

From: Strong, Phyllis [Phyllis.Strong@state.mn.us]
Sent: Friday, January 17, 2003 10:25 AM
To: David Byro; Gregory Copley; Kathy Broderick; Maria Rivera; Phyllis Strong; Richard Rasmussen; Roslyn Jackson; Tom Coogan
Cc: 'Mark Shanahan'; 'Audrey Zelanko'
Subject: 1/15/03 Multi Media meeting minutes

Present on call: David Byro, Tom Coogan, Greg Copley, Richard Rasmussen, Maria Rivera, and Phyllis Strong

1. Update on our questions being posted on the Small Biz web page.

* Our questions have been posted. They are not ready for people to complete the questions yet. Audrey Zelanko will have Karen Brown look them over during the next two weeks. After Karen's approval, the survey can be made live and people can complete the questions.

* The survey is posted at www.smallbiz-enviroweb.org/sba/survey/survey.asp.

* We could see our questions (#s 3-7 on the survey) and how they fit into the other questions on the survey. Our questions were just as they were when Audrey sent them to us after our last phone conference. In question 4, there are 3 spots where &mdash shows up. For clarification in question 3, it would help to place the words "If no" in front of "please explain what multimedia assistance means to you."

* We looked over the other questions that were included on the survey. There were concerns that the other questions might make the survey too bulky which would discourage people from completing it. Richard said he would talk with Audrey about these concerns. Richard had already spoken with Audrey about having a survey "place" for SBAP/SBO sub committee surveys on the Small Biz page. Richard also mentioned the idea of using IDs from the annual report online system to log into the survey. He thought this would be an easy a way to identify survey responses from a particular program.

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2. How do we want to analyze the responses to our survey questions?

We want tallies and summary memos from comment boxes.

We will go over all the comments and then sort them so that when we share our results we could show the range of comments.

3. How do we want to share the information we get from our survey questions?

We want to present our results at the Baltimore conference. We were not clear on how the conference working session for sub committees is being set up. Some thought it might be one big session where the subcommittees separate out and work on their issues and then everyone shares results in the end. Phyllis will send an e-mail to Andrew Goshen and cc Mark Shanahan asking for clarification on the set up for the working session(s) for sub committees at the conference.

4. Do we have next steps we want to lay out?

At the 12/10/02 National Steering Committee conference call, it was announced that the Conference Planning Committee would like 2-3 items from each subcommittee that they

are "struggling" with. These won't be due for a while. The Planning Committee suggested that perhaps these could be issues or items that the subcommittees will not be able to address prior to the conference or would like to have input on from the larger group. Phyllis will clarify with Andrew Goshen how these issues will fold into the subcommittee working sessions. She will cc Mark Shanahan.

Issues/ideas discussed so far:

- * Choose a couple of programs that could serve as models of multimedia programs. Find out how these programs are funded, as this is highly related to how they function.

- * Set up peer matches to share information about how to do particular multi-media tasks and outreach efforts.

- * Development of a compendium of multi-media tools for environmental compliance and pollution prevention. The Small Biz web page may already meet this need; we need to look carefully at this site to see how it fits this need.

- * Determine if people want training. For example, find out if they want multi-media compliance &/or pollution prevention training for a particular industry sector.

- * Evaluate different compliance and pollution prevention assistance tools for their effectiveness and workability and share our recommendations.

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As we discuss these issues and our next steps we will keep in mind our charge from our mission statement.

This subcommittee will explore the status of multimedia assistance throughout the network, develop a definition of that assistance, and consider development of resources to help programs with this issue.

Follow up:

Audrey will address the spots where &mdash shows up in question 4. This may be a browser issue.

Audrey put the words "If no" in front of "please explain what multimedia assistance means to you."

Richard and Phyllis have both been in contact with Audrey concerning the other questions included in the survey, having a survey place, and using IDs from the annual report online system to identify survey responses from a particular program.

Audrey's system no longer ties in to the annual report work and so using IDs from the annual report online system is not an option. The surveys now begin with questions for identification.

Audrey understands the concerns expressed about the other questions and having a survey place. She feels that the other questions do fit well with ours and that there is not an inordinate number of extra questions. She thinks that some people may prefer to fill out just one survey with several questions rather than multiple surveys with a few questions. When we approached Audrey about helping us with our survey she explained then that she would fold them in with some other questions that would also be going on-line. That is what has happened.

Audrey can't separate out our questions from the other ones and put them in their own separate place, and still promise that we would be able to have results to report by this conference. We will have to move forward.

SBAP/SBO staff first have to complete the survey. Then the results have to be analyzed. Then we have to prepare for the presentation of the results. This will all have to be accomplished if we want to share results at the conference.

The only way for us to be able to have the survey on-line in time for us to share information at the Baltimore conference is for Audrey to proceed as planned.

Audrey will have Karen Brown look the survey over in the next 2 weeks. After Karen's approval, the survey will be able to go live on-line.

Audrey will send out notices to SBAP/SBO staff that the survey is posted and that they need to have one person from their program fill it out for their program. She will give them a deadline of 2 weeks to fill it out. Near the end of that 2 weeks she will send a reminder to fill it out. She will cut it off 1 week later.

She will send the notice for distribution in several ways (see below) to insure coverage.

- * Post it on the Small Biz web page.
- * Send e-mail notices to the first two columns of contacts (SBAP and SBO) in the SBAP contact list that is posted on Small Biz web page.
- * Send e-mail notices through Audrey's SBAP/SBO list serve.
- * Send an e-mail to Mark Shanahan to have him distribute the notice through the National Steering Committee.
- * Send an e-mail to Karen Brown to have her distribute the notice through her distribution list.
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