



American Meteorological Society (AMS) Board on Enterprise Communication (BEC)

May 4, 2006 Conference Call Minutes

Participants: Matt Parker (Chair), Tom Bellinger, Greg Hakim, Ron Jones, Rebecca Morss, Jay Titlow and Gary Rasmussen (AMS).

Discussion:

1. The Terms of Reference previously drafted on 041806 were accepted as final.
2. Recent activities:
 - a. Support for the AMS/BEED Corporate Forum was provided by Veronica Johnson, who chaired a panel discussion and Ron Jones, who provided key contacts for the panel.
 - b. Creation of the Ad Hoc Committee on Climate Services. Ed O'Lenic (NOAA) and Jan Null (Golden Gate Weather Services, LLC) are co-chairs. Twelve members have been assembled. Goal is to create a long-term process to facilitate discussions within the climate services community.
 - c. Support for upcoming AMS Community Summit in Boulder, CO during June 26-30, 2006. Matt Parker will provide welcoming remarks and other BEC members are expecting to attend.
3. BEC initiatives for the remainder of 2006 and beyond.
 - a. If the CWEC will make the summer Community Summit an annual event, then the CWEC (including the BEC) should consider the establishment of a Program Committee to facilitate this process.
 - b. Publicity of the AMS CWEC on-line Forum (<http://amsforums.ametsoc.org/tool/mb/amscwceforum>) is needed to grow this resource. Ideally, the forum should be the repository for all information of interest to the AMS membership and perhaps even beyond. The content of the forum will dictate the level of success. The BEC can play an important, if not lead, role in developing the use of the forum. For example, at many AMS events, topics of strong interest often lead to excellent discussions that could be continued on the forum, especially for those folks that could not attend the meeting. Another concept would be to take summary statements (one paragraph summaries from session chairs and/or key speakers) from AMS meetings and post these immediately after the meeting ends. These, too, could lead to discussions on the forum. Perhaps, a BAMS article could be written highlighting such examples, which would lead to further publicity for the forum.

- c. BEC outreach to other organizations both within the profession and beyond. The BEC conducted a conference call with the Weather Coalition last November (2005). The call led to a better awareness of how the two organizations can and will work together in the future. The CWEC Steering Committee suggested that additional such conference calls with appropriate organizations could be pursued by the BEC. All BEC members can likely compose a list of contact organizations and these lists should be coordinated with the Chair (Bill Mahoney) of the BEED to avoid duplication.
- d. Ongoing dialogue on partnerships. All BEC members agreed that an ongoing discussion on public/private/academic/user partnerships should be established and maintained. Although the AMS has enhanced recent discussions on NOAA's recent partnerships policy and lately, the level of discussion banter has diminished, this in no way reflects less of a need for an ongoing dialogue amongst the sectors. In fact, more dialogue is needed to help our profession grow and develop.

4. The "TO DO" list:

- BEC members (Parker, Morss, Titlow) that plan to attend the upcoming Community Summit in Boulder will discuss the collection of meeting highlights to be posted immediately after the meeting on the CWEC Forum.
- Chair Parker will take the concept of the creation of a Community Summit Program Committee to the CWEC Executive Committee for further discussion.
- All BEC should compile a list of appropriate organizations to be contacted regarding the use of the CWEC Forum and the existence of the BEC. Thoughts on the design of these conference calls should be developed as well (eg Chair plus one or two members per call?).
- BEC members should consider the means of establishing a continuous dialogue between the various sectors as part of an ongoing discussion on partnerships. Typically, this will involve NOAA and its stakeholders.

Next BEC conference call is scheduled for Thursday June 8th at 12 pm EDT.

Compiled by Matthew J. Parker, CCM, Chair AMS Board on Enterprise Communication.

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