

February 12, 2004

## CCM COMMUNITY

SUBJECT: Minutes from CCM Breakfast Meeting on January 14, 2004 at the 84<sup>th</sup> Annual AMS Meeting in Seattle, Washington

The annual CCM Breakfast meeting was led by Stanley L. (Stan) Marsh, CCM, the present Chair of the CCM Board and newly appointed AMS Councilor. Approximately 50 people attended, including Prof. Susan Avery and Dr. Joe Friday, the incoming and outgoing AMS Presidents, respectively. Dr. Walt Lyons, CCM, AMS President-Elect; and Mr. John Toohey-Morales, CCM, incoming Commissioner of Professional Affairs, were also in attendance. The increased presence of CCMs was noted with CCMs represented on the AMS Council proportionately more than their membership in the Society.

Several AMS staff members also attended; special recognition was given to Kelly Garvey for her excellent service to the program. Attendees gave brief self-introductions, followed by Stan introducing the present CCM Board members. Stan noted that the Board is expanding by two members to help work on the added planning and implementation tasks being taken on by the Board. Nominations for these new positions were requested.

A status report on the CCM program was presented. A total of 621 CCM certificates have been awarded to date, with nearly 400 currently active, including an increasing number of members living outside the U.S. One regional exam was held this year, and six exams were scheduled during the Annual AMS meeting. Four written exams are in progress, and two applicants are inactive. Stan made an appeal to all CCMs to recruit new candidates. Plans are underway to have some articles appear in the Bulletin of the AMS promoting the program. Further discussion of this topic was held under the Marketing initiative portion of the meeting. A notable landmark was achieved this year with the implementation of updated written exam questions, including new satellite photos and new quiz tests given prior to the oral exam. Another significant achievement is the implementation of the CCM Communication Plan with the AMS providing a list-server address for e-mail communication among CCMs.

Stan then identified the primary issues facing the CCM program during 2004.

- Definition of a Meteorologist The CCM program occasionally attracts people from a wide variety of education backgrounds. The CCM Board feels the need for a definitive statement regarding the requirements to call oneself a meteorologist.
- Standardized CCM written exams Consideration is being given to equalizing the requirements for applicants with, and without, a PhD academic degree.
- Expanded use of essay Essays are being considered as partial fulfillment of exam requirements (this was practiced in the past).
- New questions Recognizing the value of the updated written exam, there still exists the need to have more questions in some disciplines not currently represented as well as others, such as weather modification, artificial intelligence, cloud physics, etc.
- Marketing / Advocacy Initiative These two initiatives follow closely in partnership with the new Continued Professional Development requirements.

Discussions on the Continued Professional Development program were opened with a brief history, starting with the directive from the AMS Council in February 2003 for the CCM Board to engage the CCM community to develop a draft implementation plan for presentation to the Council in September 2003. The AMS Council's directive was based, in part, on AMS' Legal Counsel input regarding the need to implement a documented continued professional development program. An Ad Hoc Committee was formed with nine members representing the spectrum of the CCM community and a past AMS President. The goal of the Ad Hoc Committee was to develop a draft plan that represents a consensus of the CCM community. This plan was presented to the Council and the motion was passed at the Annual Meeting on January 12, 2004. This plan came as close to achieving consensus as possible.

Implementing the Continued Professional Development program for CCMs consists of three primary activities: the professional portfolio, a communication plan, and a marketing/advocacy plan. A current description of the CCM program is available on the AMS web site. (<http://www.ametsoc.org/amscert/ccmprogram2004.pdf>). Paper copies of the latest program description adopted by the Council were distributed to attendees at the breakfast meeting.

- Professional Portfolio will be a web-based (with hard-copy exceptions available) tool operated by AMS to document the professional development activities submitted by the individual CCM to demonstrate compliance with the goals for remaining in an active status.
  - The goals for remaining active are expressed as numerical points accumulated over a five-year period, and will be implemented incrementally. Table 1 of the program description showing the numerical process is available online at <http://www.ametsoc.org/amscert/ccmtable1.pdf>. A random sample of CCMs will be requested to provide some evidence of the activities they have provided to demonstrate their continued professional development.
  - Typical relevant activities will be available from pull-down menus, and others will be added periodically. The activities were based on experience some CCMs have had with the Institute of Professional Environmental Practice's Qualified Environmental Professional (QEP) program.
  - Any CCM not meeting the activity goals will be moved to an Inactive status, which can be changed to Active by merely completing a portfolio. Also, a person who has been a CCM for at least 10 years with at least 25 years of professional experience may request Emeritus status which is exempt from demonstrating professional development.
  - All portfolio information will be treated confidentially and will not be open on the AMS website.
- Communication Strategy is an AMS effort to keep open and very accessible the lines of communication between AMS and the CCM community as well as within the CCM community itself. It includes the U.S. mail service, and various Internet options. Drafts of the developing Continued Professional Development program were posted on the AMS web site, and e-mail addresses were provided to the CCM community to communicate with AMS and with the Ad Hoc Committee developing the draft program. These tools were used beyond expectations as members expressed their feelings and beliefs about the developing program. The Ad Hoc Committee originally intended to track individual comments. This task became overwhelming for the volunteers and AMS staff, though those providing comments can be assured that all input was carefully considered.
- Marketing/Advocacy Strategy will be the task of a newly formed Advocacy subcommittee of the CCM Board composed primarily of non CCM Board members. Many CCMs commenting on the program wanted to see an increased exposure of the program both within the AMS and in the outside community that should be more aware of the value of the CCM program. This effort will be pursued in partnership with the National Council of Industrial Meteorologists (NCIM), an independent group of CCMs who work primarily in the

private sector. Preliminary "brain storming" activities have produced numerous ideas that could accomplish this task, including articles in the Bulletin of the AMS and a possible short course on Forensic Meteorology at the next Annual Meeting. The challenge will be for the subcommittee to develop some fiscally sound and effective methods of achieving the goal. The Marketing Plan is still under development and will be a dynamic document which will be responsive to the needs of the CCM Community. Volunteers were solicited for membership on the subcommittee, and some people responded; others should contact Stan Marsh, CCM Board Chair.

At this point the floor was opened to discussion, which resulted in a lively, constructive exchange of ideas on how best to fulfill the underlying purpose of the program while strengthening the overall CCM program in today's evolving professional environment. The following points are a condensed version of the discussions. Apologies are offered to those whose ideas did not get adequately captured in these Minutes.

- The Board was challenged to improve its presentation of the overall goals and purpose of the changes to the program, such as "why do it?", possibly by preparing a vision, or mission statement. Parallels were drawn to other professions that are requiring increasing demonstrations of professional development to remain active.
- Comparisons were made to the changes in process by the AMS Seal program being more drastic than the changes being experienced by the CCM program. Some CCMs who are also Seal holders spoke of challenges within their industry at maintaining a professional approach to the broadcast business in light of evolving attitudes toward weather presentations by some groups of communication stations.
- Some thoughts on requests to AMS to provide the CCM publicity were balanced by expressions of the individual CCM's responsibility to him/her self to convince clients on the added value of the CCM program.
- The World Meteorological Organization is considering certification requirements for meteorologists. Dr. Tim Spangler (NOAA Comet program) solicited input from the members on this topic.

Credit for compiling these minutes goes to Paul M. Fransioli (CCM #291) and numerous other contributors.

Stan Marsh  
Chair, CCM Board