

NWA Professional Development Committee Meeting Summary

Tuesday, October 5, 2010

Marriott Tucson University Park, Tucson, AZ

4:30-6:00 p.m. (MST)

1. Meeting/Conference Call Participants

Greg Byrd, Ken Carey, John Ferree, Dave Freeman, Alan Gerard, Jordan Gerth, Ken Graham, Brad Herold, Dan Miller, Mike Mogil, and Elise Schultz

2. Opening Remarks

K. Carey expressed admiration and gratitude for the great work by each of the committee members. Although the committee didn't accomplish everything we set out to accomplish so far in 2010, our committee continues to make progress on providing professional development information and opportunities available to NWA members. K. Carey challenged each committee member on ways our committee could continue to enhance the professionalism of the NWA and support the NWA's mission for "excellence in operational meteorology", and thanked each of the members for their support for committee efforts in spite of busy schedules.

3. Committee Member News

Since our committee was reconstituted in 2009, many of the committee members' 3-year terms end in December 2011. K. Carey indicated that we have to stagger committee member terms to balance those leaving from and coming on to serve on this committee. When K. Carey asked for recommendations for new committee members, Alan Sealls was suggested as a great candidate.

ACTION: K. Carey: Contact Alan to determine his willingness to serve on our Professional Development Committee.

4. Progress on Meeting our 2010 Committee Goals

- *Identify and promote professional development opportunities for NWA members, to include those most applicable to broadcasters, forecasters, and students; encourage opportunities for mentoring*

Our committee continued to pursue and create opportunities for promoting professionalism development, through our improved web offerings, newsletter articles, multiple opportunities at the NWA annual meeting, and participation in

complementary professional development venues. It will continue to be our entire committee's responsibility to meet this objective.

ACTION: ALL: Provide your suggestions and ideas on ways to promote professional development opportunities for NWA members.

- *Update and enhance the professional development committee web pages; organize them for maximum usefulness and exposure*

J. Gerth continues to keep our PDC web site up to date and relevant. There haven't been a lot of web page enhancements since our last meeting in July 2010, except for adding new newsletter articles, and updating a few of the web links.

We had an extended discussion on what to do with the legacy training links, and what involvement we would seek with other NWA committees. We invited Brad Herold from the NWA IT Committee, and Alan Gerard, Commissioner of Committees, to seek their advice and feedback. The consensus was that we would ask the other NWA Committees, through Alan, to, (1) ensure their web offering was as complete and relevant as possible for NWA members (as an example of a professional development opportunity), and (2) provide our committee a liaison from their committee to identify emerging technologies/cutting edge "Top 5" topical areas they will ensure their committee web site will address. Our professional development committee will, in turn, work to ensure our web offering provides "corporate capabilities" every NWA member should have, such as oral and written communication, presentation skills.

Finally, our committee will help promote professional development topics to the broad NWA membership through the NWA front page and IT Committee/webmaster, to include the committee "Top 5" areas, and push to NWA blogs/social media to ensure visibility to all members. We will review the existing legacy "training links" to identify ones that should remain, those that should possibly be transitioned to a NWA committee, or maintained by our committee.

ACTION: K. Carey: Draft an e-mail for Alan Gerard to other NWA committees about nominating a liaison from their committee on professional development issues we could work with.

ACTION: G. Byrd/D. Miller/J. Ferree/J. Gerth: Review existing training links and, either remove them, transfer them to another NWA committee, or ensure they have a home in a new structure on the PDC page.

ACTION: J. Gerth: Serve as the interface to the NWA committee liaison in establishing links to their committee page, and the “Top 5” that provide to us of merging/cutting edge techniques.

- *Publish regular articles on professional development in the NWA newsletter, and submit for posting particularly noteworthy highlights on the NWA web site*

We have been very successful at publishing articles in the monthly NWA newsletter. Since our last conference call in July, the following articles have been submitted for publication:

- Recent News from COMET
- River Forecasting: Part I-Quantitative Precipitation Estimation
- River Forecasting: Part II -- Estimating Local Flow and Routed Flow
- Tropical Cyclone Intensity Change and Lightning Activity
- Self-Evaluations Help Nation’s Weather Agency Improve Public Service

We had a lengthy brainstorming discussion, and a number of new articles are now planned, including the following:

- Communicating Uncertainty (M. Mogil)
- Communicating and Promoting Interest and Awareness in Science (M. Mogil)
- 2010 Year in Review (G. Carbin)
- GIS (John Gordon, Keith Stellman)
- Quarterly COMET Updates (G. Byrd)
- Historical Review (K. Graham, Sean Potter)
- Great Books (D. Freeman)
- Making Customer Presentations (K. Graham)
- Invitation for Authors of Oral and Poster Presentation from the 35th Annual Meeting to Submit a Newsletter Article (K. Carey)
- October 2010 Tornadoes in Arizona (G. Carbin)

ACTION: [Each Lead Above]: Provide to K. Carey a date/month when you will provide a newsletter article, either from you or someone else who will author, on the agreed upon topic above to enhance the professional development of NWA members.

- *Host short operational professional development sessions/workshops at the 2010 NWA Annual Meeting on high impact topics*

After coordinating with the NWA Committee on Societal Impacts of Weather and Climate, together we had proposed a joint session on “Communicating Fire Weather Information and Assessing Societal Response—A Critical Connection to Save Lives and Property”. However, that request was not approved by the 2010 NWA Program Chair. We later proposed an Integrated Warning Team Workshop. This proposal requested a slot in the general session that included a mixed audience of both broadcasters and NWS forecasters. Our proposal was accepted but the 2010 NWA Program Chair requested this session be conducted during the Broadcaster Workshop. That request required some changes to the original proposal. The result was a 1 hour 45-minute workshop on, "Understanding Dual Polarization Data - An Interactive Exercise".

For 2011, it was suggested our committee consider creating a workshop at the main session on making presentations.

- *Support the NWA awards process by submitting at least one NWA annual award nomination package that recognizes professional development excellence*

Our committee's nomination package earned the nominee the Operational Group Achievement Award.

5. Proposed 2011 Committee Goals

K. Carey proposed these preliminary goals for 2011:

- *Identify and promote professional development opportunities for NWA members at national/annual, regional/topical, and local chapter meetings, to include encouraging opportunities for mentoring*
- *Publish regular articles on professional development in the NWA newsletter, and submit for posting particularly noteworthy highlights on the NWA web site*
- *Enhance the professional development committee web pages, and organize them for maximum usefulness and impact*
- *Support the NWA awards process by submitting at least one NWA annual award nomination package that recognizes professional development excellence*

6. Next Meeting/Conference Call

Our next PDC meeting will be a conference call in January 2011.

ACTION: K. Carey: Coordinate, schedule and publicize the next committee meeting.