

# New Hampshire

Small Business Technical Assistance Program; Contact: Sara Johnson

**JENNIFER COLLINS** MAY 28, 2021 04:29PM

## Big Wins

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**JENNIFER COLLINS** JUN 03, 2021 01:27PM

1. New NH DES web site – required a lot of time and energy to re-format and re-strategize SBTAP page. Deciding what to keep and what to let go of. I am very happy with the outcome and see great opportunities for new publications.

<https://www.des.nh.gov/business-and-community/business-resources/sbtap>

## Challenges

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**JENNIFER COLLINS** JUN 03, 2021 01:27PM

1. Same as every year – 1 person (Me) doing the job of many. I currently have 80 items on my list that I want to accomplish, new publications, new outreach opportunities, new videos to create. But one person can't do it all. Picking and choosing priorities based on the needs of small business and resources is always hard to balance.

*Sara - you do great! We do what we can with what we have and you do better than many!*

– ANONYMOUS

## 2021 / 2022 Excitement & Priorities

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**JENNIFER COLLINS** JUN 03, 2021 01:28PM

1. New web page, new widget. I created a widget that will be changed every month. The widget points users to publication or web page, as an FYI. Once posted, info goes to social media, which increases traffic to the FYI topic. Simple idea, but hoping to create more traffic to SBTAP pages. 2<sup>nd</sup> priority is to update my customer feedback survey. I don't get a lot of feedback, but I keep trying.

## Help Wanted

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**JENNIFER COLLINS** JUN 03, 2021 01:28PM

1. I had a wonderful conversation with our new Reg 1 RABL. I am hoping she and I can rebuild Reg 1 coordination. EJ discussions to continue. I want to open my lens farther and support the communities.

## Structure and Stats (Where are you housed? and How many Full Time Equivalents (FTEs)?)

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**JENNIFER COLLINS** JUN 03, 2021 01:28PM

1. NH Department of Environmental Services, Commissioner's Office and 1 FTE

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