

## NationalSBEAP.org and listserv resource review

Zoom meeting open to the general SBEAP audience

February 23, 2017

**Introductions by region:** [Region 1- Sara Johnson, NH](#); [Region 2- ;](#) [Region 3-Lee Ann Briggs, PA](#); [Region 4- Teresa Shiflett, GA, Donovan Grimwood, TN, Tony Pendola, ;](#) [Region 5-Aneka Swanson, Lisa Ashenbrenner Hunt, Jennifer Hamill- WI, Ed Bakowski, IL, Todd Nein, OH](#); [Region 6- Dianne Wilkins, OK](#); [Region 7-Barb Goode, Lynelle Ladd, Nancy Larson, KS, Carlton Flowers, MO, Jennifer Wittenburg, IA](#); [Region 8-John Podolinsky, Region 9- , Region 10- , EPA Paula Hoag, Rosanne Sanchez](#)

### Format for today's training:

#### ❖ Review main areas of website

- **State contacts - Specifically request they look at their state contact information**
- **Subcommittees-Photos of chairs are posted**
- **Calendar- consist of meetings with basic committee info; send Nancy info to be posted**
- **Annual training- email Nancy for scholarship if needed before the info is posted**
- **Awards-sent to main list serv**
- **Question and discussion**

#### ❖ Review listservs and how they work – we want people to use the listservs

- *Listservs were created for “main” and each subcommittee (Trade Association listserv pending)*
- *Try to keep updated, so that all state contacts are on “Main.” [170 on main](#)*
- *When to post on listserv*
- *How to post on listservs*
  - *For example: [sbeap\\_main@nationalsbeap.org](mailto:sbeap_main@nationalsbeap.org); if for a subcommittee, substitute the subcommittee name, “technical,” for the word “main.”*
- *How to respond to listserv*
  - *When replying, consider whether to reply to all or just the individual*
- *If you send to a list you are not subscribed to or you use an e-mail address that was not used when you were subscribed, the e-mail will be held. I will get a message and so will you.*
- **Questions and discussion?**

#### ❖ How to participate in a Zoom meeting (Does anyone want this information?)

- *Typically comes as “Outlook invite”*
- *Accept or decline invite so organizer knows if you are attending – sticks to your Outlook calendar*
- *When meeting time, double check on calendar invite and then Zoom link to join meeting*
- *Can join by computer and phone or if computer has speakers, can get audio through speakers*

# 2017 SBO/SBEAP Website Meeting

April 27, 2017 4:00pm Eastern Time

Virtual meeting:

<https://ksu.zoom.us/j/3166600104>

Or join by phone 1 408 638 0968 (US Toll)

Meeting ID: 316 660 0104

## MISSION

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

## NOTES

- **Roll Call:** Donovan Grimwood–TN; Lisa Ashenbrenner Hunt–WI; Tony Pendola-NSC Chair–NC; Annette Fulgenzi–IL; Nancy Larson and Barb Goode–KS
- **General update summary:** brief overview of website edits since Feb. meeting
- Trade association listserv – roll out after last meeting, but not much activity; represented by a variety of trades; list originated from Joan.
- Lots of maintenance
- Minutes
- Webinars
- What's new
- Calendar
- Twitter at least weekly
- Lots of work on Annual Training in addition to website updates

- **Annual Training topic** (from the Web committee)

### *How do States Utilize their Websites? Panel Discussion*

Three different programs will talk about the successes and challenges they face ensuring their SBO/SBEAP information is represented, updated and utilized virtually. Audience participation will be encouraged as we discuss ways states could utilize the [nationalsbeap.org](http://nationalsbeap.org) resources.

