Oklahoma Weather Lab General Board Meeting
July 25th 2023

I. Opening

    A. Call opened at 5:51 P.M.

    B. Meeting started promptly at 6:00 P.M. with the overview of topics for the meeting.

II. Branch Updates

A. Development

1. Work on the website is progressing smoothly and on track to debut next semester.
    a) OWL is now mobile friendly with the ability to edit forecasts easier on phone browsers.
    b) Text forecast editor and discussion viewer is being overhauled.
2. Accessibility is being consciously implemented due to regulations and stringency on OU's behalf.

B. Broadcast/Outreach

1. August Photo Contest!
2. Graphics should be created for everything 2 weeks in advance and are being worked on for pre-semester and early semester activities.
3. Drake suggests anonymous suggestion form and Shawn is able to implement that relatively easily due to preexisting form infrastructure.

C. Operations

1. OWL Gmail issues were resolved and all shift leaders should have access to all OWL materials.
2. Shift applications are now finalized and operations team is working on deciding shift leaders and schedules.
    a) 15-20 applicants this year, which is much higher than previous years.

b) Open forum discussion about number of shift leaders per shift. In general, 2 shift leaders per shift seems reasonable, but 3 shift leaders had success with larger shifts and could allow for more people to be involved.

c) Suggestions include having rotating shift leaders each week, which would help limit shift leaders on each shift but could confuse OWL general members, and shift alternates, who can be there in case additional help is needed or a shift leader is sick.

d) Each shift should have at least one returning shift leader with experience if possible.

e) Further discussion included new shift leaders who prefer to work with certain people or on certain days, which sparked an analysis on the delicacy of breaking up people's preferences for the sake of logistics.

3. Operations will continue to update training materials, select shift leaders, and update the shift leader manual.

III.   Other Updates

A. Welcome Back Bash

1. WBB will occur on August 25th from 5-7 pm.

    a) SCAN/OWL will have to coordinate to decide if an event before WBB for presentations and recruiting is necessary.

2. OWL will have a table to meet new students and sell merchandise.

3. OWL members should attend if possible and a signup sheet to help the table will be sent out to the general board soon.

B. Money/Merchandising

1. Shirts have been purchased at Underground Printing.

a) 40 shirts divided up into several sizes for an average of $17.145 per shirt.

b) Feedback was given to decide what to sell the shirts for.

    (1) $30 feels too much and it's important to note these are being sold to college students who are already spending a lot of money on things.

    (2) ~$25 seems like a relatively valid price per shirt, which would net us around $300 in fundraising.

2. Pride stickers have arrived.

    a) 5 different flags, with a majority of them being the progress flag.

    b) Further discussion on which organization to donate to and what percentage.

        (1) The board mostly agrees money should go to a local organization like Norman Pride or PFLAG Norman.

        (2) Donating entire proceeds makes it easier to split money between organizations and potentially set up a "suggested donation" type of sale where you can pay what you want for the sticker, understanding that all money will go to an organization on behalf of OWL.

        (3) A fraction of the profits going to us could allow us to break even on sticker costs which were around $100.

3. Budget

    a) Several sources of funding should be available, including cash, applying for new SGA funding, 2023 giving day money, and our bank account.

        (1) Catering goal of no more than $200 per meeting allows us to stay on top of our budget and potentially use funds for

other things like lab improvements and merchandising upfront costs.

    (a) New fundraisers such as partnering with stores to get a certain percentage of sales for people mentioning a code could help for certain types of funding.

    (b) An on-demand merch store through underground printing is doable and will be looked into to have a constant stream of funding.

C. Fall General Speakers

1. The board discussed potential speakers to have for OWL general meetings. Preferences for interesting topics were noted, including those working on QLCS Tornadoes, Winter Weather, and Emergency Management.

    a) Local speakers are more engaging but speakers from outside the university could be better for expanding reach and unique perspectives for students.

        (1) The "zoom" aspect of virtual speakers could be mitigated if funding to fly/support people traveling to OU is available.

    b) Matt Brown, Sid Sperry, James Spann, Kevin Kloesel, Bob Palmer, and others were mentioned.

    c) Speakers should be chosen and notified soon in order to give time to select and make arrangements.

    d) Shawn has good connections!

D. Forecast Series

1. A big plan for OWL is to resurrect the SPC's Forecast Series, last produced in 2010 featuring Rich Thompson.

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        a) The series was hosted by SCAN/OWL.

        b) SPC/NWS Norman people are onboard and had questions for us, including how much we wanted to do it, separation from general meetings, when it should occur, and the topics.

    2. One major change proposed is to have multiple speakers, such as Andrew Lyons, Kenzie Krocak, Rich Thompson, etc. to teach a wide variety of things beyond just tornado forecasting.

    3. What outcomes do we want from this and what are the potential challenges?

        a) Shawn notes that in the past, it was a lot of work to set up and students would need to be very involved to make this work this year. Videography, for example, was complicated.

        b) Robby is very passionate about getting this done and the board seems especially onboard given the ability to show people the SPC and build unique connections.

        c) Splitting it up between a fall series and spring series might make logistical sense

E. Workflow

    1. Google Drive is set up and should be utilized.

    2. Potentially moving to Microsoft Planner could be a good idea.

IV. Final Matters

A. Thank everyone for your time! Enjoy the summer and the WBB is not too far away!