



Quarterly Meeting

Friday, May 15

1:00PM – Zoom Call

Meeting Minutes

Participants:

Marilyn Schlake, Aliese Hoffman, Gregg Christensen, Tayler Wickham, Jessie Harris, Shawn Kaskie, Roxann Holliday, Jamie Logue, Sydney Kobza, Lisa Tschauner, Tonia Franklin, Andy Larson, Anthony Gurrola, Lisa Hurley, Brad Keasling, Juan Sandoval, Dan Mauk, Steve Bors, Gene Knapp, Maggie Vaughan, Sandra Barrera, Jacie Milius, Kathy Eitzmann, Jessica Campos, Griselda Rendon, Candice Alder, Jessica Campos, Jim Reiff

The meeting convened at 1:00 p.m.

Marilyn Schlake called the meeting to order.

Greetings/Quick Introductions

Name, Organization, where are you now? One Insight/experience learned from COVID?

Name	Organization	Location today	What's one insight/experience you gained since COVID?
Marilyn Schlake	Nebraska Extension	Home outside of Cortland	Dogs can become zoom trained
Aliese Hoffman hoffmanal2@unk.edu	UNK Center for Entrepreneurship and Rural Development	Parents home outside Red Cloud, NE	Everything is "figureoutable". We've been able to make everything work as we've been remote.
Gregg Christensen greggmrc@gmail.com	Retired (NE Department of Education)	Lincoln, NE	Social media outreach is even more vital today than at any other time. Social distancing does not mean social media distancing.
Tayler Wickham	Nebraska Extension	Home, Benington	New virtual learning experiences with 4-H
Jessie Harris	GROW Nebraska	GROW Nebraska® Innovation Center Kearney, NE	We have learned how to adapt to current needs based on demand for certain products or services.
Shawn Kaskie	Nebraska Extension	Kearney, NE	Leveraging our resource networks (i.e. SourceLink) is key for our industry and communities.
Roxann Holliday	Central Community College	Home/GI	I enjoy working from home and video conferences are awesome!
Jamie Logue	Central Community College	Home, Grand Island, NE	I really do enjoy spending time with my husband (even 24/7)!

Sydney Kobza	Nebraska Department of Ed	Home, Lincoln, NE	Learning to say the word No
Lisa Tschauner	UNK, Center for Entrepreneurship and Rural Development	Home, Hastings, NE	How little I really need... how much I appreciate people.
Tonia Franklin	Nebraska Enterprise Fund	Greater Nebraska	All my kids' teachers have lied! My children are not a joy in the classroom!
Andy Larson alarson20@unl.edu	UNL Extension	Lincoln, NE	People to people Connections are needed and very important
Anthony Gurrola	Center for Rural Affairs REAP, SCORE	Scottsbluff, NE	Zoom has backgrounds!
Lisa Hurley, lhurley@yorkdevco.com	York County Development Corporation	Office, York, NE	Individual phone calls are still important in addition to group Zoom meetings
Brad Keasling	Central Community College	Home in Grand Island.	There is ton of little things that make the big things work. I am thankful for those! Thankful for my team and leadership team: Jamie Logue and Roxann Holliday!
Juan Sandoval	Loan Officer with Nebraska Enterprise Fund out of Norfolk	Home in Norfolk.	I thought I was busy traveling across Rural Nebraska but I am really busy doing Zoom meetings all day long.
Dan Mauk	SCORE & NEF	working from office	learning better focus for online/video meetings, also saving gas money
Steve Bors sbors@southeast.edu	SCC Entrepreneurship Center & Focus Suites	Home office in Lincoln	Better virtual connection skills
Gene Knapp	SCORE District Director NE & SW IA	Bellevue NE	Lots of clients having PPP and EIDL questions and funding concerns.
Maggie Vaughan	Central Community College & Hastings Econ Dev Corp	Hastings, NE	I believe this time will lead to greater innovation and startup activity moving forward
SANDRA BARRERA sandra.barrera@unl.edu	NE EXTENSION with Latino Small Business Program Chair- SCORE 300Chapter	Grand island	Learning use Zoom and t same time with FB Live
Jacie Milius	Nebraska Extension - 4-H Youth Development, Youth Entrepreneurship & Business Opportunities	Beatrice, NE normally But working from home in Fairbury	Learning how to manage being a stay at home mom (to a toddler) + maintaining full time workload + part time grad student + farm wife during planting season. I love to see everyone in their life outside of work. :)
Kathy Eitzmann	Dean, Business and Community Services Division	Lincoln	Enjoying watching businesses adjust to this time and be creative with their ideas to bring in money.
Jessica Campos	Center for Rural Affairs- Women's Center Business Director		Enjoying the simple things-grass.

