Promotions Subcommittee Agenda 2024 - 2025

**May 13, 2025**

**1 pm eastern, noon central, 11 am mountain, 10 am pacific**

**Attendees: Crystal Warren (TN), Donovan Grimwood (TN), Abi Crouse (KSU), Leena Divakar (KSU) Samantha Harmon (PA), Sara Johnson (NH), Jeremy Hancher (PA SBDC), Michael Gustafson (MT), Chris Lynch (NV), Tony Pendola (NC), Jesse Walters (CO), Shana Weber (KY)**

**Agenda:**

* **NSC Awards**
  + Donovan provided an overview of the status of the award winners. Asked advice of how to address awards since Annual Training will be held in Fall instead of the usual spring date. Press releases can go out now. Since one winner lives in Utah, will invite them to attend the upcoming fall AT.
  + Sara suggested announcing award winners during Small Business week in the future.
  + Abi will post pictures and press releases of the award winners to the National SBEAP website. Will also post pictures and press releases for Nancy Larson and Gabe Catennaci winning EPA awards.
* **Sign-Ups – Discuss ways to increase engagement in newsletter or mass email listservs**
  + Idea: Add clients who are provided detailed assistance to newsletter listservs.
  + In TN, only clients that sign-up for the quarterly newsletter are sent the newsletter. Considering following the lead of commercial entities and adding clients who receive detailed assistance to the newsletter listserv. Because a third-party email service is utilized (myEmma), it is easy to Unsubscribe.
  + Group was supportive of this idea.
  + NH does not have a program-specific newsletter but would like one. KY recently began using WordPress as a way to educate and outreach with the public. To notify interested parties, KY sent a link to subscribe (i.e., did not automatically add anyone). NV sends a monthly newsletter.
  + Google SEO likes back-links. Try to get others to like and link back to your newsletter/program.
* **Ideas for Annual Training topics**
  + Did not discuss
* **Next meeting topic:** Discuss how to track the number of downloads of pdfs on websites.

**February 11, 2025**

**1 pm eastern, noon central, 11 am mountain, 10 am pacific**

**Attendees: Crystal Warren (TN), Donovan Grimwood (TN), Abi Crouse (KSU), Ginna McWhirter (TN), Samantha Harmon (PA), Sara Johnson (NH), Jeremy Hancher (PA SBDC), Jesse Walters (CO), Leena Divakar (KSU), Jennifer Wittenburg (IA), Ed Bakos (NJ), Chris Lynch (NV), Tony Pendola (NC)**

**Agenda:**

* **Discuss value of combining Metrics and Advocacy workgroups with Promotions subcommittee**
  + Need to get NSC approval – will approach NSC with proposal to combine the groups and increase meeting frequency to bimonthly. First, send an email to entire group summarizing proposed changes.
  + How should approach this?
* **Discuss draft mission statement**
  + Promote the assistance, resources, and networks that SBEAPs are able to provide to internal teams and external stakeholders (state and federal partner agencies, including but not limited to ECD, CoC, SBA) in order to increase program engagement and participation and ensure small businesses comply with environmental regulations
  + Draft not finalized
* **Homework from last meeting: Not discussed**
  + **Do (or can?) we have a repository for videos, newsletters, etc. so that other states can view for inspiration?**
  + **Should we email our promotional material to this group? Or national program?**
    - **Sent first email yesterday (2/10/25) containing Tennessee’s most recent newsletter. Received copy of MN’s newsletter and will send out next.**
  + **Is the list of industry trade associations helpful for individual state programs, or do we need something else?**
* **Awards update (Donovan Grimwood) Not discussed**
* **Open Discussion**
  + **Next steps for reaching out to partners**
  + **Action Item:** Create a list of associations for states to try to contact. Include SBDCs, SCORE, IRCs/MEPs, ECDs and ED authorities
    - Provide a description of how each organization’s mission/clientele can benefit from working with SBEAPs
  + **Future in-person meeting idea:** Develop elevator speeches. Note that elevator speeches will be different to different partners.
  + **Action Item:** Develop instructions for creating a LinkedIn page. Include how to invite partners.
  + **Action Item:** Develop a feedback request template for states to share with clients. Goal is to ask clients for feedback that can be shared with decision-makers.
    - [**NJ’s Feedback Questions**](https://lp.constantcontactpages.com/sv/tiTVoWS/sbtap)
    - **[PA’s Feedback Questions](https://wumail-my.sharepoint.com/personal/jwhancher_widener_edu/_layouts/15/onedrive.aspx?id=%2Fpersonal%2Fjwhancher%5Fwidener%5Fedu%2FDocuments%2FMicrosoft%20Teams%20Chat%20Files%2FCY2023%20EMAP%20Client%20Survey%20Results%2Epdf&parent=%2Fpersonal%2Fjwhancher%5Fwidener%5Fedu%2FDocuments%2FMicrosoft%20Teams%20Chat%20Files&ga=1)**
  + **Topics for Consideration:** How does the National SBEAP develop (or get developed) a government relations strategy and public relations strategy?
* **Next meeting – May 13 @ 1 pm eastern, noon central, 11 am mountain, 10 am pacific (may change based on NSC approval during March 4 meeting)**

**November 12, 2024**

**12:00-1:00 pm CDT**

**1:00-2:00 pm EDT**

**Attendees: Donovan Grimwood (TN), Ginna McWhirter (TN), Crystal Warren (TN), Abi Crouse (KSU), Tony Pendola (NC), Sara Johnson (NH), Kat Olsen (NV), Samantha Harmon (PA), Michelle Jacobs (DE)**

