FUTURE OF MARAMA TRAINING

1. WHY SHOULD THERE BE A REGIONAL TRAINING PROGRAM?
   - More course and workshop variety.
   - Small states pool resources.
   - Meet specific member needs.
   - Reduce course administration burden.
   - Focus on region-specific issues.
   - Information clearing house.
   - Makes easier to justify training approvals.
   - Fills a void some states have no training coordinator.
   - Keep informed about the world outside.
   - Like Alice and Susan.
   - Regional consistency and coordination.
   - Shared costs.
   - Driving force for quality especially with turnover.

2. MARAMA’s STRENGTHS and UNIQUENESS
   - Collects and effectively use-feedback.
   - Greater focus on training.
   - Best organized regular meetings.
   - Relationship with states, local, train, MJO’s.
   - Procurement - reduces state-local burden.
   - Alice
   - Three EPA regions.
   - Good support from Region 3.
   - No disputes between regions.
   - MARAMA’s representative.
   - High quality allows for better justification of training costs
   - Able to obtain good speakers.
   - Proven track record.
   - Clear and focused mission.
   - Cost competitive.
   - Economy of scale and pool resources.
   - Member driven.
   - Emerged from state needs.
   - Serving defined region.
   - Ability to provide benefits in needed for a Regional Training Program.
   - Delivers what is needed.
   - Understands issues and needs.
   - Provides Member, support.
   - Handles logistics.
   - High quality programs.
3. MARAMA’s CHALLENGES and OPPORTUNITIES

- Revising and updating courses.
- Declining financial support.
- Shift from point source to area source requiring new skills.
- Increasing regulation complexity and number with little implementation guidance.
- 2010 competitive bidding.
- Reduced state travel budgets and tighten approvals.
- Emerging issues require new knowledge and skills (e.g. climate) need new personnel (e.g. economists).
- Legally defensible rules.
- Chemical dejour – complexity – more pollutants trading.
- Mesh state/local/EPA priorities (many don’t work on climate; national section yet must still enforce air rules).
- Loss of technical institution knowledge and relationships.
- Aging hardware infrastructure, i.e. dated monitoring equipment.
- Phasing out regional haze funding.
- Limited MARAMA staff (Alice is only one person).
- SIP submittal deadlines.
- Staff retention.
- Effectively deploying new technology and learning to use new tools.
- Avoiding duplication of effort.
- Finding instructors within agencies and EPA.
- Develop MARAMA staff skills.

4. GAPS IN TRAINING

- Training about health effects.
- New regulators need training and no in-house knowledge available.
- Some lack training coordinators and/or are part time.
- Internal technical support for new technology.
- Loss of in-house experts.
- No tracking program for training.
- Policy decisions and certainty (timely to provide course content).
- Inadequate training for monitoring.
- Lack of defined curriculum.
- What to do when MACT vacated training support for new programs.
- Funding.
- Not all functional areas have active regular committees.
- Training not always supported by managers.
- No way to train for certain jobs –learn as you go – learning from other agencies helps.
- Lack ability to proactively respond individually to emerging issues.
- Lack of systematic identification of who needs what training within the organization.
- Differences between agencies regarding appropriate policies/approaches.

5. WHAT SHOULD STAY THE SAME?

- Alice.
- Needs assessment.
- Focus on training.
- Don’t lose focus on strengths and unique aspects.
- Maintain strong relationships.
- Continue support such as rooms, procurement.
- Quality of training.
• Reaching out to agencies for technical experts (subject matter experts).
• Facilitate between program and training staff facilitator role for workshops.

6. WHAT SHOULD CHANGE?

• Focus on new media.
• Promote web casts from various sources.
• Develop 3-5 year plan for training and association.
• Capability to develop/improve courses in-house.
• Hire an educator instructional designer.
• Expand advanced training.
• Organize information regarding webcasts.
• Develop and use in-house capabilities.
• Reach out to staff who are trained instructors at agencies.
• Use RAQ course as introductory course.
• Database of who attended courses- make available to states.
• Improve Website.
  ° Database application.
  ° Available courses outside MARAMA and in future or archived.
  ° Return to course from registration page - not to main site.
• Explore and secure additional funding.
• Explore adding other states on course basis.
• More collaboration with other regions.
• Seek homeland security money.
• Climate versus course?
• Determine best delivery method for course.
• Explore training beyond CARB and APTI.
• Have more flexibility in support, (e.g.: provide money, not pay for room).

7. INFORMATION FOR A BROCHURE

• Target of Brochure
  ° Secretaries/Commission.
  ° Potential funding sources.
  ° Members.
  ° Within regions.
  ° Specify target audience.
• Alice with a cute puppy/kitty and good snacks.
• History.
• Testimonials from high level people.
• History/relationship to states.
• Mission statement.
• List popular courses as an example – basic introductory to advanced.
• Target audience.
• Contact information.
• Regional issues/focus.
• Emphasis on cost efficiency.
• Strong relationships with states and EPA.
• Network for states.
• Network for MJO’s.
• Training coordination and administration.
• Provide a forum for the states.
• Why MARAMA was formed.
• Past successes.
• User feedback.
• High quality value product.
• Reach across boundaries to provide cost effective training.
• Samples of training/workshops available on line.
• Dedicated, talented staff.
• Nationally recognized.
• Enhance state/local training capabilities.

8. MARAMA’S NEXT STEPS

• Work with OAQPS to:
  ° Try new Technology.
  ° Explore flexible ways to deliver.
  ° Make people aware of ways to deliver.
  ° Make people aware of Training opportunities.
  ° Clearinghouse role.
• “Service plan for competing Charter” or 3 - 5 year plan.
  ° Start with low cost changes.
  ° Set priorities.
• Develop a list of subject matter expert.
  ° Regional training capacity.
• Update self-instructional courses in context of web training.
• Use new tool to assess best media/delivery with other regions and subject matter expert.
• Who are our competitor’s benchmarketing?
• Plug into state webcast capabilities.