



Oklahoma Weather Lab

Meeting Summary: Officers Meeting 7/08/2017

Meeting Details-----

OWL Summer Meeting

July 8th 2017 6:00pm

Attendees (Via Microsoft Teams Chat):

Elizabeth Leslie
Sean Ernst
Samuel Emmerson
Jordan Overton
Nolan Meister
Jenna Warner
Trey Bell
Ty Dickinson
Leah Hill

Committee Updates-----

Operations: Nolan

Collecting names from people if they want to have a shift.
Big problem is finding people for morning shifts, few to none for morning.
Schedule should be worked out by next week.

Climate: Ty

Moving climate shift to Thursday evenings. Most things CPC puts out are on Thursday.

Climate start at 6:00pm with regular shift starting at 7. Will still do all the regular things, if enough people start showing up they will have a part in recording. Still will have normal Thursday evening shift.

Dr. Furtado offered to help create teaching time videos, focus on things like ENSO/Climate but paves the way down the road to making teaching time videos.

Development: Sam

Still getting priorities in check regarding website, log in functionality, can probably get up and running before school year. Key infrastructure: Forecasting, log in, attendance.



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Secretary/Treasury: Robert

Spoke with Marc regarding finances. Marc said he was depositing last check he had and indicated I should meet with Shawn Riley to get my name on the OWL account. Will meet with Shawn Riley in coming week to get account information and statements in order.

Media: Jordan and Jenna

Media going great. Two big things:

1. Facebook: We currently have two Facebook pages, trying to find out why we have two pages? do we need two pages? In the past it's been forecast/OU Campus forecast with science stuff going to the OWL page.

Idea: in bio put forecasts can be viewed at 'link'

2. Twitter last year: two tweets same things "hello sooners..blah blah". This year: more graphics more interesting stuff. More creativity and engaging content. Jenna and Jordan creating a tweeting schedule, include graphics. Actual forecast values input during shift will be automatically put in a graphic and sent out.

Hootsuite thing all fixed oklahomaweatherlab@gmail.com, owl rocks as password. Facebook fixed, twitter fixed, a lot cleaner and easier for people to post.

Making shift leaders and members feel included on social media by increasing direct engagement. More shift leader and more shift based twitter.

Make sure you're not just tweeting basic stuff, tweet the information but do something to where it makes it look interesting with the graphic stuff.

Lots of good engagement with new Instagram started by Jenna. Member photo of the day is working really well, lots of likes and positive engagement.

Don't be afraid to publicize your position, the OWL twitter, etc. Create positive engagement on social media for OWL!

Working on tweeting weather-briefing videos with OWL account from OU Nightly. Once new website is functional, have videos on website.



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End of Committee Updates -----

Shifts:

Page/Favorites with what sites to use. Run through what sites to use, what are the advantages and disadvantages.

Have an introductory few weeks. Making sure that we have instruction on how to use model data right off the bat. Standardized powerpoint to have how to use models and how to use them. Start with map contouring, then to models.

Meetings:

In the past, first Wednesday of each month 6:00pm.
Sean: Better for Monday, Wednesday and Friday
Trey: Intro 1 lab gets out at 6:45 on Wednesday nights
Elizabeth: Class until 6:45 on Wednesday night in Dale.
Monday nights: Other intro lab until 7pm,
7:00pm Wednesday? Works.

Board Meetings:

August 19th: 7:00pm
September 6th: 7:00pm
October 4th: 7:00pm
November 1st: 7:00pm

Main OWL Meetings (One each month):

Tabbs/Sean have been talking about a possible OWL/SCAN introductory meeting.
SCAN having a meeting August 29th meet and greet.

August 18th SOM welcome event in NWC
Involvement fair on south oval would be good for promoting social media.
Elizabeth will look into these.

SCAN leaving third week of the month for us:

Main OWL Meetings

September 21st 6pm
October 19th
November 16th (was going to be 23rd but that's thanksgiving)

Sean recommends thinking about speakers we want, context that fits in with the learning over time. What would be a good first step? Who would be a good first



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speaker? Think of engaging and useful. Think of it in a two step process. First semester learning, second semester applying.

Shift Leader Meeting:

We need to make sure we go over with shift leaders what responsibilities they have to ensure they have enriched shifts and that they have good points of contact within the board. Make sure they know their responsibilities.

Board Member Buddy Idea:

Assigning board members to overseeing shifts and assisting as a direct point of contact.

Good if shift leaders follow the “growing over time, building knowledge” at the beginning, then, pending if the shift members want to, specialize shifts to what they want.

Development Meetings:

In the constitution however haven't been running for a few years. Development directors set up meetings to teach behind the scenes coding and stuff.

Sam, Morgan, and Shawn Riley will look into planning a possible development meeting.

WDTD:

Sean spoke with Alex Zwink, looking like it'll be once per year.

OWL Game Night:

December 1st

Advertising for the start of the year:

Flyers, media, etc. Elizabeth and Jordan take the lead.
Update brochure with new OWL board

Fundraising:

T-shirts this semester are a must! Tee-spring
Leah will look into T-shirt design.
Bake sales?
T-Shirts in vending machine? (Would need to coordinate with A&GS/Kari Roop)

Creation of Teaching Tools:

Important for first few weeks. Sean talking to Greg Blumberg.



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Constitutional Revisions:

Get constitution to recognize Director of Media as separate position (formalizing position).

Ensure climate shift is maintained so ensure a climate director on the board.

Give the constitution a read through, gather ideas.

Open Forum: (Things that went well from 2016-2017 and things that didn't)

Gabe Garfield

Radar Workshop

Workshops overall

Save money by potentially just having snacks at meetings, saving food for game night and banquet.

Well: Storm Chasing Workshop: Paired with older students. Learned a lot.

Have a good idea of what they're going to say before hand, SPC workshop went long. Keep better track of time.

A lot of speakers have powerpoints, get copies to send out to members, make materials available to students so they can look back.

Well: Chase cases, not just talking about environment stuff, have them pick where they would chase AND draw full outlooks. PGEN/AWIPS lesson.

Teaching/Forecast. Teaching and applying to current meteorological stuff

Attrition as semester went on, people fell through the cracks as semester went on.

Promote the idea of other shift leaders going to other shifts as student guest speakers. Cross pollination to spread ideas and increase interaction.

Well: Large workshop surface analysis, then created a convective outlook (Greg Blumberg).

Improvement: Improve communication between regular forecasting side of OWL and OU Nightly Media side of owl.

Talk about when workshops are scheduled well before hand.



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Other:

Google doc created for speaker ideas. Link in Officers team chat.

Next Scheduled Board Meeting:

Saturday August 19th 7:00pm