**Moderator: Nancy Larson**

**Panel Members: Susan Tripp**, Virginia; **Laura Mathews**, Idaho; **Tom Jablonski**, Minnesota

**Questions for panelist and polling during session** (poll everywhere)

*Each panelist will go through their websites discussing the following questions:*

- What's a great tool everyone should have on their site?
- How often do you update your site?
- Do you link back to the national site on your state site?
- Do you utilize social media?
- **Scholarships for annual training coming from grant**
  - "PPI proposes to at least \$4,000 in each of years 2-5 to offer travel scholarships to 507 Program members. PPI will work closely with EPA and the NSC to determine how scholarships are distributed. PPI will administer the project."
  - About \$500 needed for awards.
  - Awarded seven @ \$500 each, two declined, so vote pending for trade association awardee to attend. NSC will make a final decision by noon tomorrow.

- **Listserv or group messaging – procedural (SOP) document**
  - Finalized, e-mailed and posted to website
  - Everyone on a subcommittee is on “sbeap main”
  - Anyone on “main” can post to the trade association list
  - Went through and deleted individuals on “main” we knew had left the program
  - Briefly discussed self-unsubscribing. It appears with Outlook the unsubscribe link is an attachment (less convenient) instead of in the footer (more convenient). IT is looking to see if the unsubscribe procedure can be more user-friendly in Outlook.
  
- **Social media - Twitter for now –** promotion committee developed guidelines for tweeting
  
- **Open agenda**
  - In Google analytics, the number one full referral was grc-pirk (22%). Tony works with this organization on CIECA Autobody standards. CIECA is made up of all autobody paint manufacturers, insurance companies, estimating software companies, and others (people who go to annual MACE conference in Las Vegas (20,000+people). They have embedded the NSBEAP webpage on theirs, <http://www.grc-pirk.com/>.
  
- **Next meeting – July 27, 2017 3:00 p.m. Eastern –**

# 2017 SBO/SBEAP Website Meeting

July 25, 11 am Eastern Time

**Virtual meeting:**

<https://ksu.zoom.us/j/3166600104>

Or join by phone 1 408 638 0968 (US Toll)

Meeting ID: 316 660 0104

## MISSION

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

## NOTES

- **Roll Call:** Donovan Grimwood, TN; Renee Bashel, WI; Dave Allen and Paula Hoag, EPA; Tony Pendola, NC; Lisa Ashenbrenner Hunt, WI; Sara Johnson, NH; and Nancy Larson and Barb Goode, KS.

Welcome Dave Allen, who will be overseeing grant officer duties while Paula is on maternity leave.

- **Review April notes**
  - Consolidated *Poll Everywhere* data from the annual training
    - Nancy will summarize data collected and share at next Website meeting
  - Posting of private companies? <http://www.grc-pirk.com/overview.htm>
    - Two parts to website—one part is not-for-profit, CIECA (Collision Industry Electronic Commerce Association). This is what to link to: [www.cieca.com](http://www.cieca.com). Add link to NSBEAP sites: trade association and collision repair.
    - All agreed to not promote for-profit businesses on the NSBEAP website.
- **Twitter**
  - Promotional committee is heading this up, but **looking for content from everyone** (140 characters); working with a student; experimenting with a poll; Susan initiated the account about one year ago; working on promotion; following gov't entities; avoiding political entities; incorporating pictures
- **Scholarships for annual training 2018**
  - Will have about \$3500 again in 2018
  - Process change – Lesson learned in 2017: the need for scholarship funding kept changing as attendees waited word from their States; K-State learned of a particular coding needed to make reimbursements go faster
  - Tony was asked to be on a panel at the SBDC annual conference, representing NSC; wondered if travel funds in the NSBEAP grant could be used; confirmed the grant states travel funds are to be used specifically for annual training
- **SBA cross posting**
  - Nancy is working with David Rostker on doing cross posting with SBA; however, NSBEAP has not been posted on their website yet.
- **Calendar** – posting regulatory related meetings; noticed formatting issues on website while viewing the calendar; the issues were not consistent on other computers. Nancy will check with IT regarding the left menu placement differences observed on different computers and white bars separating tab headings on webpages
- **Posting of tools that meet Federal rules (e-mail discussion)**
  - There was a question about posting state-specific tools; an email discussion on UST rules showed many helpful state sites.

