

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](#) 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](#) (Water, EJ, and non-EPA environmental issues), [Brody Haverly-Johndro](#) (air), and [Emily Jones](#) (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](#).
- **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](#) provides assistance to help Tennessee small businesses understand and comply with environmental regulations. [Check out this new brief video](#) 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](#) 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](#) 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