Griselda Rendon	Center for Rural Affairs	Grand Island	Nothing will stop us from helping our clients be successful.
Candice Alder	City of Norfolk	Norfolk, NE	The creativity across the board - businesses, economic developers, chambers, etc. The importance of partners
Jessica Campos	Center for Rural Affairs	Grand Island	How important technology is when it comes to a broader community outreach.
Jim Reiff	NEF		

New Business

- A. Election for replacement Secretary, commitment until July 2021 - Exec Committee
 - o April Myers, who has been our secretary, took another position and will no longer be a part of NETForce. Aliese Hoffman volunteered to step in as Secretary. Lisa Tschauner agreed to fill in for Aliese’s Member at Large position.
 - o The Executive Board members voted and elected to have Aliese Hoffman take on the role of Secretary and Lisa Tschauner take over the role of Member at Large until July 2021.
- B. Discussion – How can NETForce members best help each other, help students, help businesses during recovery?
 - o Participants were divided into separate chat room groups where they addressed the question “How can NETForce members best help each other, help teachers/students, and/or help businesses during recovery?”
 - o Discussion notes:

Room 1:

- Connect students to businesses to assist with social media & promotion (YEC Program)
- Ensure important communication is translated into several languages
- Keep Five Star Fridays going - helpful resource
- Once the worst is over, begin incorporating emergency fund importance into business discussions

Room 2 (NO COVID HERE):

- Create a Facebook Group where K-Higher Ed teachers can share best practices of approaches they have used during COVID-19. What worked, what didn’t work? Share examples.
- Work with existing organizations (i.e. SCORE) to set up a mentoring “hot line” or email contact for small business professionals. Could leverage the future SourceLink site and hubs for support.
- Find & share creative ways to assist businesses with the PIVOT of their businesses. (ran out of time)

Room 3:

- PD that can be offered virtually
- Identify Resources from groups-- Jessica Campos getting laptops--Certification Examples
- Continue recording webinar trainings and link to social media
- Educate/share how to change the business model to operate in this new environment of uncertainty (long-term view).

Room 4:

- Share information from State and Federal governments as we get it and let people know we are there to support them.
- As a business owner, going through the process of applying for relief funds and then being able to talk to other small businesses about those opportunities and funding.
- Letting others know there is a support network. Taking the initiative to reach out and be helpful.
- Teach people to be more resilient. Entrepreneurship is not easy and these uncertain times can be utilized to share with students and connect them to businesses who can share their personal experiences.
- Once things calm down, share about the positive things that have come out of this. How have businesses and relationships changed? Could be technology, the importance of connections and relationships, or deciding you're ready to move on to the next chapter. Case studies to use in entrepreneurship courses.
- Entrepreneurial skills and mindsets will be huge with youth.

Large group discussion: "Thoughts. What jumps out at you?"

- Bring people together who have been a part of these experiences to share success stories.
 - Create a Facebook page or panel.
- Could share New Venture Adventure structure and we all go to smaller communities with college students or high school students and have businesses who struggled during the pandemic. CERD could offer structure for that.
 - Could report out about that at the 2021 Best Practices Summit.
 - Could also utilize Builders Challenge.
 - Aliese Hoffman and Lisa Tschauner with CERD could offer a "Train the Trainer" webinar in the next month or two for anyone interested in hosting/teaching New Venture Adventure.
- With diverse backgrounds of everyone in this group, it would be great to have a central hub like a Facebook group for things like programming.
 - There are a lot of programs and services that are similar. As a consumer it would be great to see all the ideas in one location. Would also help us so we don't duplicate ideas.
 - Also add a venue for teachers to talk and share resources.
 - Facebook page could serve as "outreach".
 - Have two separate Facebook groups for teachers and business owners.
 - Make sure there aren't groups already doing this already.
 - Could launch this at the Best Practices Summit.
 - Could take a post from one of the groups with comments and turn it into a breakout session at the Summit.
- Is this an area of interest for anyone? Roxann Holiday volunteered, Sydney Kobza could help assist but not lead, and this could fall under marketing with Lisa Tschauner and Maggie Vaughan.

3. Old Business

- A. Update - Big Idea High School Pitch Competition – UNK with Co-Branding, Financial Support of Awards for NETForce – Lisa/Aliese
 - There was a lot of excitement and interest from high school instructors. Even after extending the deadline, not enough idea pitches were submitted to carry on with the event at this time. We do still think it is a good event and will work well as a virtual competition to reach students from across the state. We plan to do this Fall

of 2020 before Best Practices so we could potentially include the winners in a breakout session at the Summit. Maybe high school instructors could build the idea pitches into their curriculum and require their students to submit ideas.

