

National SBEAP Website Subcommittee

Consolidated committee notes – 2021

Subcommittee Mission

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

Date: Dec. 16, 2021

Roll call:

Allison Crowther
Nancy Larson
Donovan Grimwood
Abigail Crouse
Eleanor Divver
Lisa Ashenbrenner Hunt
Tony Pendola
Elnora Thompson

Review of last meeting(s): Met last in April, but work done by e-mail before site went live in late April and then hosted two trainings – Annual Training and July Website Tour (43 attended). August 1 converted old listserv names to new to prevent spam filter problems and upgrade securities.

As a note: We have an internal committee that meets regularly and also helps to develop these agendas

Review and discussion topics

- Site and listserv challenges
 - Periodic image formatting issues with homepage
 - IT can fix very quickly once alerted, but unsure why it's happening
 - Mostly occurred in October and November
 - Mobile interface improvements
 - 5-10% of users accessing on mobile
 - Abi working on more mobile-friendly format—currently things out of proportion, trying to make it easier to navigate on mobile—discussing with IT, may not be able to work on this until late January or so
 - Remove banner, make title bigger, simplify in general

- Trade association listserv – converted to private – need to discuss with the subcommittee
 - Listservs have always been closed—members have to be added by manager, can self unsubscribe
 - NSC can post to trade association
 - Main could post to trade association
 - Feedback from trade association members that there were too many e-mails, not relevant to them
 - Changed trade association listserv back to private—only members of the trade association listserv can post
 - Examples of posts to trade association—awards
 - Difficult to tailor content to trade associations—for more specific information, will generally refer to list and send to specific contacts
- Foreign language (FL) page strategy
 - Google translate has some limitations related to translation – Abi
 - Icons with wording – cut images out and add text separately
 - IT will work on this in January
 - Add hovering text to images on home page
 - Analytics—developers for Google Translate have not added analytics. IT working on it, but haven't come up with anything yet. Other users have complained, hopefully there will be an update soon.
 - Would like to be able to feature in annual report
 - Dedicated webpage - treat page like a directory – Allison's idea 😊
 - For sectors existing sectors – plan to add FL doc to sector page and if needed, have a separate page linked from sector and FL page
 - For FL docs that are not related to our existing sectors, link directly to FL page, monitor and changes as more content comes in or demand requires
 - Document quality control—will be fairly conservative in first round of FL documents
 - State- specific resources—for now, planning not to use, so as not to cause confusion
 - Will send a call for documents, likely in January
 - Will analyze for gaps and analyze how to fill
- Featured sectors
 - Rotation in the home page banner
 - Possibly develop two new sectors – oil and gas, and home contractors (Pb)? Gathering input now.
 - Expecting more emphasis on home contractors, particularly lead abatement
 - Construction in general will likely be a big topic given investment in infrastructure
 - Lead and asbestos more likely questions for health department

- EPA priority in lead more likely related to lead pipes
- Oil and gas
 - WI—don't really deal with O&G
 - UT—send to natural resources
 - NC—under the impression that not many O&G small businesses, but not sure if that's correct—suggested training on identifying these
 - Methane reduction rule may bring more O&G to SBEAP, since existing sources are affected—good to have resources on this topic
 - Will it affect non-producers? I.e. farmer with wellhead on state, people leasing property
 - Icon for O&G?
 - Options—wellhead, derrick, pumpjack (horsehead)
 - Derrick most iconic
- Will also feature in Friday Feature, Twitter, and in What's new (kind of buried on new site, do we need to elevate – put in as banner?)
- Open agenda
 - Feature link to National SBEAP in smallbiz
 - Logo with link, short sentence, or something similar
 - Same format and location each time
 - “Featured SBEAP resource of the month”
 - Don't tell them which resource it is—surprise

Next meeting? As needed, but plan for 2-3 meetings in 2022

Date: July 20, 2021

KSU staff - Website subcommittee hosted a virtual tour of new Website.

43 people attended.

Date: June

Annual Training Website presentation

Date: April 2021

Notified subcommittee member Website was ready to go live, please review and submit comments. No comment received so site went live

Date: April 7, 2021

Roll call:

Allison Crowther
Nancy Larson
Donovan Grimwood
Abigail Crouse
Michelle Gillham
Lea Carmichael
Lisa Ashenbrenner Hunt
Tony Pendola

Review of last meeting: Brief review of discussion and action items. Minutes maintained on subcommittee page.

- PPI team working on scaling of homepage and site, font, moving logo
 - Done
- Depending on Lea's f/u with Paula on RASBL listing, these will either be linked or posted under SBEAP resources – existing and new site
 - Will be linking to page on EPA site
- Continue to research possibility of moving listserv address by Aug 1.
 - Will be moving address, will discuss further at Annual Training
- Consider hosting meetings via Teams by Aug 1
 - Will revisit, but could be an issue, as K-State has dial-in feature disabled in Teams
- Ask NSC and subcommittee chairs to consider new minute format for posting consolidated notes.

