

NSC Measurement-Promotional Subcommittee

October 13, 2011

Roll Call

Sara Johnson, NH

Phyllis Copeland, SC

Troy Johnson, MN

Angela Suber, EPA

Paula Zampieri, EPA

Tiffin Shewmake, PRIZIM Inc.

Audrey Graylin Zelanko, Small Business Environmental Home Page

Annual report status

- Only 11 states responded for 2010 data, including CO, FL, IN, KS, ME, MA, MS, MO, OH, TX, VA. Sara and Troy both indicated they sent in the data. Angela and Tiffin will check; Sara and Troy will resend.

Next steps on annual report

- Angela wanted to go over revised form but Julie and Renee not on call. Will discuss revisions with them and then get it to entire subcommittee; some questions need to be cleared up. Will make revisions and send to entire subcommittee next week. Will put Federal Register notice in at the end of the month, and then have 30 days to submit to OMB.

SBO/SBEAP template fact sheet

- Made revisions to template, sent off to Prizim, few more tweaks to make. Paula will send out to subcommittee for final review.

Other promotional

- SmallBiz@EPA Bulletin for fall and 507 Anniversary Report coming out shortly.

Social media

- Facebook group page—discussion about history of old/new group page. New tools on group page such as chat, polls, create publications and events. Do we want to keep page closed or make it open? Would be good to have it open as a promotional tool to those outside the programs. Some programs have problems joining Facebook page. Sara—Ok with open page so that outside parties can participate re: boiler rule, etc. Paula—we have enough internal communication modes, would be good for external communication. We can make it so that we have to approve of posts before they go live. Audrey can change to open mode and send email to programs and CAPs to join and spread the word. Paula will put ad in SmallBiz@EPA Bulletin. Could do something with EPA page as well—Sara asked and Paula stated they have fan and other pages.
- Twitter—Paula created Twitter account and can feed into Facebook page. EPA Twitter accounts available now re: greening small business. Can be connected to Facebook page as well. Paula has policy guide from Greenversation Twitter account so that we can figure out how to set things up. Need approval from subcommittee and NSC to do this for online live account. Once determined to go forward, will send out information to everyone and let them know they should join.
- Google+—can compartmentalize what kind of announcements go to whom using circles. Facebook now has created groups to compete.
- Linked In—Another tool.

- Phyllis indicated they have limited access to Facebook but state does have Twitter; need some way to get back to the Home Page from these media.
- Troy—Program has own Facebook and Twitter account. Not sure he would want to link to them with personal account, maybe problematic to check it at work, etc. Good idea to have Facebook and Twitter presence at a national level.
- Paula—Checking Facebook and Twitter not a problem yet at EPA office. We can update the page with new bulletin, news, etc. Staff and states wouldn't have to worry about it. Can use it to update everyone. Twitter and Facebook best options for now.
- Angela—Can use Facebook as another promotional tool.
- Paula and Audrey will put out an email and media piece in bulletin about options and how to social media. Audrey will make Facebook open.
- For now we will work on Facebook and Twitter and leave Google+ and Linked In for later.

Next Steps

- Audrey will send out meeting notes.
- Angela/Tiffin will check on report data from MN and NH; Troy and Sara will resend.
- Angela will discuss revisions to annual report with Renee and Julie and get to entire subcommittee next week. Angela will put notice in FR by end of month and aim to submit changes to OMB within 30 days of notice.
- Paula will get revisions to SBO/SBEAP template factsheet and send to the subcommittee for a final review.
- Audrey will change programs Facebook page from closed to open.
- Paula will work on setting up Twitter and send information to group; will get approval from subcommittee and NSC to go forward.
- Audrey and Paula will create email to go to programs about Facebook group page and Twitter accounts when ready.
- **Next Promotional and Measurement Subcommittee call will be on Thursday, November 10th at 2:30pm EST.**