From: Strong, Phyllis [Phyllis.Strong@state.mn.us]
Sent: Tuesday, February 18, 2003 2:46 PM
To: David Byro; Gregory Copley; Kathy Broderick; Maria Rivera; Phyllis Strong; Richard Rasmussen; Roslyn Jackson; Tom Coogan
Cc: 'Mark Shanahan'; 'LLeonard@prizim-inc.com'; 'Kimberly.finch@state.de.us'; 'nick.melliadis@state.co.us'
Subject: 2/28/03 Meeting Minutes for Multimedia Sub Committee

Multimedia Subcommittee members participating in call
Kathy Broderick, Tom Coogan, Roslyn Jackson, Maria Rivera, Phyllis Strong
Other call participants
Leigh Leonard of Prizim, instructor for 4/13/03 Multimedia Training offered in conjunction with National SBAP Conference
Nick Melliadis, CO SBO, member of planning team for 4/13/03 Multimedia training.

Minutes for 2/18/03 conference call
#1 Update on status of multimedia survey questions posted on Small Biz web page - Survey is currently posted. Deadline to complete the survey is 2/24/03. Once Audrey Zelanko has shut down the survey, downloaded the raw data, and worked it into a format that reads sensibly, she will share that information with us. We will then share it with Leigh Leonard; she will fold it in to her 4/1/3/03 Multimedia training.

#2 Prepare for Subcommittee Working Session at Baltimore Conference to be held Tuesday, 4/15/03, from 10:15 to noon.
* We need a volunteer to lead this working session. Phyllis will probably not be able to attend this conference. Kathy Broderick volunteered to help direct this session but prefers to act in a supporting role rather than lead the session, as she will be busy assessing this conference to prepare to host the 2004 conference. If you can lead this working session for the multimedia subcommittee, let Phyllis know.
* Leigh Leonard gave us some background on the request for the 4/13/03 Multimedia Training she is presenting and the development of this training. She shared her Multimedia Training Design Considerations with us; it is a working document.
* Nick Melliadis, a member of the planning team for Leigh's training, gave us input for the development of our subcommittee working session.
* We decided on the problems/ideas that we would address at our Multimedia subcommittee working session.
* Here are our issues for our working session.
1st - Survey results. Develop a summary of our survey results. Spend a short amount of time presenting this summary; highlight glaring/major findings from the survey. Explain that the survey results will also be posted on the Small Biz web page. Ask for input if we need clarification for some findings of our survey.
Note - Leigh Leonard will share our Multimedia survey results as part of her 4/13/03 Multimedia Training.
2nd - Multimedia training
Tools - Find out what training is needed. Share input that Leigh Leonard gleans from evaluations submitted at the end of her 4/13/03 Multimedia Training.

Note - We have invited Leigh to attend our Subcommittee Working Session.
Peer Matches - Ask for input on how we could set up training to share experiences of dealing with multimedia issues between model programs that are performing as multimedia programs and those that aren't.
3rd - Funding
How do you get the money to go multimedia?
Are any programs blocked from getting funding for multimedia activities until they officially become multimedia via a rule?
Our survey findings from #5 and #6 could be folded into this discussion.

#3 Request for Review - Leigh Leonard asked that our subcommittee members review her working document, Multimedia Training Design Considerations. It was e-mailed to you earlier this morning. Leigh is especially interested in comments on the Proposed Training Objectives. If you could look that section over, it would be a great help. Send your comments to her at LLeonard@prizim-inc.com.

#4 Division of Labor - We divided up the responses to the survey questions. We will get back tallies from Audrey and we will get back comments from places where people had to fill in a text box for further explanation. For summary purposes, we will need to take the comments and sort them out so that we can give a range of responses for a particular answer. The person assigned to a particular question will sort out the comments for that question and will come up with some kind of a range for them.
Assignments:
#3 Tom Coogan
#4 Maria Rivera
#5 Roslyn Jackson
#6 Kathy Broderick
#7 Phyllis Strong

#5 Next conference call -
Set for Thursday, 3/20/03, at 11:00 Central time. Let me know if this is a problem. Otherwise, I will be setting up the call in number and will send it out as soon as I have it.

Phyllis Strong
Small Business Assistance Program
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