



Oklahoma Weather Lab General Board Meeting June 19th 2023

I. Opening

- A. Call opened at 5:53 P.M.
 - 1. Enjoyable off-topic discussions occurred until 6:06 P.M.
- B. Congratulations to all of the new members and returning members!
- C. Discussed overview of topics
- D. Meeting Participants include most of board—given optional meeting, no need to name drop.

II. Executive Board Discussion (Began at 6:09 P.M.)

A. Goals For 2023-2024

- 1. Ensure OWL remains and improves upon being a welcoming space for all members
 - a) Work towards increasing our diversity and communication response through open collaborations with SCAN, SAC, and Laminar.
 - b) OWL is an important place for people to fit in and it's imperative to keep this space accountable and equitable.
- 2. Continue to offer opportunities and events with SPC, WDTD, NWS Norman, etc.
- 3. Work on redoing and clarifying our constitution with Sean through introduction and refinement of constitutional amendments at future board meetings.
- 4. Prepare for fall semester!
 - a) Includes working on shift-leader lineup and training by early August
 - b) Start brainstorming/reaching out to General Meeting Speakers
 - c) Prepare for Welcome Back Bash
- 5. Increase communication within branches and shift leaders
 - a) Big effort by Operations Board
- 6. Increase involvement in HOOT



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7. Bring back forecast class series
 - a) Forecast series were something that was done years ago and people at SPC, such as Rich Thompson, have indicated wanting to renew this.
8. Comments from General Board
 - a) Amelia notes Fire Weather Forecasting Workshop done by the NWA/SCAN as a cool opportunity and potentially coordinating with SCAN to provide opportunities to OWL students would be a worthwhile consideration.
 - b) Drake wants to increase social events for OWL, which the board agrees with,

B. Responsibilities/Ideas for Each Branch

1. Full Board Responsibilities
 - a) Attendance at board meetings and general meetings is paramount for board members.
 - b) Intrabranch meetings potentially could be useful, though it is unclear the nature and frequency with which this would be conducted. Branch chats suggested to be utilized more. Communication within branches, regardless, should be expanded upon for better collaboration.
 - c) Collaborate with SCAN to ensure meetings don't overlap.
2. Development Branch
 - a) Preston has worked hard on updating the new website (ongoing development)!
 - b) HOOT participation has traditionally been weak and there are open ideas to increase this.
 - c) Site Changes:



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- (1) People were encouraged to not mark attendance multiple times per week, but new automation has streamlined this process.
- (2) History page looks weak, updating through reaching out to past members and updating it as more of a timeline is suggested.
- (3) Interactive point forecast system in development to be stored.
- (4) Forecast Competitions are now possible to increase engagement, modeled after work from previous shift leaders.
- (5) Announcement banner to display for various announcements, such as special events, website changes, and meeting announcements.
- (6) There is a theoretical way to send an email from the OWL website, but this could be useful for password resets and meeting reminders.

d) Preston showed off images of new website changes.

- (1) Multiple permissions for shift leaders, general users, and board members, which provides a new level of usability for the website, including running Python scripts.
- (2) Plan is for new website to be live before the semester starts.

3. Broadcast Media

a) Day-To-Day Social Media management.

- (1) Retweeting, fun posts for seasons/meetings/events, hazardous weather posts

b) Assisting outreach when necessary with graphics.



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- c) Running the Monthly Photo Contest.
 - d) Savannah notes that suggestions and input welcome!
- 4. Operations
 - a) Acknowledge we are all new to this, but building upon training materials is the first step.
 - b) Generate shift leader roster and schedules and implement training schedules by around August 1st.
 - (1) Branch has full freedom to prioritize summer shift leaders and make decisions for shifts/shift leaders as deemed fit.
 - c) Work on increasing communication between Operations Branch and Shift Leaders
 - (1) President Robby Frost suggests bi-weekly shift leader check ins and monthly shift leader surveys for increased feedback and reporting.
 - (2) Surveys would likely include questions about how things are running or if any issues with duties, but thoughts will need to be fully realized and discussed by the Operations Branch in order to avoid redundancy.
- 5. Outreach
 - a) Expand role in brainstorming for events, merchandising, and community outreach, as indicated by OWL constitution.
 - (1) Rae asks for clarification for if outreach needs to email speakers or if executive needs to be the point of contact. Traditionally it was the executive branch, but Robby indicates incorporating the Outreach Branch more in communications with those speakers to keep the branch in the loop.



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b) Spearhead graphic making so responsibility does not fall upon one specific person.

(1) Allows for graphics to be made well in advance, rather than last minute.

c) Outreach has voting rights for the full year! Drake wants Outreach to increase its role for being a contact point for the students. He suggests a suggestion box for anonymous reporting of potential issues, such as DEIJ breaches.

(1) The executive board overall agrees.

C. Welcome Back Bash

1. Colin discussed designs for new merchandising.

D. Pride Sticker Sale

1. Selling Pride Stickers at the WBB can help with our DEIJ initiative.

a) Potentially having preorder.

b) Our goal is to price them so that once we break even, we will donate remaining profits to LGBTQIA+ organizations across Norman.

c) Two designs—individual flags vs. one pride flag. Multiple designs leads to more expensive orders and potential surplus, vs. one design for more profits to be donated.

(1) Discussion of potentially not breaking even in an effort to be more inclusive and have more individualistic stickers.

(2) General inclination to the individual flags but doing the combined flag might be easier to make the WBB

(3) Potentially could have OU SGA buy stickers for us.



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III. Open Forum

- A. Started around 7:10 P.M.
- B. Some summer shift leaders do not have access to OWL Gmail for sending Key West Forecasts. Two-factor authentication is making things difficult.

IV. Closing Remarks

- A. Thank everyone for your time! Next meeting will be in July, TBD.
- B. Meeting concluded at 7:19 PM. No recording was taken for this meeting but slides are shared to board members.