- Thoughts? Keep general as possible; don't let users think they are in compliance based on another state's tools
- **Grant desk review**
  - Nancy and Paula met May 25. Typically each program officers have a desk review with awardees; went through a variety of questions; goals are being met; EPA is pleased with progress
- **Historical Data** – Drop Box created as a result of discussions at the annual training; awards history is posted on Promotion Subcommittee webpage; Paula asked that the archive Drop Box be part of website documents affiliated with the grant and would move with the grant in the future if under different management.

Also, being archived are meeting presentations and photos, etc. (e.g., the annual training agenda has links to presentations).

- **Google analytics** – no report this time; next time will have annual as well as quarterly report
- **List of subcommittee members**
  - Discussed how to recruit more members, improve attendance
  - Nancy will send an email “survey” to try to find a regular date and time to meet
- **General update summary:** brief overview of website edits since April meeting
  - Annual training and awards pages
  - Lots of updates due to changes with NSC and
  - Minutes – change proposed in how we post these – will put in one pdf for the entire year; hope to be caught up on posting using new method by fall.
  - Calendar – will add regional meetings
  - Twitter at least weekly, but daily right now
  - Listserv
- **Next meeting** – date and time pending upon survey results

**Current list of subcommittee members**

<b>Name</b>	<b>E-Mail</b>
Annette Fulgenzi	annette.fulgenzi@illinois.gov
Barb Goode	barblj@ksu.edu
Donovan Grimwood	donovan.grimwood@tn.gov
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Harry Ching	harry.ching@efc.ny.gov
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La Ronda Bowen	laronda.bowen@arb.ca.gov
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Nancy Crickman	crickman@wharton.upenn.edu
Nancy Larson	nlarson@ksu.edu
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Renee L Bashel	renee.bashel@wisconsin.gov
Sara Johnson	sara.johnson@des.nh.gov
Tony Pendola	tony.pendola@ncdenr.gov

# 2017 SBO/SBEAP Website Meeting

Sept. 21, 2017 2 p.m. Eastern Time

Virtual meeting:

<https://ksu.zoom.us/j/989855103>

Or join by phone 1 646 558 8656  
Meeting ID: 989 855 103

## MISSION

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## NOTES

- **Roll Call** – David Allen, EPA; Donovan Grimwood, TN; Lisa Ashenbrenner-Hunt, WI; Renee Bashel, WI; Nancy Larson and Barb Goode, KS
- **Review July notes** – Barb went over and highlighted the following:
  - It appears one of the formatting issues mentioned in the July notes is still present (the white bars separating the tab headings are missing on some pages, but not others).
  - Just a reminder that a Drop Box has been created to collect historical information. If you need access to the Drop Box, contact Nancy.
- **Review of Poll everywhere data** – Nancy went over the results; had 96% participation; results are posted on the Website subcommittee page.
- **Review of Google Analytics** – Nancy gets quarterly and annual reports; Proposed reviewing this on an annual basis
  - Comparison of year 1 and 2 data show 40% increase in visits to the page for SFY17 or year 2 (note: Year 1 was a partial year)
  - 10% increase in new visits, going from 43% to 53%
  - Specific top page visits are similar with regard to content – Home – States – Training – Environmental Content
  - Interesting to review percent of visits by referral from other sites
  - >85% of visits are via desktop, 10% via mobile device
- **Time for another Website and listserv update training?**
  - Last meeting was in late Feb and had about 15 attendees. Past notes recommend we do this regularly
  - Could do this in Oct or in timeslot of our Nov. meeting; plan for Nov 8 at 10 am Central
- **Twitter**
  - Thanks to those that have provided content, especially with photos, keep them coming.
- **Next meeting – Nov. 16, 2017 at 2 p.m. Eastern**

### Current list of subcommittee members

Name	E-Mail
Annette Fulgenzi	annette.fulgenzi@illinois.gov
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