

2018 SBO/SBEAP Website Meeting

Jan. 17, 2018 2 p.m. Eastern Time

Virtual meeting:

<https://ksu.zoom.us/j/562808231>

Or join by phone 1-646-876-9923

Meeting ID: 562 808 231

MISSION

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

NOTES

- **Roll Call – R1 Sara Johnson; R2, R3, R4 Donovan Grimwood; R5 Lisa Ashenbrenner Hunt; R6 R7 Nancy Larson; EPA Dave Allen**

- **Review last meeting minutes –** Nov. 8th hosted a website overview and Q&A, 10 attended. Review of Sept. minutes; accepted and posted to website subcommittee page.

- **Review of primary website tasks –**
 - **Web pages** – Small business, annual training and awards pages – Subcommittee recommends that the red bold text on SB page be put in a highlighted box, use a different color than red for this text.
 - **Listservs** – Have seven group lists now, should we add one more for CAPs? CAP members – Subcommittee agreed that with three state CAP is interested, it was justifiable to move forward with an eighth listserv. Ask Brent from Ohio what his vision is and to lead periodic posts to keep conversation moving, alert CAPs to events.
 - **Twitter** – Consistent posts 3 times per week – new followers
 - **YouTube Channel** – Our new channel is call National SBEAP currently in draft mode. Plan to move all website video here, but if we have any EPA videos, EPA will need to approve before we include their videos to our site.
 - **Site ROT per QAPP** – This annual process is underway.

- **New business**
 - **Annual Training topic** – Nancy offered two ideas to planning committee for survey, committee did not have any other new ideas.
 - **Annual training horizontal menu change** – Committee recommends ASBO go to “about us” and “Help” pages, leaving space for a prime time “Annual Training” button
 - **Welcome video** – This would be nice, but is not a high priority, KS will work on if resources allow.
 - **Scholarships – we will need to review in March** – Nancy will be working on these application guidelines and will ask the subcommittee for input. First year, 2017, several people signed up late or changed their minds about wanting scholarship money. This created extra administrative burden for KS.
 - **Site remodel?** In year four of website, do we want a homepage remodel? In coming months, we will discuss this and look at model sites that Nancy has identified.

- **Next meeting – March 15, 2018 at 2 p.m. Eastern –**

THANKS EVERYONE! Great feedback today!

Current list of subcommittee members

| Name | E-Mail |
|------------------------|-------------------------------------|
| Andrew Daffern | adaffern@cabq.gov |
| Annette Fulgenzi | annette.fulgenzi@illinois.gov |
| Barb Goode | barblj@ksu.edu |
| David Allen | allen.david@epa.gov |
| Donovan Grimwood | donovan.grimwood@tn.gov |
| Genevieve Salmonson | genevieve.salmonson@doh.hawaii.gov |
| Harry Ching | harry.ching@efc.ny.gov |
| Hien Le | hien.le@state.mn.us |
| La Ronda Bowen | laronda.bowen@arb.ca.gov |
| Laura Mathews | lauralukasmathews@gmail.com |
| Lisa Ashenbrenner-Hunt | lisa.ashenbrennerhunt@wisconsin.gov |
| Nancy Crickman | crickman@wharton.upenn.edu |
| Nancy Larson | nlarson@ksu.edu |
| Paula Hoag | hoag.paula@epa.gov |
| Renee L Bashel | renee.bashel@wisconsin.gov |
| Sara Johnson | sara.johnson@des.nh.gov |
| Tony Pendola | tony.pendola@ncdenr.gov |

2018 SBO/SBEAP Website Meeting

March 15, 2018 2 p.m. Eastern Time

Virtual meeting:

Join from PC, Mac, Linux, iOS or Android:

<https://ksu.zoom.us/j/671824826>

Or join by phone 1- 408 638 0968

Meeting ID: 671 824 826

MISSION

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

Notes in red (highlighted items are action items)

