

Multimedia Sub-committee Conference Call  
Wednesday, 8/15/05  
Minutes

Present on call: Tom Coogan, Greg Copely, Roslyn Jackson, Nancy Larson, Bob Nicholson, Terry Polen, Richard Rasmussen, Phyllis Strong, and Audrey Zelanko

#1 Terry shared information about the Multimedia Sub-committee meeting in Biloxi. Terry felt that the meeting went well and was pleased to have numerous questions and comments from the audience. Audrey's live demonstration of the Multimedia Peer Center (MPC) went smoothly at this meeting.

#2 Audrey let us know the MPC is fully functioning. She explained that we had updated question 12 on our list for mentor volunteers of the Multimedia Peer Center (MPC) so that it better matched Karen Brown's multimedia models. Our question 12 now reads: Where is your program housed (state environmental regulatory agency, Small Business Development Center [SBDC], college or university [not SBDC], other state agency)? She explained that we re-evaluated the responses we had already received from our 8 mentor volunteers and re-categorized them accordingly in the MPC database.

Audrey also explained that we haven't had any new MPC Mentor Volunteers beyond the 8 we had at the time of the SBAP conference in Biloxi.

#3 We discussed our steps to get performance measurement information on the MPC. Tony Pendola is setting up a list serve so that the MPC Mentor Volunteers will get a quarterly reminder with a list of questions so that we can figure out if people are using the MPC and what types of mentoring activities are occurring and how much time is being spent on mentoring activities. There have been some technical glitches with getting the list serve up and running but those problems should be resolved soon.

#4 We discussed how to set up our Peer Experts List and how it should work. Our decision was to begin by asking our MPC Mentor Volunteers, currently 8 programs, to identify industry sectors in which they considered themselves to be "experts", i.e. experienced and knowledgeable. Audrey will compose a question so that the MPC Mentor Volunteer can choose industry sectors from EPA's commonly used list of industry sectors, see <http://www.smallbiz-enviroweb.org/industry/indlinks.html>, and can give more detail about the industry sector if they choose to do so. We can then take our Mentor Volunteers responses and build the information into the MPC database so that a user can search it for an expert in a particular industry sector. We would only have a drop down choice for an industry sector if we had an expert for that industry sector. We also discussed having a link to EPA Experts pages on the MPC. Audrey showed us examples of such links on the Small Business Environmental Home Page at <http://www.smallbiz-enviroweb.org/contacts/epacont.html>. She would be willing to put a direct link to them on the MPC page. Phyllis noted that EPA Region 5 had an Expert's

List, see <http://www.epa.gov/cgi-bin/r5experts.cgi>, and suggested links to such pages if EPA Regions had them.

#### #5 Next steps

Right now, we will work on our “experts list” issues with e-mails unless the e-mail communication doesn’t seem adequate for our communication needs. If that occurs, Phyllis will set up a next call immediately.

Next we can work on both ensuring a growing use of the MPC and obtaining more MPC Mentor Volunteers.

We can think about whether we are getting close to having completed our mission as a sub-committee and are moving into a maintenance phase.

At the latest, Phyllis will set up a next call for mid Oct, which will be after we have received the 1<sup>st</sup> quarterly performance measurement data from our MPC Mentor Volunteers.