

# AMERICAN METEOROLOGICAL SOCIETY

## Minutes of the 29 January 2006 Meeting of the Council

**Participants**— Executive Committee (EC) members participating were: President Walt Lyons CCM (2005), President-Elect Franco Einaudi (2006), Past President Susan Avery (2004), Past President Joe Friday (2003), Council member Jennifer Francis (2007), and Council member Julia Paegle (2006). Other Council members participating were: David Blaskovich (2006), Kelvin Droegemeier (2008), Jenni Evans (2008), Tony Hollingsworth (2007), John Jones (2006), Tom Karl (2006), Tim Killeen (2006), Stan Marsh CCM (2007), Marcia Politovich (2008), and Chuck Wash (2007). Participating as ex officio members of the Council were Commissioners Brad Colman, George Frederick, George McVehil CCM, and Julie Winkler; Executive Director Keith Seitter CCM; and Secretary–Treasurer Kenneth Spengler CCM. Years indicate the annual meetings at which Presidents take office and Council members leave office.

Also attending were incoming President-Elect Rick Anthes (2007); incoming Council members Mary Altalo, Ray Ban, Joe Schaefer CCM, and Marshall Shepherd (all 2009); and incoming Commissioner Roger Wakimoto.

AMS staff members attending were: Director of Executive Programs Joyce Annese, Director of Member Services Beth Farley, Director of the Education Program Ira Geer, Director of Publications Ken Heideman, Director of the Policy Program Bill Hooke, Director of Information Services Corinne Kazarosian, Controller Barry Mohan, Director of Enterprise Activity Support Gary Rasmussen (Recorder), and Public Outreach Coordinator Jack Williams.

**Précis**—The Council met in the Omni Hotel in Atlanta, Georgia. President Lyons called the meeting to order at 8:15 AM, called for a 10-min break at 10:30 AM, a 60-min break at noon, a 10-min break at 3:00 PM, and ended the meeting at 4:30 PM. Just before the noon break Dr. Winkler accepted the Chair so that Dr. Lyons could participate in the WeatherFest ribbon cutting ceremony. Dr. Lyons resumed the Chair upon his return, which was shortly after the meeting reconvened at 1:00 PM.

## DISCUSSION SYNOPSIS

### 1 Minutes of the September 2005 Council Meetings (Decision)

The Council approved the minutes after noting one correction (in Section 2a, the location of the 2007 Annual Meeting is San Antonio).

### 2 New President-Elect and Council Members (Information)

President Lyons introduced President-Elect Rick Anthes; incoming Council members Mary Altalo, Ray Ban, Steve Rutledge, Joe Schaefer, and Marshall Shepherd; and incoming STAC Commissioner Roger Wakimoto.

### 3 Updated Commissioner Reports (Discussion and Decision)

#### 3.1 Scientific and Technological Activities Commission (STAC)

Commissioner Colman provided a status report, but had no motions for Council decision.

Dr. Colman noted that supplementary guidelines may be needed for the new statement process. For example, would it always necessary to start over with a new writing team if deadlines are not met?

Dr. Colman expressed STAC's interest in working with Meetings Director Gorski to make sure that changes in procedures for customizing specialty meetings will work well. Incoming STAC

Commissioner Roger Wakimoto suggested that AMS provide web tools to help program chairs develop meetings and that program chairs who have already been identified meet at the Annual Meeting.

The Council thanked Dr. Colman for his service as STAC Commissioner.

### **3.2 Publications Commission**

Director of Publications Heideman provided the update in Commissioner Klemp's absence.

- The *Journal of Applied Meteorology* has been recast as the *Journal of Applied Meteorology and Climatology*.
- A personal online library service is under development.
- Book and monograph activity has expanded and a new book and monograph manager has been hired.
- Subscriptions continue to move from paper to online as encouraged by subscription fees.
- AMS experienced approximately \$400,000 of unpaid page charges in both 2004 and 2005.

### **3.3 Professional Affairs Commission**

As Commissioner Toohey-Morales was absent, Dr. Lyons provided an update and offered motions for Council approval.

