Or join by phone 1- 669 900 6833

Meeting ID: 963 8015 9858

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Agenda

Roll Call

Allison Crowther (KS)
Nancy Larson (KS)
Donovan Grimwood (TN)
Tony Pendola (NC)
Abigail Crouse (KS)
Lea Carmichael (EPA)
Sara Johnson (NH)
Lisa Ashenbrenner Hunt (WI)
Michelle Gillham (AR)

Review last meeting – Oct. 12, 2020 – program activity update, including review of the website poll results at Annual training. Then discussed website design and functionality upgrade, reviewed several website examples, group selected one to potentially model. Also discussed need for site map, 508 compliance and updating logo to more contemporary look.

Review of action items and progress drafting NationalSBEAP.org update.

- **Logo vote** –
 - 1) corner, 2) current, 3) two-leaf
 - Choose top two or three options and send to main to vote
 - Note that states can continue to use the generic logo, it doesn't have to match
 - Corner possible refinements—shorter building to better convey small business, more similar to current logo
 - Would like to convey multimedia—but need to focus primarily on air
 - Can we have the door open
 - Thinking where individual states can put their state name
 - Abi will create 3 or 4 versions for website subcommittee—we will select one—Abi will create landscape and portrait versions of final pick
 - Abi will send mockups by Nov 16
- **Site map** –
- **508 compliance (accessibility for blind users)** –
 - KSU Website person—well-versed in 508, said there are a few tricky aspects, but he can help us adjust as needed.
 - Specific concerns—map layouts that may not work well with screen readers
- **Mock up of new home page** –
 - Based on Kansas Energy Program format with elements from IAEG
 - Resource based navigation methods—tailor better to small businesses
 - Two different audiences—make it easier for both SBEAPs and small businesses to find resources relevant to them
 - Replace “Home” in horizontal menu with “Small Business Resources”
 - Annual Training—move to committees?

- Change “Calendar” to “Events”?
- Breadcrumbs are important
- Banners—can be used for dynamic content as well as static
- Adding an icon for industry sectors instead of having it in banner? Thinking it needs more real estate, but may help so that small businesses don’t see featured industries and think their own industry is not covered.
- Distinguishing between industry specific resources and those by media/resource type?

Action items

- **Logo- Abi will mock up and send for us to vote on**
- **Integrating horizontal menu, dropdown, and other comments (NJL and ATC)**

Next meeting : Friday, Nov. 20 (10am central Friday, Dec. 4)

Website Subcommittee
Nov. 24, 2020

Join Zoom Meeting

<https://ksu.zoom.us/j/96541947008>

Meeting ID: 965 4194 7008

One tap mobile

+13462487799

Roll Call

Allison Crowther (KS)

Nancy Larson (KS)

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Tony Pendola (NC)

Abigail Crouse (KS)

Lea Carmichael (EPA)

Sara Johnson (NH)

Michelle Gilham (AR)

Todd Nein

Review from Nov. 6 meeting

Voted on logo options, chose top two choices, refining, will choose versions to send to main to vote. Looked at site map, discussed 508 compliance (accessibility). Reviewed mockup of home page.

Review of updated

- Logo – Select top two and take to vote of Main
 - Strongest was similar to original
 - Corrected birds
 - Small business feel
 - Kansas included as placeholder for state name
 - SBEAP acronym good for vertical, spelled out for horizontal
 - Open door too busy
 - Balanced by number of elements on each side
 - Made birds more gull-like to suggest water
 - Comments
 - Need square version for some applications
 - Could just have graphic portion with SBEAP on the small business side
 - SBEAP on business side labels the business as SBEAP instead of a business
 - Square version could be horizontal with just SBEAP along the side instead of spelled out
 - Name fully spelled out in small font along bottom edge of cube
 - Horizontal version—all words in SBEAP need to be same size, could play with sizing on state
 - Like the ability to customize the logo for states, but probably need to not have a state or national on the graphic because it would be more difficult to edit
 - Have SBEAP in blue, the rest of letters in green

- Question of what color state font should be—may need to see how it looks in mockup
 - Soften pointy ends at left of clouds
 - Add “Open” to sign on door
 - Check spacing between awning and window
 - All text even with the side of the box
 - Awning adds a third dimension not present anywhere else—could substitute with “open” in some way to keep the indication of a small business
 - Awning makes the building look less plain, throwback to original logo
 - Might seem like small business is actually the SBEAP
- Homepage – Several edits,
 - may need to simplify
 - Certain topics in scrolling menu not linked elsewhere on Home page – should they be?
 - Lower page icons – maintain theme – specific industry on topic, general on bottom
 - Note—“fold” is between “About Us” and icons
 - Combining buttons and horizontal menu from current site into new horizontal menu
 - Can we add a live chat option?
 - Not practical for our purpose—currently using phone and e-mail
 - Where are different users going who are not familiar?
 - SBEAP resources—for SBEAPs vs by SBEAP
 - Industry—people think big business
 - Small Business → Business Resources
- Secondary pages

Action items

- Finalize dropdown menus
- Change “Small Business” to “Business resources”
- Secondary page draft
- **Next meeting:** Friday, December 11th 1pm central, 2pm Eastern

2020 SBO/SBEAP Website Meeting

**Dec. 11, 2020 1:00pm Central and
2:00pm Eastern Time**

Virtual meeting: <https://ksu.zoom.us/j/96380159858>

Or join by phone 1- 669 900 6833

Meeting ID: 963 8015 9858

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Lea Carmichael (EPA)
Sara Johnson (NH)
Lloyd Kirk (OK)

Review last meeting – Nov. 24, 2020- logos, horizontal menu, brief look at secondary pages

Review of action items and progress drafting NationalSBEAP.org update.

- **Logo –**

- V1 hexagon, white open sign
- V2 flat bottom, blue open sign
- V3 no awning, SBEAP name on building
- White open sign easier to read
- Hexagon more balanced
- SBEAP on building doesn't look right
- Use font style of V2(a) in blue on V1
- National should not be separated from the rest of wording
- Currently in Helvetica, could use Arial so states can easily edit using matching fonts to make state logos
- Prefer not to have all caps
- Double check perspective on V1—angling between top of bottom row and bottom of top row

- **Homepage revisions and new site map–**

- Subpages/dropdown menu selections
- Removed “Help”, added “Contact Us”
- “About us” as separate section on homepage, not horizontal menu
- Did not add icons
- New banner mockups
- “Fold” will typically be just above icon bar
 - Want to make sure that icons are visible so users realize they're there

- **Secondary page format- focus on left frame navigation**

- Need to make sure breadcrumbs align well with site navigation and titles
- Add contact info to footer as well as “Contact Us” in header
- Optional callout for contact info/state contact info map
- Side menus

- Internal navigation (linking to other related National SBEAP pages) and external
- Both will change from page to page
- For SBA, SBDCs, will we link to home page or specific?
- SBA link currently goes to SBA home page
- Not every page needs to have both menus
- Breadcrumb font looks squished together and difficult to read
- Other business
 - Working with Education on new Newcomer video
 - Annual Report
 - Metrics Training
 - Autobody LMS

Action items

- **Abi will e-mail draft logo to group (square, portrait, and landscape), send out to vote, new vs. old**
- **See about having Kyle mock up homepage, likely in early January**

Next meeting : TBD