- This is an opportunity to leverage our NETForce network. NETForce members could go to their area high schools to promote this in the Fall.
- Andy Larson shared about the Young Nebraska Pitch Challenge. Youth Entrepreneurship Clinics (YEC) pairs HS Students with local businesses and/or entrepreneurs and they work together to solve problems, etc. They are a partner with them in sharing the information but could see this as a platform to market the pitch challenge competition in the fall. Or an opportunity to partner.
 - <https://beyondschoolbells.org/bsb-student-challenges/pitch-challenge/pitch-challenge.html>
 - <https://extension.unl.edu/entrepreneurship/programs-k-12/youth-entrepreneurship-clinics>

B. Update - Entrepreneurship Best Practices Summit

- Save the Date has been sent out.
- November 10th @ Holthus Center, York
- Planning to do this virtually as an alternative option.
- Theme: A New Vision - Entrepreneurship in Challenging Economic Times
- Keynote: Brian Ardinger, Inside/Outside & NelNet
 - <https://www.linkedin.com/in/ardinger/>
 - <http://insideoutside.io/>
 - FREE Innovation Newsletter at <https://bit.ly/ionewsletter>
- Session Themes & Solicitation of Speakers
 - Steve Bors will soon be sending out the call for speakers and will be putting information out on the website within the next week including the event date and how to sign up as a speaker.
- The Entrepreneurship Best Practices Summit planning committee is an open committee and all are welcome to join, contact Marilyn Schlake at mschlake1@unl.edu to get meeting notices.
- Something to think about is possibly allowing virtual registration and access for Best Practices for teachers who have been put on a travel ban. Could be a way to get more people to engage.
- Also need to start thinking about the awards that are given out at the Summit.

C. Review & Approval of NETForce Positioning Statements changes made by Executive Committee

- The 2013 version had been used in publications rather than the updated 2016 version. The Executive Committee worked from the 2016 version to update the statements now.
- We heard strongly that the group wants the word “education” as part of the Mission.
- For goals, look at getting rid of locate and secure funding in order to not confuse people about us being a fundraising group that has money to give out.
- Could add the new Facebook group as one of the objectives if that works out.
- Will share this document with the marketing team to use in future promotions.

- The group discussed replacing the word “leverage” in the Mission.
 - Other options: fosters, identifies and shares, nurture.
 - Edits can be shared with Marilyn or can be made on the working document. The group has until June 1st to take a look at it.
- D. Marketing NETForce – Marketing Committee – Lisa/Aliese/Maggie
- Anyone interested in joining the marketing committee is welcome to join by emailing Lisa at tschaunerle@unk.edu

NETForce Marketing Committee Report

We (Lisa & Maggie) met virtually. NEW MEMBERS WELCOME

1. Took an inventory of existing marketing efforts
 1. Website: Currently using Dept. of Education’s site
 1. Archived information
 2. ACTION: Create a new stand-alone website [netforce.org]
 1. Will need to purchase this domain \$100 for five years.
 2. Redirect eshipbestpracticessummit.com to this site and have a page extension for the summit – [netforce.org/bps or netforce.org/summit]
 3. Keep the page on the DOE’s site, but have it link to our full website.
 2. Facebook: Currently set up as a group
 1. We have not had much activity. 95 members and last relevant post was a couple of years ago.
 2. ACTION: Change this to a Facebook Page. Invite people to follow/like the page to build a better audience.
 1. Marketing Committee needs the administrative rights to the page.
 2. Promote BPS → Call for Presentation Proposals, highlight speakers and future meetings.
 3. Can also help introduce the new website.
2. Suggestions for new efforts
 1. LinkedIN
 1. Create a new social media account/page for NETForce
 2. Share information – goal, once per month November – April and then focus on BPS May – October.
 1. Possibly do a campaign to highlight NETForce members.
 2. NEDA – Become a member of this organization to have a presence at conferences and to leverage the NEDA network and listserv to promote BPS.
3. LOGOS/BRANDING GUIDELINES
 1. We established a Graphics Standard Guide for the NETForce Logo.
 1. ACTION: Clarify if NETForce is one or two words.
 2. ACTION: Do we need the same document for the EBPS Logo?

PRIMARY LOGO



SECONDARY LOGOS



LOGO TIP: To ensure proportions stay consistent, please hold the SHIFT key when resizing logo.

TYPOGRAPHY

Avenir Black
Avenir Black Oblique
Avenir Medium
Baskerville Old Face

PRIMARY COLORS



SECONDARY COLORS



ASSETS



LOGO REQUESTS: If anyone outside of the NETForce network requests the logo, please contact a marketing committee representative.

- Gregg Christensen made a motion to accept the recommendations from the Marketing Committee. Steve Bors seconded the motion, all were in favor. Motion passed.

- Meeting Adjourned at 3:00 p.m.