**National Steering Committee**

**Education Subcommittee Minutes**

**May 28, 2024**

Attendees: Gina Gambacorto, Sara Johnson, Mary Baker, Tony Pendola, Michael Gustafson

1. Co-Chair Introductions
   1. Gina Gambacorto, New Jersey
   2. Sara Johnson, New Hampshire
2. Annual Training Session hosted by Education (check with Belinda)
   1. Jeopardy game – Let’s change to Kahoots for next year. New people playing the game even though they were new to the group. Real answers don’t give credit for partial answers. Find a free service.
   2. Overcoming Grant Obstacles – Many states try to stay away from grants. Temporary for new staff.
   3. Story Telling for Grant Seekers – Story telling was good, but grants are so difficult to write and not guarantee. Some programs might be interested in grants that small businesses can apply to upgrade technology or energy improvements.
   4. Developing an SOP – No one could remember this topic from the training. It was possible this was the lunch time presentation.
3. New SBEAP/SBO Member Training
   1. Ideas for next year at training
      1. Training could be virtual in 2025 – polls on a webinar. Ask/answer, monitor responses. Direct answer questions, not vague.
      2. What should be included in training?
   2. Should we provide training prior to the annual training? This may be helpful to new people so they are more aware of the others in the network. Need to find new presenters for the webinar, any volunteers.
   3. Should we bring back CAP training? Maybe, but offer as a 2nd training. CAP is in statue, but many states have dropped it. Not that many states have active CAPs.
4. Potential webinars/panels ideas
   1. Standard Operating Procedures – Shared document for any state to review. SOP for why SBEAPs should join NSC and participate on subcommittees. Help with knowledge.
   2. Goals of SBEAP/SBO – Help with mission, define our role, states may have other goals. Some programs include energy topics. Some programs are a catch all for anything that is thrown their way.
   3. Confidentiality Policy Documents – Other states do not have template on this topic to use. Would be a good discussion and a place to share resources. FOIA requests, SBEAPs are subject to this rule.
   4. Sustainability – Any states providing outreach? Little too vague for some programs.
   5. Info Graphics – NJ does monthly releases, some are of interest to small businesses. Would need some examples.
   6. Canva presentation – Gina can give presentation on this graphic tool. Create visual publications. Turn data into visual.
   7. Internal Workgroups for Networking (might be promotional topic) – How to remind staff and programs that SBEAP exists. You must be “in front” of those programs to get those referrals. Networking needed continually with staff changing.
   8. Small Business Week and other “weeks” – KS P2 week, NJ SBW/P2, NH SBW – Maybe create a SBW packet for other states to use, share social media, press release, etc.
   9. Self-disclosure and EJ – Need more training on it, the process, should SBEAP offer that more often. How does it apply? How does it work? Share stories. Risk vs. value. 3rd party certification – does your agency approve.
   10. Name the experts – Per sector, per issue, document, on web page, resource. Good for new people.
   11. Other ideas
       1. Providing site assistance or “inspections”. Programs have different approaches. This was covered in the past. Need to review recording. Might be interesting to have new presenters.
       2. Promoting to chamber of commerce, small business targets, industry, etc. This could be a promotional subcommittee topic.

Wrap up

The group decided that Standard Operating Procedures should be the presentation/panel for the July 23 call. Create a fill in the blank document. Ask Belinda who spoke at training in TN.

Topics of various SOPs like participating with NSC subcommittees, NSC annual report, training recommendations.

Action Items

Sara will talk to Belinda about Developing SOP training in TN – speakers, presentations. Ask those presenters to speak at July 23 Education panel.

Gina and Sara will meet in July to discuss past newcomer training and meet with subcommittee at Sept 2024 call to determine next steps.

**July 23, 2024**

Minutes

Developing SOP presentation

See [recording](https://www.youtube.com/watch?v=ujb_FxKPzvY) for further information.

**September 24, 2024, Minutes**

Attendees: Gina Gambacorto (NJ), Sara Johnson (NH), Lisa Ashenbrenner-Hunt(WI), Nancy Larson(KS), Tony Pendola (NC), Sydney Boogaard (MN)

1. Newcomer Training update
   1. Web page changes
      1. Move FAQs up in the list on the Newcomer Resources page. Done
      2. Add description to the National SBEAP YouTube Channel on SBEAP Resources page
      3. SBEAP YouTube had over 2100 views in July – WOW
         1. Mostly technical topics/presentations
   2. Existing Resources
      1. 6-minute video – presented by Donovan Grimwood, TN
      2. 19-minute video – presented by Tony Pendola, NC
   3. Create a series of short videos – a day in the life of a SBEAP
      1. Potential topics
         1. Site visits
         2. Information requests
         3. Phone conversations
         4. Typical day
      2. Need to create a workgroup
      3. Have a couple of videos done before annual training in Spring.
         1. If annual training is moved to September, more time to develop.
2. Annual Survey Data Collection
   1. Need to create a workgroup to assist with the survey. In the past, it was Kansas, Ohio and Idaho.
   2. Need to create a timeline including release of survey and when it closes.
      1. Have the draft survey done in December.
      2. Post survey in January.
      3. Email main list serve that survey is open.
      4. Host training session on survey in January.
      5. Survey opens for 90-days. (January thru April)
      6. Workgroup personally contact states that have yet to submit date.
      7. Send email to main thanking states that have submitted after 30 days and 60 days.
   3. Sara will ask Ohio, Dan Sowry, to help with transition to new state hosting survey online. Done
   4. Gina will New Jersey, Ed Bakos, to host survey monkey. Ed will help. Done
   5. Share survey with subcommittee chairs and NSC to determine if any questions need updated or new questions added.
   6. Draft and present a multi-year presentation on data. 2 years or more.
3. Review data. Annual report data online thru 2015.
4. Ask for volunteer to present.
5. Schedule – could use Education meeting time January 22, 2025

Wrap Up

Projects for Education Subcommittee include developing a series of videos and coordinating the annual data collection survey. Sara suggested we divide the projects between the co-chairs. Gina will take lead on new videos. Sara will lead annual data collection. Chairs will continue to support each other thru both projects.

November agenda will discus

1. Annual Data Collection Workgroup Activities.
2. Video Series “Day in the Life of a SBEAP” Workgroup Activities.

Action Items

Gina recruit volunteers to work on new series of short videos and create a workplan.

Sara recruit volunteers for annual data collection survey and create a workplan.