

January 2023 Promotion Subcommittee Call

January 10, 2023

12:00-1:00 CST

1:00-2:00 EST

Roll Call

- Allison Crowther, Nancy Larson, Abigail Crouse, Renee Bashel, Todd Nein, Jennifer Feyerherm, Crystal Warren

Agenda

- Annual Training
 - Assignment-- National Program Enhancement/Boosting engagement & networking
 - Tips for individual programs? Open discussion on how NSBEAP/promotion subcommittee fit into this?
 - OH—permit wizard
 - Use bullet point from purpose statement as poll questions—get feedback
 - Networking—find out what relationships states have
 - Newsletter content for SBDC—collect what other people have and are using—also need venue to share this
 - Promoting within state agency, so others know who we are and how we can help
 - Awards
- Review and evaluate subcommittee mission statement
 - The purpose of the promotion subcommittee is to promote SBEAPs and their work by creating, collecting and sharing materials and resources, as well as pre-written content such as newsletter articles and social media posts. The subcommittee also
 - fosters partnerships with relevant groups such as regulatory agencies and trade associations to help small businesses connect with their SBEAPs
 - encourages collaboration among SBEAPs in various ways so they can learn from one another's work
 - questions on listserv
 - hosts the NSC Awards Program
 - promotes and participates in Annual Training
 - seeks ways to promote the SBEAP/SBO/CAP Annual Report
 - example on website of what people have done
 - webinar once annual report is posted—panel of what programs have done with report
 - Other concepts put forward
 - Continually teaching others what we do—EPA, other programs within states/agencies, partner groups, etc.
 - Is social media where we want to focus right now?
- Ideas going forward
 - How do we get on enforcement letters?
 - Who already has this?

Commented [AC1]: Facilitate distribution of

- Draft some standard language
- Template for letter with annual report
 - What have individual states/regions done with this? Can we collect and post to website as examples?
 - Who has a previous version?
- Promoting to partners
 - SBA, SBDC, EPA regional directors, economic development, trade associations, etc.
 - Getting on resource guides (OH just did this—national resource guide, and presented at SBDC state conference)
 - Representing at national conferences
 - How do similar organizations promote?
 - Meeting idea: panel with promotion leads from similar organizations
 - Ex. OH EWC—oversees OSHA in state, has assistance program
 - What contacts do people have, and how can we leverage them?
 - List from previous meeting: ECOS, AAPCA, NAACA, CAAAC, trade associations, Office of Advocacy, SBDC, EPA (OAQPS, EJ, ASBO, Regions, Office of Air and Radiation), Compliance Assistance Centers, Insurance Companies
 - Can we get on more national organizations' websites?
 - How can the subcommittee support relationship building?
 - Tool kit? Items like list of potential partners prepared by region 8

Note—met with small group in February to discuss Annual Training presentation, but no formal notes.

April 2023 Promotion Subcommittee Call

April 13, 2023

1:00-2:00 CDT

2:00-3:00 EDT

Roll Call

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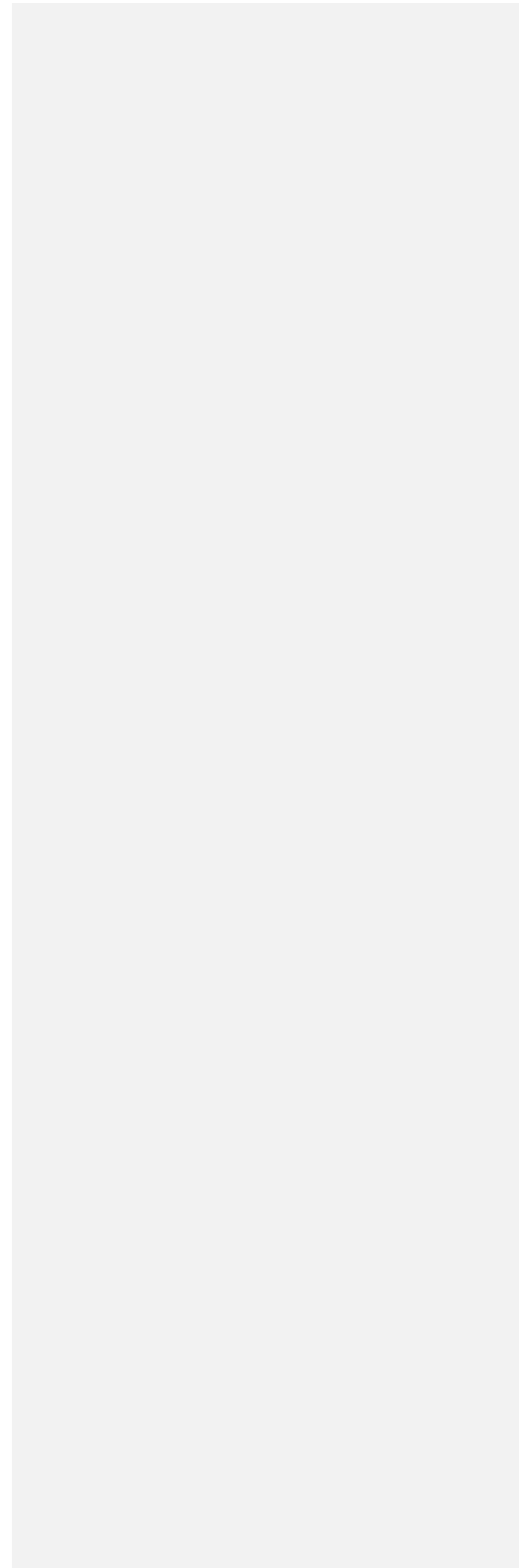
Agenda