- The Council approved Vince Scheetz as Chair of the Board of Certified Consulting Meteorologists.
- The new CCM forum, which will be held annually in addition to the CCM Breakfast, is being launched at this Annual Meeting.
- The Council approved new language in the procedure for transitioning from Seal to Certified Broadcast Meteorologist to allow more time for a retest for the few people in this category who failed the CBM test on their first attempt.
- The Council approved Patrick Powell to replace John Guaraldi on the Board of Broadcast Meteorology. Mr. Guaraldi resigned for personal reasons.

### **3.4 Education and Human Resources Commission**

Commissioner Winkler provided an update and offered motions for Council approval.

- The Student Conference has grown to 400 attendees this year.
- All three boards are meeting at this Annual Meeting.
- The Board on Women and Minorities is busy analyzing the membership survey responses.
- The Council approved nominations for two replacement appointments, plus backups.

### **3.5 Planning Commission**

Commissioner McVehil provided an update.

- Last year the Council approved the Commission's proposal to modify the AMS Ballot wording to encourage sector balance in the Council election. The just completed election, which was the first to use the new ballot wording, did yield a sector-balanced slate of incoming Council members. However, the Commission is unsure if this outcome was due to the wording change.
- The Planning Commission, which had been asked by the EC to assess the new Commission on the Weather and Climate Enterprise, found the latter is doing very well under the capable leadership of Commissioner Frederick.
- In 2006 the Planning Commission will work on a strategic plan for the AMS education programs, including K-13 education, scholarships/fellowships, and continuing professional development.

### **3.6 Commission on the Weather and Climate Enterprise (CWCE)**

Commissioner Frederick provided an update.

- Because of demands placed on CWCE it was necessary to stand up the Boards on Enterprise Communication and Enterprise Planning in parallel rather than in series as had been planned originally. All three boards are now up and operating.
- The initial terms of reference are working well at present.
- In partnership with the Weather Coalition and UCAR, CWCE organized a well attended Community Meeting in Boulder in July 2005 on the future of the U.S. weather prediction enterprise. The Community Meeting followed a town hall meeting on this topic at the 2005 Annual Meeting.
- NOAA announced at the July Community Meeting that it was revising its partnership policy to state explicitly that NOAA does not intend to compete with the private sector. So far, the Commission has not heard concerns about the revised statement.
- The second Commission Steering Committee meeting took place 28 January 2006. Terry Tarbell, Chair of the Board on Enterprise Planning, announced that his Board has implemented a procedure for identifying annual partnership topics (APTs). Dr. Tarbell plans to ask the Steering Committee to approve two APTs in 2006. One will develop on a normal three-year cycle and the other will have a fast-track two-year cycle.
- CWCE will form a committee to consider updating the AMS Statement on the Public-Private-Academic Partnership.
- The third outreach committee constituted under the Board for Enterprise Economic Development is likely to focus on water resources and related topics.
- CWCE members joining in 2007 will have normal term rotations.

Dr. Lyons commended Mr. Frederick for doing a terrific job in standing up the new Commission.

Mr. Ban noted that the revision of the NOAA partnership policy was facilitated by the Boulder community meeting. He added that legislative activity is coming to forefront and that the Weather Coalition and Commercial Weather Services Association are working more closely together. Both organizations and the National Council of Industrial Meteorologists are participating in enterprise discussions.

### **4 Lecturers (Decision)**

This topic was not discussed.

### **5 Nicholas P. Fofonoff Award (Decision)**

The Awards Oversight Committee has recommended establishing an early career award for outstanding young scientists in physical oceanography. Since defining “early career” is difficult, the committee proposes using age 40 as a cutoff. Also, it recommends that future proposals for early career awards should seek to enforce a common age threshold.

The Council approved establishment of the award.

### **6 2005 Budget Update (Information)**

Executive Director Seitter provided an update.

Although final budget numbers are not yet in, for 2005 we expect a loss of \$100,000. This would be our best outcome in five years. Over that period reserves declined by about \$6,000,000 to the current level of about \$9,000,000. We need to restore them to the level of our one-year operating budget, which is \$14,000,000. Core AMS services, publications, and meetings programs account for \$10,000,000 of this budget. Community support programs are funded from journal revenues.

The AMS Policy Program is running a deficit, but the good work done there must continue. So, we must find a way to fund APP and, at the same time, rebuild the reserve fund.

## **7 Research Channel (Information)**

Dr. Lyons provided an update.

## **8 Retired and International Dues (Discussion and Decision)**

Dr. Seitter provided an overview.