* **Sara Johnson** – revised Annual Data Survey questions
  + Education subcommittee is modifying the Annual Report survey. New survey will be on Qualtrics, which is a different platform than in the past. Other changes include additional and clarifying questions. Goal of new questions is to collect more accurate data about SBEAP and SBO programs. Hopefully this will lead to better promotions of individual and national program.
  + A training on how to complete the form will be offered in January 2025.
* **SBA Updates** 
  + NSC Leadership met with [US SBA Office of Advocacy](https://advocacy.sba.gov/) last week. Donovan Grimwood will provide summary of meeting.
    - SBA Office of Advocacy reached out to NSC Leadership to re-establish relationship. New contacts are [Nick Goldstein](mailto:Nick.goldstein@sba.gov) (Water, EJ, and non-EPA environmental issues), [Brody Haverly-Johndro](mailto:brody.haverly-johndro@sba.gov) (air), and [Emily Jones](mailto:Emily.Jones@sba.gov) (chemical issues). Both groups provided an overview of their roles. Office of Advocacy needs help finding relevant businesses to participate on Small Business Advocacy Review (SBAR) panels.
    - NSC meeting with SBA Office of Advocacy is beneficial for promotions of national program. For individual state programs, may be more beneficial to establish relationships with [regional advocates](mailto:https://advocacy.sba.gov/regional-advocates/).
* **Metrics** 
  + How do we measure outcomes versus outputs?
    - Build metrics into projects?
  + Food for thought: According to ReFED, education and outreach has the most effective ROI. However, it’s the hardest to measure outcomes.
  + In TDEC’s daily internal email today: TDEC’s [Small Business Environmental Assistance Program](https://www.tn.gov/environment/sbeap.html) provides assistance to help Tennessee small businesses understand and comply with environmental regulations. [Check out this new brief video](https://www.youtube.com/watch?v=wPDqiEOMGiY) that explains what this program is about and why it adds value to Tennessee businesses.
  + Do (or can?) we have a repository for videos, newsletters, etc. so that other states can view for inspiration?
  + Should we email our promotional material to this group? Or national program?
  + A [Social Media Training](mailto:https://youtu.be/gppPmRsazpg) was recorded in April 2024. Check it out for ideas!
* **Awards subcommittee**
  + Email sent on 10-31-24
  + Nomination open: ***October 31, 2024****;* Nominations close:  ***January 31, 2023***
  + Submit nomination for:
    - **Small Business Environmental Assistance Program Excellence** – for state program or individual leadership with NSC, subcommittees, and activities that support other SBEAP/SBO.
    - **Small Business Environmental Stewardship** – for working with SBEAP/SBO for assistance in compliance and efforts beyond compliance to improve the environment and sharing with other businesses.
    - **Business Assistance Provider Environmental Leadership** – for an organization or individual partnering with SBEAP/SBO to help members and other businesses with compliance and broader sustainability efforts (i.e., sustainability, LEAN/process efficiencies, alternative materials, pollution reductions, energy/water efficiency, LEED/green building, etc.).
    - **Karen V. Brown Leadership** – for an individual SBEAP/SBO long-term achievements to support NSC, subcommittees, and partners in collaborative efforts to improve assistance resources for small businesses. (Please see attached list of KVB eligible SBEAP based on 2024 Annual Survey).
* **Open Discussion**
  + Marketing ourselves to sister agencies, such as industry trade associations, seems like a more effective venue for promotion, instead of trying to reach individual small businesses. The National SBEAP website contains a [copious list of trade associations](https://nationalsbeap.org/small-businesses/trade-associations) with links to their websites. Is this helpful for individual programs, or do we need something else?
* **Next meeting: February 11, 2025 at noon CST.** Will send a Doodle poll to group to determine if this time slot works best for all members.

**Homework:**

* + **Do (or can?) we have a repository for videos, newsletters, etc. so that other states can view for inspiration?**
  + **Should we email our promotional material to this group? Or national program?**
  + **Is the list of industry trade associations helpful for individual state programs, or do we need something else?**

**August**

**August 13, 2024**

**12:00-1:00 CDT**

**1:00-2:00 EDT**

* What is our purpose? What are our goals?
  + Internal to organization/state regulatory agency
  + External – regulated community, public, trade associations
  + National external – EPA, SBA
  + Michelle (DE) wants to learn what she can do in her state to promote her program as a 1/3 FTE. Success: “Open for Business” monthly open houses with Chamber of Commerce, SBDC, etc.
  + Sara (NH; 1 FTE) needs help promoting herself to other SB provides, like ECD, CoCs; way back when, National CAP said we weren’t doing a good job of promoting ourselves to regional and national trade associations and EPA
  + Michael (MT; 0.75ish FTE) struggles with outreach. Has interaction with SBDC and regional SBA executive director and other associations; came up with specific audiences: incinerators, CoCs (76 active), ECDs, dry cleaners (5 use perc), crematories, gas stations, petroleum producers, coffee roasters, breweries, autobody shops; coal. Willing to chat with SBA ED to help push our agenda.
  + Nancy (KS) – has a lot of manufacturing, similar to TN. Recommend getting in with trade associations. Trying to get in with SBDCs, does present at annual OSHA conference. Want to see this group promote ourselves nationally, like SBA and EPA.
  + Jesse (CO) – wants to learn what other states are doing that can be replicated; success: works with Colorado Green Business Network. One of the requirements is to be in compliance with environmental regs.
  + Kat (NV) – spearheading social media; going well but need to advertise that social media exists and getting more people paying attention

Is Better Business Bureau a good partner?

Maybe get on monthly(?) call that SBA has; get on some agenda to talk about SBEAPs to group

* Metrics workgroup
  + How do we measure outcomes versus outputs?
* Awards subcommittee