

National SBEAP Website Subcommittee

Consolidate Website Subcommittee notes – 2024

Subcommittee Mission: *To serve, support, and strengthen the Small Business Environmental Assistance Programs through virtual resources and collaboration.*

Date: Nov. 21, 2024

Roll call:

Eleanor Thompson - EPA

Paula Hoag – EPA

Chester Eiland - EPA

Sara Johnson – NH, R1

Jeremy Hancher – PA, R3

Donovan Grimwood – TN, R4

Tony Pendola – NC, R4

Lisa Ashenbrenner Hunt – WI, R5

Jennifer Feyerherm – WI, R5

Dan Sowery - OH, R5

Lloyd Kirk – OK, R6

Michelle Gillham, AR, R6

Anne Keller – NM, R6

Abigail Crouse – KS, R7

Nancy Larson – KS, R7

Leena Divakar – KS, R7

Eleanor Divver – UT, R8

Nattinee Nipataruedi – AK, R10

Primary meeting focus

- **Review of the Website pop-up evaluation results - biggest take away...***Small businesses were larger cohort of respondents and compliance information was the primary reason respondents visited the site.*
- **Review of Website Analytics' and X**
 - **X or Twitter – made analytics a paid option, and audience is dwindling**
 - **Website numbers fairly consistent with normal – spike due to awards publishing**
 - **YouTube numbers continue to grow as we add more video; most watched video – UST sticking your tank**
- **Secured a meeting between NSC leadership and RASBLs - to discuss collaboration**
- **Subcommittee questions or suggestions?**

- Transition issues
- How do we get more involved in with SBA and SB
 - *Ask all the regional reps to make sure our national page is linked to their state page (need NSC training)*
 - *Office of advocacy maybe able to help us promote our site*
- *Short video on how do you change your name on Zoom – right click on your name.*
- **Seeking Website co-chair to work with Leena – Donovan will step into this roll**
- **Leena Divakar taking over as of Jan. 1, 2025 – Nancy thanks the subcommittee for assistance over past 10 years**

Next meeting: Feb. 2025 – focus Annual Training

Date: August 27, 2024

Roll call:

Eleanor Thompson - EPA
 Donovan Grimwood – TN, R4
 Tony Pendola – NC, R4
 Jessica Dalton – FL, R4
 Dylan Edeker – FL, R4
 Abigail Crouse – KS, R7
 Nancy Larson – KS, R7
 Leena Divakar – KS, R7

Primary meeting focus

During this 20-30 minute meeting we will discuss the following:

1. Feedback from the tour hosted prior to the meeting
2. Results of pop-up survey on website
 - a. Follow-up to some evaluations planned
 - b. Potential featured feedback form in addition to contact us?
3. Annual training – plans tentative in partnership with NPPR
 - a. Scholarship budget this year is \$2500
4. 2024 trainings hosted or assisted with
 - a. Recent – Sustainable conference practices, Social media, SOP, EJ in partnership with SBA group, Tour
 - b. Potential –
 - i. YouTube – specifics on how to host a channel, upload, label and sort; **group indicated this is not needed, people can use tutorials***

- ii. Offer personalized meeting to RASBLs, ***Donovan and Chris are trying this but it has not gotten traction. Nancy will work through Paula and Keith to see if we can get an audience for intro to 507.***
- iii. Featured training for small business? **Group did not have any specific suggestions.**

5. Other

- ***NJL offered to join website subcommittee to Dylan Edeker***
- ***Donovan: Website doing good and great resources and Kansas doing great work.***
- ***Jessica: no further comments***

Next meeting Nov. 2024

Date: April 30, 2024

Roll call:

Paula Hoag – EPA
Sara Johnson – NH, R1
Jeremy Hancher – PA, R3
Donovan Grimwood – TN, R4
Tony Pendola – NC, R4
Lisa Ashenbrenner Hunt – WI, R5
Dan Sowery - OH, R5
Michelle Gillham, AR, R6
Abigail Crouse – KS, R7
Mary Baker – KS, R7
Nancy Larson – KS, R7
Eleanor Divver – UT, R8

Primary meeting focus

During this 30-45 minute meeting we will discuss the following:

1. Scholarships – update – ***13 applied, 3 dropped and 10 were awarded for up to \$402***
2. Results of the Website Polling at Annual Training – ***reviewed result which are posted on website. No major issues, most very happy with website content and management***
3. New pop-up survey on website – ***this will be up on site for at least 90 days***
4. Your comments and input
5. Planned and recent trainings
 - a. Website tour planned for mid-August
 - b. Recent – Sustainable conference practices and Social media
6. Other

Next meeting will follow the Website Tour training

Tuesday August 27, 2024