We received a suggestion from a member to provide reduced dues for retired members. We now have an Emeritus Membership, with no dues, for members aged 70 and who have 25 years of membership. The staff recommended keeping our current structure and not introducing a new reduced rate for retired members. The EC and Council concurred.

Dr. Droegemeier suggested that we should track the loss of retiring members and work to keep them engaged.

Dr. Seitter said he would like to introduce reduced dues for members in developing countries after all editorial content of the *Bulletin of the AMS* has been moved to the web. He said we could reduce dues for members in developing countries by the cost of printing and mailing *BAMS* (about \$40 per year per member) if we delivered *BAMS* to them via the Internet.

Dr. Anthes asked if members in developing countries have web access. Answer: yes, and access is improving every year. Dr. Killeen asked our goal for international participation? Answer: we need to develop a strategic vision for that.

Dr. Hollingsworth suggested that we consider the possibility of an international meeting to discuss transnational issues in science and society. Mr. Jones asked purpose of AMS activity in the international arena? Answer: we need to develop an overarching framework for discussions of international issues.

It was suggested that we need to track trends in membership statistics, not just the current statistics.

## **9 Special Initiative Funding (Discussion and Decision)**

Dr. Seitter opened the discussion by noting that there are lots of good things for AMS to do and no funding from the reserve fund (at present) to do them. Therefore, we need to rebuild the reserve fund *and* find additional special initiative funding sources in the interim.

**Research Channel Initiative**—CNN will tape the Impact Weather sessions at this meeting. Dr. Lyons will oversee editing those tapes to develop prototype shows for airing on the Research Channel. We plan to use the prototypes to help raise sponsorship funds to pay production costs and Research Channel fees.

Dr. Karl asked if there would be linkage to the Policy Program? Answer: Yes. One hundred sixty people saw the last APP Forum. Thousands could see future forums via the Research Channel.

Mr. Blaskovich asked the goal and metric of success of the Research Channel initiative saying we need a simple statement of goals and a simple metric of success. Answer: The goal is to reach the public and web site hit statistics will provide a measure of our success.

Dr. Shepherd asked if the Research Channel is stable? Answer: it has been operating for 7 years.

Mr. Ban stated that we need to ask tough business questions if we are to fulfill our fiduciary responsibility to the membership. Mr. Blaskovich asked for a proposal, no more than four pages long, containing a clearer statement of the Research Channel initiative goals, and describing the metric for success.

Dr. Politovich asked about the timeline. Answer: We plan to generate two or three prototype shows in next few months.

Dr. Anthes suggested putting the shows on the AMS web site when they are ready.

Dr. Friday made a motion to continue the prototype activity and come back with formal proposal at the next annual meeting. The Council approved his motion.

**Private Sector Survey**—this initiative was not discussed.

**Discoveries and Breakthroughs Inside Science (DBIS)**—AMS is a sponsor of this American Institute of Physics program but, because of our recent budget performance, has not yet paid the sponsorship fees. AIP has asked AMS to begin paying these fees. The EC recommends that the Council authorize ramping up the fee payments over three years in \$10,000 increments, so that after three years AMS would pay the full sponsorship fee of \$30,000 per year. Although it does not provide public recognition for AMS, the EC thinks the DBIS program is good for society, and is well within the Society's mission.

Dr. Droegemeier asked how aggressively AIP has marketed the DBIS program over past five years. Answer: we do not know.

The Council approved \$10,000 of funding for DBIS in 2006 and directed the AMS staff to report back later with a recommendation for 2007 funding.

### **10 Statements (Discussion)**

Council members discussed the statement creation process and the need for new statements.

Dr. Colman reported that STAC recommends a new committee to ease transition to our new statement process. The committee would explain the new statement process to members and would assess its success.

Dr. Lyons reported that Bob Ryan has identified a need for an AMS statement on broadcaster best practices.

A progress report from the committee on licensing meteorologists is needed.

It may be possible to combine the statements on the Public–Private–Academic Partnership and on Research to Operations.

Dr. Killeen said inactive statements have historical interest and should remain accessible in an appropriate part of the AMS web site. He also noted that soon we will need to start work on a new Climate Change Issues statement since a new report is due out in one year.

Dr. Avery asked Dr. Wakimoto if the STAC chairs would prioritize current statements that are due to be revised, reissued, or retired. He agreed to ask them to do that.