- Annual Report—plan for once it's published
 - Post examples to website of what other states have done
 - Accompanying letter for Regional Reps to sign and send to EPA—RASBLs?
 - Typically send to the regional admin (send to the RASBL as well)
 - Donovan volunteers to write up the letter
- Webpage organization
 - Tool kit for promoting your program
 - List of potential partners—maybe expand based on Annual Training
 - Break into tiers
 - Try to avoid “list of lists”
 - Note that some of these partners are within same agency
 - Example promotional materials
 - Newsletters/articles from other states
 - Videos
 - Add photos
 - Subcommittee head
 - Image from awards or of the award
 - Link NSC award page in subcommittee purpose
- Events
 - Social Media training
 - Case studies—ask Jeremy Hancher from PA
 - NH—shoutouts for small business week
 - Side note—communication strategies for different generations
 - Ask Crystal
 - Potential training/call—considerations for promotional handouts
 - Programs you use (Canva, Constant Contact, Publisher, MyEmma)
 - Do programs still use these? How many?
 - QR codes
 - Palm card, brochures
 - What else do you hand out (e.g. pens, magnets)? Are these successful?
 - Graphic design for non graphic designers
 - How we can share—sharing templates
 - Who do you give them to/where do you hand them out?
 - Newsletters
 - Who has them

- How did you build your audience
- How are you distributing
- How are you promoting
- Do you use guest writers or write everything yourself
- Frequency
- Length
- Associations/nonprofits always looking for something to fill a newsletter
- How do you get feedback
- How do you get metrics
 - How many receiving
 - How many opening
- Programs
 - Constant contact
 - MyEmma
- NH automatically putting HW clients on, include opt out button
- TN link on website to sign up for newsletter
- Using permit lists
- Potential speakers
 - Michigan program—extremely robust newsletter, lots of trainings—however, they are also extremely well-staffed

- Open Agenda

Next Meeting: Thursday, May 11, 11:00 CDT/12:00 EDT



May 2023 Promotion Subcommittee Call

May 11, 2023
11:00-12:00 CDT
12:00-1:00 EDT

Roll Call

Allison Crowther (Chair) – R7
Donovan Grimwood -NSC/R4
Abigail Crouse – R7
Renee Bashel – R5
Todd Nein – R5
Crystal Warren – R4
Ed Bakos – R2
Kat Olsen -R9
Michelle Jacobs – R3
Tony Pendola – R4
Mary Yesko – R7

Agenda

- Allison stepping down as Chair of Promotional Subcommittee. Has been in roll for 2 ½ years and feels that some new perspectives could be helpful to the subcommittee. Will work with NSC to recruit a new Chair.
 - **Action item: Announce Allison stepping down and request volunteers for new Chair.**
- Annual report
 - Introduction letter – a generalized template to help introduce or connect state/regional SBEAPs to EPA regional leadership, SBA, SBDC, or any other general contact. Can be customized for audience and links to Annual Report.
 - **Action item: Requesting review and edits to improve general template.**
 - What is the ask?
 - Technically, there is not an ask in the template. However, an ask can be included by state/region that is sending the introductory letter to a contact. The letter is simply an initial framework for states to use if they wish.
 - What doesn't Congress want Annual Report anymore?
 - As best as can be determined, the EPA liaison group to Congress wanted to trim down the number of reports being provided to Congress.
 - Later, OMB rejected request for information from ASBO as that was the mechanism they had to use in order to collect data. This is when NSC decided to collect data directly and took over this role. Potential, public report planned for next year may be sent to Congress and NSC plans to provide ASBO with what data from states may be needed or relevant to ASBO report as part of mutual support of each other, especially if report may get wider notice.
 - Potential great time for National Advocacy Board to get off the ground and help promote SBEAPs via Annual Report. Letter may be used as introduction to potential National Advocacy Board nominees.

- If state sends letter and report to congressman, would it be a go-around past EPA?
 - Shouldn't be. This is a promotional tool and so can and should be used how a state needs. Connection with EPA can be emphasized if needed or desired.
- Webpage organization update
 - **Action item—will put out call to main for additional examples + Annual Report examples**
 - Abigail and Allison have discussed in manner to create a toolkit for other states.
- Open agenda

Next meeting: Thursday, June 8, 11:00 CDT/12:00 EDT

