

AMS Summer Community Meeting 2012

August 12-16, 2012 in Norman Oklahoma

Report written by Betsy Weatherhead and George Frederick, August 29, 2012

153 participants from academia, industry and government convened in Norman, Oklahoma for the AMS 2012 Summer Community Meeting. Betsy Weatherhead, U. Colorado at Boulder and George Frederick co-chaired the meeting which focused on the two major themes of communication and partnerships. Several features of this meeting were new and innovative including

- following up on last year's recommendations
- heavily involving students
- examining—and embracing--social media
- creating a state of the enterprise report to follow from the meeting
- polling the community for their thoughts on how things are going for the weather enterprise
- creating video messages from the meeting

The meeting was held at the Weather Center, with tours offered before the start of the meeting. Local hosting was led by Renee McPherson, with Berrien Moore, John Snow and Joe Friday supplying additional support.

Betsy Weatherhead and George Frederick led the meeting with a distinguished panel from academia (Tom Bogdan and Berrien Moore), government (Sandy MacDonald and Laura Furgione) and industry (Steve Root and Brian Bell) as well as AMS (Keith Seitter). The panel was asked to respond on progress from the recommendations from the 2011 AMS Summer Community Meeting. Both representatives from NOAA reported that 98 recommendations were too many to handle, although they each had positive updates on a number of the key recommendations. Representatives from private industry and academia embraced the detailed recommendations saying that they represented opportunities for progress by individuals.

Joe Friday led an effort to examine where the state of the enterprise is today, taking close examination of the public, private and academic sectors separately. His sessions presented reports from on-line surveys taken on the community's perspective on the state of the enterprise. These results were very positive on how the community was working together with particularly high marks for AMS and the Commission on Weather and Climate Services.

David Green, Jen Sprague and Tom Fahy led three sessions on social media. Highlights of the sessions included the understanding that in crisis situations social media can be extremely useful—and surprisingly reliable—for two-way communication. In conjunction with these social media sessions, students offered tutorials on Facebook, Twitter and LinkedIn to those who were interested. There were also a number of students tweeting during the meeting, offering highlights as the meeting progressed.

Brian Bell and Len Pietrafesa organized a session on Open Weather and Climate Services. This session was particularly timely because the National Academy of Sciences released the report, *Weather Services for the Nation: Second to None*, in the week prior to the 2012 Summer Community Meeting.

George Frederick convened a panel on the metrics for evaluating observing systems. The presentations focused on concrete metrics for determining the relative value of different observing systems, including satellite, remote sensing and in situ systems. The panelists were clear to point out that defining the goals of the measurement systems were fundamentally necessary to evaluating efficacies of measurements: short term forecasts, long-term forecasts and climate change were considered in the presentations.

Students were involved in ways they had not been involved in at previous summer community meetings. While a direct response to AMS leadership's request that students be involved in all AMS activities, the encouragement from Gary Rasmussen over the past several years was the real impetus for including students in the planning of the summer meeting. A group of seven students was identified early in the process and were involved in the planning of the meeting: Emma Fagan, David Gagne, Robert Gottlieb, Amanda Ilk, Charles Kuster, Virginia Silvis, Jessica Voveris. Students set up Facebook pages, twitter accounts and LinkedIn pages for the meeting. Every session moderator was paired with a student weeks in advance of the meeting; it was up to the session moderator how to mentor and include the student in their role for the meeting. All student registration fees were paid by UCAR or by Joe Friday. Geonor hosted an evening event at a local pizza restaurant where students answered questions from more senior members of the community on how they viewed social media and their careers in the weather and climate enterprise. While including the students required more time and effort, the talent, energy

and new ideas that the students contributed made this a clearly wise decision that benefited the students, the meeting and the strength of our community.

Meeting outcomes from last year were reviewed and several suggestions were made as to how to improve our communication of meeting results. One page vignettes were produced by NOAA staff, Annie Reiser and Rhonda Lange. UCAR has offered to print many of the meeting results for distribution. Perhaps the most highly anticipated meeting outcome is the State of the Enterprise Report being prepared by a team led by Joe Friday. The report will give a summary of the surveys as well as a review of various indicators of the size and effectiveness of the weather and climate enterprise. AGI/CVD has agreed to team with AMS to present the basic messages from the 2011 and 2012 Summer Community Meetings to congress during their annual congressional event on September 11 & 12, 2012. Betsy Weatherhead led a group of leaders from industry, academia and private sector to educate congressional members and staffers as to the importance of the weather and climate enterprise. The final meeting report will be made available in early October. Steve Root volunteered to gather still and video images to turn into a set of short videos to be released through YouTube. The videos should be available in the fall of 2012.

During the final wrap-up of the meeting, the community strongly agreed that our common message is that **the weather enterprise provides critical national infrastructure for economic recovery, economic resilience and economic health**. The community was in agreement that this is a true, easily supported statement that has not been well communicated to critical decision makers.

Full Organizing Committee:

Brian Bell
Tom Fahy
Joe Friday
David Green
Renee McPherson
Len Pietrafesa
Steve Root
Jen Sprague
Lori Bruhwiler
James Brylawski
Richard Eckman
Bill Gail
Veronica Johnson
Heather Lazrus
Matt Parker

Paul Pisano
Andrea Ray
Scott Rayder
John Snow
Wendy Thomas
Emma Fagan
David Gagne
Robert Gottlieb
Amanda Ilk
Charles Kuster
Virginia Silvis
Jessica Voveris
Annie Reiser
Rhonda Lange
Judith Ziemnick
Gary Rasmussen