Dr. Karl asked about our procedure to ask the membership to identify needed statements. Dr. Colman responded that in the past requests have come from both the Council and the individual members. He added that we should post a notice of solicitation in BAMS and on our web site.

Mr. Frederick noted a need for language to articulate explicitly that Commissioners have the leadership responsibility of ensuring that statement time lines and guidelines are met. Also, each writing committee should include a Council member who is responsible for being the spokesperson on content. If qualified, the Council member can be an active participant; otherwise the Council member would be the facilitator.

Dr. Evans is Council facilitator for the statement on hurricanes.

Dr. Friday volunteered to facilitate the statement on freedom of scientific expression.

Dr. Killeen volunteered to facilitate the statement on climate change science and impacts. This is a state of science statement, not a policy statement. (Note: as Dr. Killeen rotated off of the Council after the 2006 Annual Meeting, Dr. Hollingsworth later agreed to facilitate this statement).

Dr. Francis said we need an overarching AMS vision statement. Dr. Avery added that we do have the 2010 vision statement. The sense of the Council was that we need to start thinking about a 2020 vision statement.

Dr. Lyons stated that perhaps Council meetings should have a format that allows the Council members to devote quality time to the most important issues before the Society.

Dr. Hollingsworth expressed a need for the supporting package of materials to arrive at least two weeks before the Council meeting.

## **11 Honorary Members (Information and Discussion)**

The EC needs to receive suggestions and nominations for Honorary Member.

## **12 External Funding (Information)**

The AMS junior/senior level scholarship program has become a freshmen/sophomore program to better coordinate with federal Hollings scholarships. AMS support is provided by Dr. Seitter, who solicits external funding, and by Ms. Armstrong and Ms. Sampson, who provide other staff support. Volunteer committees select the recipients.

## **13 Committees of the EC (Information)**

### **13.1 History of the Atmospheric Sciences Committee**

There was little news and no discussion.

### **13.2 IIPS Committee**

Dr. Droegemeier said the IIPS meeting has grown into a large meeting, supporting a large community, which needs a journal to cover its technology.

### **13.3 Investments Committee**

Mr. Mohan reported that the Investments Committee follows a relatively conservative investment strategy, but recently has become a little more aggressive.

## **14 Meetings (Information)**

### **14.1 2006 Meetings**

Preregistration for the 2006 Annual Meeting was about 2600. (Note: the final total was 3010, with 2795 paid.)

### **14.2 Annual Meeting**

Dr. Anthes announced the theme of the 2008 Annual Meeting will be Research to Operations.

### **14.3 2007 Specialty Meetings**

During the discussion a question was raised about oversight of the Range and Aerospace Meeting.

## **15 Status Reports (Information)**

### **15.1 Publications**

There was no discussion.

### **15.2 K-13 Education Initiatives**

Dr. Geer provided a status report and an overview of the AMS K-13 Education Program. Currently, 600 teachers are taking courses; over 10,000 have graduated.

Dr. Killeen asked which courses are offered by minority serving institutions (MSIs). Answer: science, math, physics, chemistry, and, at a few MSIs, atmospheric science.

Dr. Droegemeier asked if Congress is aware of the AMS Education Program? Answer: yes, we brief key members of Congress. However, NSF programs that formerly supported AMS precollege teacher training have been eliminated or dramatically reduced. Most current Federal programs that support precollege teacher enhancement are directed toward Local Math and Science Partnerships, and do not accept proposals from national organizations such as the AMS. Our current business plan is to use revenue generated from our undergraduate online courses to subsidize our teacher enhancement programs to the extent possible.

Mr. Jones asked about the short-term prospects for the Education Program as past revenue sources have dried up. Answer: competitive grants are very difficult to obtain. To be successful we must innovate and constantly update. We hope NOAA and NASA will fund our program under their outreach efforts. Question: if NOAA and NASA funds are not available, what then? Answer: we hope

to keep our programs going at a reduced level. This should be possible as our undergraduate and teacher enhancement work have substantial overlap. Dr. Seitter noted that while we might be able to keep our programs going, their impacts would be greatly reduced.

Dr. Lyons observed that sustainable funding for the Education Program will be a major challenge for President Einaudi and President-Elect Anthes.

