

Multimedia Subcommittee
5/24/06 Conference Call
Minutes

Present on call: Terry Polen, Richard Rasmussen, Phyllis Strong, Audrey Zelanko, Dan Clark, and Dave Fiedler

We discussed concerns expressed by some NSC members about survey overload. ‘
We agreed that we correctly interpreted input from participants at our Multimedia Subcommittee meeting in NH.
We will go forward with revalidation of our 2003 Multimedia survey results.

We agreed that our work on revalidating our 2003 Multimedia survey results can involve comparing our earlier results to those results obtained from other surveys.

- We can compare our data to the Guidelines Survey data. The Guidelines survey was conducted slightly after our 2003 Multimedia survey. There was some overlap.
- We can compare our data to the results from the NSC State Multi-Media Interest Survey originally sent out in an e-mail from Ron Dyer. (We have now received these results from Karen Brown. There was some information that we might be able to use.)
- Karen sent us the results from the survey completed in NH during the SBO/SBAP/CAP training. There was no overlap between this survey and our 2003 Multimedia survey.
- We asked Karen for the results of the latest Annual Report submittals. Karen is still working on getting that information to us. There might be one question that has some usable data for us.

We looked at our questions asked in our Multimedia 2003 survey.
<http://www.smallbiz-enviroweb.org/multimedia/multimediaquestions.asp>

We felt that any further survey should begin with an introduction to clearly explain the following:

Who developed the survey?

Why is it going out?

Who in the program should fill it out?

What is the purpose of the survey; for what purpose will the answers be used?

#1 Do you think multimedia assistance means environmental assistance (compliance and beyond) to reduce threats to our air, land, and water?

We thought #1 should be removed as a question. Instead of a question it should be written as a statement as part of the introduction.

There was some discussion as to rewording it also to focus only on compliance and remove the reference to P2 work. E.g., write it as the following statement. *Multimedia assistance means environmental compliance assistance to reduce threats to our air, land, and water.* This matter was left unsettled.

#2 How does your program provide environmental assistance?

These choices were given:

Air Quality, Water Quality, Solid Waste, Hazardous Waste, Other

For each of those choices we let them designate the depth of assistance provided as follows:

Referrals - providing your client with contact names and phone numbers outside your SBAP/SBO program.

Personal contact - making contact with resources outside your SBAP/SBO program and getting back to your client for further discussion or arrangements.

Expertise - providing your client with expertise (answers to questions, fact sheets, site visits, hands-on technical assistance, etc) from within your SBAP/SBO program.

#3 Is your program officially multimedia?

These choices were given:

Yes - Due to State Statute, Due to local ordinance, Other

No

#4 What are your source of funding?

These choices were given:

Air permit fees

Air permit fees plus other sources

Task specific funding

One suggestion was to take a more open ended approach.

Once the essay type responses came in, we, as committee members, could spend time determining how to sort the answers into categories. We could go back and ask folks for more information or a clarification of their information if needed. It would require more work for committee members than our previous survey. If we decided to send the questions as an email we could divide up the country's program among committee members and have each be responsible for sending a few personal emails with the questions.

Instead of asking #2 & #3, ask the following:

How do you do multimedia work (if you do)?

Instead of asking #4, ask the following:

How do you fund your air work (and your multimedia work)?

There was also some input about keeping question 4 the way it was except to add further explanation to the air fees line (such as Title 5, 105 funds).

We decided that the following questions might be used for some purpose, perhaps by Dan Nickey, if he resends the NSC State Multi-Media Interest Survey to those who did not respond to Ron Dyer's original email.

*Is there hesitancy about going multimedia? Are there worries about funding sources if you go multimedia?
Are there worries about a lack of support from your management if you go multimedia?*

B) Set next call.

Tentative times given were during the 4th week in June.