- **Roll Call** – Lisa Ashenbrenner Hunt, WI; Nancy Larson, KS; Sara Johnson, NH; Harry Ching, NY; Tony Pendola, NC
- **Review last meeting minutes** – no changes
- **Review of primary website tasks** –
 - **Web pages** – Annual training, calendar, Subcommittee
 - **Listservs** – Addition of CAP makes for 9 group e-mail list, managing more than 400 e-mails each quarter. This takes more of staff time than originally estimated. Need to manage in bulk, other ideas? **Nancy plans to send all sbeap_XX@nationalsbeap.org e-mail to central folder to be reviewed twice a week instead of daily.**
 - **Twitter** – Consistent posts 3 times per week – *Twitter does give state programs “ready-made” content to follow and retweet, increasing collaboration and efficiency for state programs. @National_SBEAP has 121 followers. According to Twitter, our tweets have earned 17.7 thousand impressions over the second-quarter 91-day period. An impression refers to tweets that generate interaction or replies from others online. **Business to business training offers a training. Nancy will clarify what a “like” does to promote our Twitter verses a retweet.***
 - **Google analytics** – *indicate during the last quarter, 1,376 users used the site, 1,291 were new users. The users on average visited 2.4 pages and on average, their sessions on our pages were about 3 minutes. Forty-three percent of the user go to the site directly (book marked), 40% find us as a referral from other sites (link), and the remaining find our site through an organic search.*
 - **Quarter report filed**
- **In progress**
 - **Annualized subcommittee notes** – **per annual training feedback these will be posted**
 - **YouTube Channel** – Our new channel is call National SBEAP currently in draft mode. Plan to move all website video here, but if we have any EPA videos, EPA will need to approve before we include their videos to our site. **No new progress.**
 - **Site ROT per QAPP** – This annual process is 60% complete. **Required in 2017 and 2019**
 - **Welcome video** – This would be nice, but is not a high priority, KS will work on if resources allow.
 - **Scholarships** – **due today, have 11 applicants, from 8 state: Will aggregate, provide a recommendation and send to NSC for concurrence.**
 - **Annual report:** **As of yesterday 42 program, 38 states reported.**
 - **Training promotion:** **Nancy reached our personally to another 10 states promoting annual training and participation.**
- **New business**
 - **Annual Training topic** – Based on QAPP, Annual Training is one of only opportunities to “survey” full audience to get feedback. Topics: usefulness, quality,

ideas for SB promotion, compliance resources, 2018-19 focus, listservs; Method: Roundtables with facilitators or Poll Everywhere or sticky note. EPA facilitator? New ideas? **Use poll everywhere**

- **QAPP** – annual review – **Reviewed criteria for posting to prevent unnecessary posts or a website that is difficult to navigate.** Sara mentioned it would be nice to post all state versions of various factsheets and other tools, but understands that could make site to heavy.
- **Small business services link** – **If source is non-profit and includes environmental information, then OK to link. Make sure source cross links.**

- **Next meeting – July 19, 2018 at 2 p.m. Eastern – Site remodel?** In year four of website, do we want a homepage remodel? In July, this will be the focus of our meeting. We will look at model sites that Nancy has identified.

Current list of subcommittee members

| Name | E-Mail |
|------------------------|-------------------------------------|
| Andrew Daffern | adaffern@cabq.gov |
| Annette Fulgenzi | annette.fulgenzi@illinois.gov |
| Barb Goode | barblj@ksu.edu |
| Donovan Grimwood | donovan.grimwood@tn.gov |
| Genevieve Salmonson | genevieve.salmonson@doh.hawaii.gov |
| Harry Ching | harry.ching@efc.ny.gov |
| Hien Le | hien.le@state.mn.us |
| La Ronda Bowen | laronda.bowen@arb.ca.gov |
| Lisa Ashenbrenner-Hunt | lisa.ashenbrennerhunt@wisconsin.gov |
| Nancy Crickman | crickman@wharton.upenn.edu |
| Nancy Larson | nlarson@ksu.edu |
| Paula Hoag | hoag.paula@epa.gov |
| Renee L Bashel | renee.bashel@wisconsin.gov |
| Sara Johnson | sara.johnson@des.nh.gov |
| Tony Pendola | tony.pendola@ncdenr.gov |

2018 SBO/SBEAP Website Meeting

July 18, 2018 2 p.m. Eastern Time

Virtual meeting:

Join from PC, Mac, Linux, iOS or Android:

<https://ksu.zoom.us/j/597247442>

Or join by phone 1- 408 638 0968

Meeting ID: 597 247 442

MISSION

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

Agenda

- **Roll Call** – Nancy Larson and Barb Goode, KS; Sara Johnson, NH; Donovan Grimwood, TN; and Paula Hoag, EPA

- **Review last meeting minutes** – No changes or additions

Due to small attendance, decided to do a report-out meeting and save the two highlighted items below for a special meeting to get more input from committee members

- **Review of primary website tasks** –
 - **Scholarships and awards** – paid out funded by the grant; 10 scholarships
 - **Web pages** –
 - Annual training postings – one item pending – Joan Rogers approval of her welcome statements before posting; Paula will check on status
 - NSC headshots – most are received; all received are posted
 - Subcommittee chairs – have been asked to look at their websites and provide suggestions or edits needed
 - Annual Report flier – updated and posted
 - **Listservs** – Several updates as people have moved or new staff hired. Updated list were given to each subcommittee chair. Limited activity on Trade and CAP listservs, other than postings due to Annual Training promotion.
 - **Twitter – Appreciate draft tweets people send.**
 - What a **“like”** does to promote our [Twitter](#) verses a [retweet](#). – To “like,” click on a heart symbol; acts like a bookmark. “Retweet” goes to your feed and shows up on your feed. Retweet will better promote a Twitter feed and possibly attract followers from the original Tweet.
 - Best time to Tweet – formerly data showed between 2 and 5p; now between 11a and noon on Tue and Wed.
 - Sara has been our best contributor. She is going through each state’s website to find Twitter material.
 - Tips to grow your following <https://www.socialmediaexaminer.com/how-to-grow-your-twitter-following/>
 - **Google analytics** – will review quarter and annual finding for Sept meeting
 - **National Compliance Assistance Centers collaboration** – continue to meet quarterly; met in May; as they make changes, NSBEAP website will confirm links to NCAC are current
 - **Third year annual report due August 30th.**
- **In progress**
 - **State contact updates** – had great response from states to look at their contact information and provide updates; had about 20 responses with changes needed
 - **CAP webpage updates based on annual report** – have more states with CAPs than shown on the website; will work to update
 - **Annualized subcommittee notes** – Done for Annual Training (19-page document with compilation of notes of planning committee meetings for the 2018 training):

discussed how to best annualize minutes/notes for other committees and decided on calendar year (instead of state fiscal year)

- **YouTube Channel** – Our new channel is call National SBEAP and is now linked to our website. Working to make sure all video sessions on website also show up on the YouTube Channel.
- **Welcome video** – This would be nice, but is not a high priority, KS will work on if resources allow.

- **New business**

- **NSBEAP website was down** six hours due to fire at Kansas State University campus, no other impacts
- **Review Poll Everywhere data collected at Annual Training – will schedule a special meeting to get input that will direct tasks to accomplish for the NSBEAP website. Nancy will send out a Doodle.**
- **Environmental corner for SBO bulletin starting in grant year 4** – provide a corner column in each bulletin answering a question from a “business” and including state SBEAP’s resources in the answer
- **Website remodel in year 4?** Will get input in a special meeting or during Spt. call.

Next meeting – Sept. 20, 2018 at 2 p.m. Eastern – Outreach to SBA

Current list of subcommittee members

| Name | E-Mail |
|------------------------|-------------------------------------|
| Andrew Daffern | adaffern@cabq.gov |
| Annette Fulgenzi | annette.fulgenzi@illinois.gov |
| Barb Goode | barblj@ksu.edu |
| Donovan Grimwood | donovan.grimwood@tn.gov |
| Genevieve Salmonson | genevieve.salmonson@doh.hawaii.gov |
| Harry Ching | harry.ching@efc.ny.gov |
| Hien Le | hien.le@state.mn.us |
| La Ronda Bowen | laronda.bowen@arb.ca.gov |
| Lisa Ashenbrenner-Hunt | lisa.ashenbrennerhunt@wisconsin.gov |
| Nancy Crickman | crickman@wharton.upenn.edu |
| Nancy Larson | nlarson@ksu.edu |
| Paula Hoag | hoag.paula@epa.gov |
| Renee L Bashel | renee.bashel@wisconsin.gov |
| Sara Johnson | sara.johnson@des.nh.gov |
| Tony Pendola | tony.pendola@ncdenr.gov |