

Multimedia Subcommittee  
2/20/07 Conference Call  
Minutes

Present on call: David Byro, Dave Fiedler, Terry Polen, Richard Rasmussen, Phyllis Strong, Reimer von Kalben, and Audrey Zelanko

I) Discuss 2007 Multimedia Survey Results.

We discussed results from the 2007 Multimedia Survey.

<http://www.smallbiz-enviroweb.org/multimedia07/multimedia.asp>

We compared the 2007 results with the results from the 2003 Multimedia Survey.

<http://www.smallbiz-enviroweb.org/multimedia/multimedia.asp>

We noted that the universes for these 2 surveys are not identical. In the 2007 survey we sent the survey requests to SBEAP contacts; in the case where no SBEAP contact was listed, we sent the request to the SBO contact and asked them to complete the survey with respect to SBEAP information. We only surveyed state programs; we did not include local programs. We did not have any double reporting for a single state.

There is a rise in expertise across multiple environmental media. There is in the number of programs reporting that they are officially multimedia.

Suggestions were made to further analyze the 2007 results.

Audrey will add links that show:

- a table of all entries for Program Missions, #1
- a table of all entries for Contact Information, #2
- 2 tables with percent of total entries listed, 1 showing all programs answering 0% and 1 showing all programs answering more than 0% for #6, time spent by CAP on compliance issues other than air
- 2 tables with percent of total entries listed, 1 showing all programs answering 0% and 1 showing all programs answering more than 0% for #7, time spent by Ombudsman on compliance issues other than air
- a table of all entries for additional clarification, #8

Committee Members will think about any further relationships they may want to see from 2007 survey results and let Audrey know. Audrey will then see if it is doable to pull such information.

II) Discuss 2007 Conference duties

- Multimedia Subcommittee working group session
- Give report at last conference session of multimedia work -
  - can include summary of survey findings, on-going activity with Multimedia Peer Center (MPC), summary of discussion points from working session
  - can fold summary of survey results and MPC activity into a hand out

Discussion centered on summarizing findings from 2007 survey and using that information to report on the subcommittee work. Subcommittee members may divide up the questions to allow for more in-depth analysis about conclusions. Subcommittee members can think about which question they might like.

III) Dave Fiedler volunteered to take over as chair, if he has approval from his managers. Dave will check with his managers. Terry Polen volunteered to help the chair as needed.