Review and discussion topics

- **Update on new site (text in red are potential action items)**
 - **Home page**
 - **Decided not to have logo at top of page because of sizing issue**
 - **Added animation to Quick Links on homepage**
 - **Moved Twitter feed to News & Events**
 - **Change picture for Sustainability on rotating banner**
 - **Side menus**
 - **Separating into internal and external links**
 - **Small Business Resources**

- Industry sectors—contains compliance resources, small business may not think to look for them under Sustainability
 - **Create sector page under Environmental Compliance**
 - **Environmental Compliance callout on Small Business page**
 - SBEAP Resources
 - Added Annual Report, Metrics, and Newcomer Resources to side menu
 - **Nancy still working to edit this page content**
 - Committees
 - **Still fixing NSC photo directory**
 - **Removing some duplicate recordings**
 - General
 - Use larger font for “uppercase” in all caps to show proper case (**font – Abi will look at**)
 - Change color of bar on horizontal menu to reflect placement on site (**Abi will talk with Parker**)
 - Animation on horizontal bar is small enough it doesn’t necessarily seem intentional (**Abi will talk with Parker**)
 - Footer seems too big in proportion (**Abi will shrink**)
 - Add wording to National SBEAP logo in the footer (**Abi agrees**)
- Review a few questioned areas
 - State contacts
 - Edited map, changed format from pop-up box to list to be ADA compliant
 - Add link to go back to top at bottom of each contact (**NL and ATC will discuss**)
 - Add a link to download pdf, printable list (**Good idea, we can do this**)
 - If there is no contact info for a state, it says that contact info is not available, directs to K-State hotline for assistance, K-State directs to appropriate resources
 - CAP—same format as state contacts, except that clicking state or name on list goes directly to link if applicable; clicking a state with no CAP info brings up a pop-up
 - Environmental Compliance
 - Media pages through federal lens
 - Engine icon—base on check engine light (**Abi**)
 - Changed Collision Repair to Auto Body (might be better as Autobody)
 - CIECA (bottom of the page)—not as important – (**Done**)
 - Make Vendor Resources more prominent (**will review**)

- Vendor resources needs to be ported to new site **(ATC put on list)**
 - Suggestion to change to Autobody, Coating and Collision Repair **(NJL changed to Autobody, addressed coating in intro text)**
 - News & Events
 - Annual Training not quite as prominent as before (subpage of News & Events as discussed previously)
 - Will be featured in rotating banner on home page as appropriate, as can other important news items
 - Highlighted banner, so it shows first when you open the page **(Nancy and Allison need to discuss)**
 - Featuring what used to be “What’s New” content
 - Move YouTube and Twitter above SBA, change to “National SBEAP YouTube” or “SBEAP YouTube”**(will review)**
 - Twitter would be better closer to top **(will review)**
 - Could remove SBA entirely **(will review)**
 - Other options for Twitter widgets that would fit better in body
 - Suggestion: three tabs at the top—News & Events, YouTube, Twitter
 - May want to add Twitter feed to home page, but may not be necessary (maybe most people who want this information will subscribe on Twitter)
 - Removal of duplicates – NSC and website videos **(NSC done, Website page needs edits)**
- Pending pages
 - Foreign languages
 - Sustainability/industry sectors
- Updates being applied to new site instead of old or both
- Launch date – sometime the week of April 19, 2021
 - Currently ~85% complete
- Not planning to meet again before launch—will host an orientation after Annual Training, likely in July

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Consolidate committee notes – 2021

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Date: Feb. 17, 2021

Roll call:

Allison Crowther
Nancy Larson
Donovan Grimwood
Abigail Crouse
Michelle Gillham
Lea Carmichael
Dan Sowry
Sara Johnson
Eleanor Divver
Tony Pendola

Review of last meeting: Brief review of logo and website redesign Dec. discussion. Minutes on subcommittee page.

Review and discussion topics

- Logo – voting results, any last edits
 - New logo won 24-8
 - Three people sent comments—most points had already come up, Nancy will follow up
 - Not planning to use new logo until new website is launched—consistent branding

- Review of new draft site
 - Scaling issues—icons don't show, banner takes up too much space
 - Will be playing with fonts, adding branding to top section, removing National SBEAP logo from bottom of page
 - Possibly adding hover-over function like in the buttons on the existing home page
 - Alternate text—ADA compliance
 - New map for state contact map—redid color coding to show EPA regions
 - Side menus
 - Updating URLs/consistent breadcrumbs
- Listserv issue and possible change
 - Listserv e-mail addresses have nationalsbeap.org, but point to KSU listservs
 - Some security software checks whether address matches the list it refers back to—since the address does not match, these systems see them as spam and block them
 - At least one state has one of these systems and does not receive listserv e-mails
 - Plan is to switch all listservs to ksu addresses so that they match and will pass through the security system (ex. Sbeap_main@ksu.listserv.edu)
 - Lea will double check but does not expect any issues with the grant
 - Users will need to update address books, safe sender lists
 - Tentatively changing over to new addresses Aug. 1, pending recommendation of IT
 - Can we set up a form on the website that automatically sends a message to Nancy, Allison?
 - Previously decided against automatic process—screen new members since not all listservs are open to the public
- Request to post RASBL list?
 - EPA used to have list posted, but not since they revamped their website, so want to have it accessible on our website
 - Intend to post this to website, but waiting for OAQPS' process to settle
 - Lea will speak to Rhonda about posting these, on EPA or National SBEAP
 - SBEAP resource—linked as internal resource
- Other topics
 - Annual report
 - Due March 31, fillable form available on the website to help gather data (but don't send in), Ohio hosting this year, you can save and come back now

- Metrics training
 - Panel discussion last week
 - Posted on YouTube channel, Metrics page
- ASBO newsletter and Twitter – discussion with Promotion
 - Reviewing processes, looking into how we can get more content
- Quarter report
- Microsoft has a new app in Office that does forms (MS Forms)
- May switch to Teams later in the year from Zoom
- Next steps
 - Share out weblink to review draft site
 - Once side menus are populated, will send out with questions
 - Next meeting will be scheduled after new site link is shared

Action items

- PPI team working on scaling of homepage and site, font, moving logo
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