

10/28/03 conference call
Multimedia Subcommittee of National Steering Committee

Present on call: Tom Coogan, Terry Polen, Maria Rivera, Richard Rasmussen, David Byro, Duane O'Donnell, Phyllis Strong, and Teresa Kinder

Minutes:

#1 Welcome to Duane O'Donnell from BEREC in Sacramento!!! He replaces Kathy Broderick.

#2 Phyllis Strong – notes about multimedia training materials

- Karen Brown's office will distribute Prizim's multimedia training materials from the training day at the beginning of the Baltimore SBAP/SBO 2003 Conference to the full network of 507 providers. She decided against burning CDs with these fact sheets and then sending these CDs to all 507 programs. Instead she will have Audrey Zelanko post them on the Small Business Environmental Home Page. Angela Suber will notify us when that step has been completed.
- Audrey Zelanko posted the multimedia training piece we recommended on Construction requirements on the Small Business Environmental Home Page. It is at <http://www.epa.gov/compliance/resources/publications/assistance/sectors/fedenvconstruction.pdf>
- Audrey did not post the multimedia training notice from the National Metal Finishing Resource Center that we recommended on how metal finishers can prepare for an inspection. It had a fee. Audrey has made it her policy not to post trainings that require a fee.

#3 Terry Polen - IA interview

Terry did a survey of IA's web page. The program is the Iowa Waste Reduction Center. Their web address is at www.iwrc.org. Terry would like us to visit this page because it will give us a good feel for the breadth of IA's program. Terry found that essentially they are able to provide a strong multimedia program because they are a university based program. As such, they have 22 people. Terry will complete his interview with Dan Nickey of IA and put his questions and Dan's responses into a document that he will forward to us prior to our next conference call.

#4 David Byro - NE interview

David interviewed Tom Franklin. He put his questions and Tom's responses into a document that he forwarded to us prior to this conference call. He also sent us a file from Tom of a presentation which highlights the NE program. David was at a hearing during the conference call but was able to call in and talk to us for a short time. We discussed the interview document he sent us and downloaded NE's Compliance Assistance Protocol. When David joined the call he answered our questions and offered highlights. David recommended that we read through the protocol document which we had just downloaded, as it does a thorough job of describing SOPs. Big picture statements show that each program is quite unique. What works in one program may transfer easily to another program or may work only partially, if at all. Communication is also a big ticket item, especially internal communication between programs within a particular agency.

#5 Maria Rivera – analysis of survey results for distribution of multimedia programs across regions.

Maria broke down our Multimedia Survey results by states according to Region and categorized the information into a spreadsheet. She included the types of media covered by each state and the resource that allows them to do this work, e.g. statute or internal department decision. She mailed it to us prior to the call. Highlights: Only Region 1 has multimedia programs in every state. Region 2 has no multimedia programs. For the states in Region 8 that answered the survey, none have multimedia programs.

#6 Teresa Kinder – how our work might tie in with Environmental Results program

Basically, she sees 3 components to the Environmental Results program

- Compliance assistance
- Self-certification
- Performance Measurement

The program works in very plain language and is based on measurement. All parts are put together in a booklet for the client, e.g. a small business owner.

She sees that our multimedia sector work often has all or some of the three components but we don't put them all together. She felt that it would make a lot of sense if our group investigated the Environmental Results program.

She has forwarded material that explains this program. See the e-mail forwarded with these minutes.