

Multimedia Sub-Committee
8/17/04 Conference Call
Minutes

Present on call:

David Byro, Tom Coogan, Nancy Larson, Terry Polen, Richard Rasmussen, Maria Rivera, Phyllis Strong

1. Discussion of input gained from 6/2 meeting in Sacramento

Input from our 6/2 meeting was informative but mixed. The meeting was a good opportunity to share around the table. We were able to hear in depth about some of the different multimedia activities being conducted around the country. We were able to get a clearer picture of the different levels of multimedia expertise at different SBAPs. Some SBAPs said they were interested in developing mentoring programs, some offered to help, and some expressed concern about time commitments.

Concerns at today's conference call centered on the need to:

- Find a way to identify states that are interested in a mentoring program.
- Determine what kind of time commitment is involved in a mentoring program.
- Stay aware of Kevin Dick's comment at the 6/2 meeting in which he asked, "Where does multimedia end?" Beginning any work on a setting up a mentoring program by stating our definition of multimedia should help. *From our survey results: Multimedia assistance means environmental assistance (compliance and beyond) to reduce threats to our air, land, and water.*

2. Discussion of Mentoring Program

a. Do we want to explore Peer Match/Mentoring option further?

b. If so, and time is available, working out logistics/labor division to

1st – Develop a list of expectations for a mentor program

Then to follow – Develop requests to use when we search for participants in a mentor program

Call participants did not want to decide whether or not to proceed with the Peer Match/Mentoring option until after they had a clearer understanding of the expectations of such a program.

Three call-in participants gave fresh ideas for an outreach option. These ideas are not mutually exclusive.

Nancy

Arrange for a Multimedia Break-Out Session at the 2005 SBAP/SBO conference in Mississippi. Have it last at least 2 hours. Have several SBAPs with strong multimedia programs present a session on how they work and what they do. Have these speakers follow a format based on our expectations and let each speaker prepare a "hot sheet" about their program for distribution. Each presenter would explain to what degree they were willing to offer follow-up help. A sign up time would be available after the session. Attendees would

decide if they could fill a need by signing up with one of these programs. Help could be in the form of phone calls or e-mails for expert opinions or input on projects, formal training, sharing through an on-site visit, etc. Essentially, the type and level of help could vary greatly depending upon experience, need, location, and available resources. Expenses, including travel, could be covered by the state programs involved in the matches.

Terry

Set up a Professional Peer Match program. Our sub-committee could coordinate the matches. Necessary calls, sharing of materials, training, and program visits could be worked out by the participants as the relationship grows. A web site listing of experts could be folded in to this program.

David

Set up a Technical Expert Directory on our web page at http://www.smallbizenviroweb.org/sba/multimedia_subcommittee.html. The directory could list SBAP multimedia contacts and their areas of expertise, their levels of expertise in each area, and the service level they agree to offer. We could use the information gained in our survey as a starting point to identify possible experts.

Phyllis asked Nancy, Terry, and David to send an e-mail to the group to clarify their ideas. Phyllis asked all call-in participants to send an e-mail if they have comments on these ideas or a proposal about how these different ideas could be melded together into a workable plan.

3. Update on National Compliance Advisory Panel (NCAP) Multimedia White Paper and Karen Brown's Multimedia Conversion Situation Analysis
 - The National Steering Committee will submit any comments on the NCAP Multimedia White Paper by 9/1/04 to the NCAP.
 - Karen planned to hold an internal meeting at the Small Business Division to discuss her Multimedia Conversion Situation Analysis. Phyllis asked Karen to send any relevant input from this discussion, and will forward it to Sub-committee members if available.
4. Notice – Guidelines Sub-committee wants to work more closely with us.

Phyllis sent Sally Tarowski of the Guidelines Sub-committee minutes from our 6/2/04 meeting in Sacramento. Meeting minutes will continue to be forwarded to her. The Guidelines Sub-committee also has access to our call-in information, upcoming agenda, overall mission, current status, future plans, member list, and meeting minutes on our web page.

5. Update – Placing Prizim Multimedia Baltimore Workshop materials on web

These materials are being updated by Prizim for placement on the web.

6. Pick date for next call.

Our next call has been set.

Date: Tuesday, 9/14/04

Time: 12:30 pm to 1:30 pm, Central Time

Call in number: (651) 284-3547

Meeting ID: 8421

Notes about call in procedure:

- a. The Communications Center staffer told Phyllis that for our future calls we could keep both our same call in number of (651) 284-3547 and our meeting ID number of 8421.
- b. The Communications Center staffer told Phyllis that each phone call could be recorded and put on a CD for \$15. Phyllis can ask her supervisor if money is available for this service; there shouldn't be any problem. A recording might prove helpful sometime when compiling minutes. If participants have qualms about being recorded it will not be done.