Dr. Shepherd asked if we can leverage funding obtained by local chapters? Answer: we already do this, but the logistics are difficult. We ask local chapter members to encourage growth of our undergraduate courses to generate revenue. However, we believe the long-term solution is a government funding mechanism.

Dr. Killeen said that the scale of the AMS efforts is impressive, but seeking agency funding may not be the best approach. There are too few people with geoscience degrees entering the workforce. Perhaps we need to set agendas to emphasize growth of geoscience education program using the public/private partnership.

Dr. Francis asked if teachers pay tuition. Answer: no, in the past NSF has covered their costs. Teachers already spend significant personal money to subsidize their classroom activities; they should not have to pay their own tuition. We ask members to sponsor a teacher when they renew their annual dues.

### **15.3 Membership**

Mr. Ban asked about membership trends. Dr. Seitter replied that the number of members is increasing slowly.

### **15.4 AMS Public Outreach Program**

Public Outreach Coordinator Jack Williams provided an overview of his activities to write and produce the AMS Weather Book. With climate change science evolving rapidly, one concern is shelf life of the final product. This will be addressed by having a strong web presence to supplement the book and to host an annotated bibliography.

Mr. Williams mentioned a plan to issue a call for photographs in *BAMS*. Dr. Evans said that students have a photo contest, which would be an excellent source of material.

Dr. Droegemeier asked about the project timeline. Answer: finish the writing and send the manuscript to a major trade publisher this year.

Dr. Lyons asked if the graphics being produced could be TV ready for use by CBMs? Answer: Yes! Mr. Williams added that versions of the graphics would be made available to all members and that he is considering making animations available as well.

The Council voted to approve the Statement on Earth Science Education.

### **15.5 AMS Policy Program**

Policy Program Director Bill Hooke started his presentation with an appeal for Council members to look at the recent AMS Policy Program (APP) strategic plan and to provide feedback to him and the APP staff.

The most recent Policy Forum on Natural Hazards, which was cosponsored by the Space Enterprise Council of the U.S. Chamber of Commerce, took place 10 days before Christmas. Despite this unfavorable timing it drew 165 attendees. The Chamber of Commerce has one million members and many follow-up initiatives are underway. Dr. Hooke commended Gina Eosco for accomplishing in 5 weeks, what would normally take 5 months.

In 2005 APP held 8 seminars. The June seminar, a study of the impact on New Orleans of hurricanes, was notable for its prescience. The terrific success of the seminar series has resulted in calls from Representative Waxman for AMS help in holding briefings. Also, the insurance industry wants to work with AMS.

The Environmental Defense Fund (EDF) plans to launch a series of one minute advertisements on climate change. They asked if AMS will stand behind the science behind the commercials. Several

different kinds of AMS response are possible and the Council must think about our response carefully. Dr. Hooke noted that every year the scientific evidence for anthropogenic climate change gets stronger.

Dr. Lyons agreed that the Council must consider carefully EDF's request before responding to it.

Dr. Schaefer noted that the Tuesday evening Town Hall meeting plans to hold a debate on the science of anthropogenic effects on hurricanes.

Dr. Anthes asked how should we choose what to endorse, given programs from many media outlets such as the National Geographic Channel and the Discovery Channel that address climate change impacts?

Dr. Evans said we would need to review the commercials ahead of time. Even if the science is solid we will need to consider if the spin is appropriate. Mr. Blaskovich and Mr. Ban strongly agreed that the Council must preview and specifically approve or disapprove each advertisement that would carry an AMS endorsement. Dr. Lyons noted that AMS reviews must come at the storyboard stage; after a commercial is produced, it is too late.

Dr. Karl said that for federal employees to participate in the reviews of commercials, endorsements must be done via the statement process. Dr. Hooke noted we must have statements in place so that we can respond quickly to questions on science. Dr. Anthes agreed that having AMS statements with appropriate qualifiers would be best.

Dr. Droegemeier said that we must not review the EDF commercials or agree to stand behind the science behind them as there is no recourse if we disagree. Instead of entering a partnership with EDF we should have and promote our own statements.

Dr. Socci noted that a large amount of new climate science information will become available in another year.

Dr. Karl said past AMS statements have been too generic. They do not speak to specific issues that people can relate to. To be more relevant, we must rethink how our statements are written. We should not focus on climate science, for example, but should instead focus on the societal and economic impacts of climate change.

Dr. Avery observed that focusing on pure science in an AMS statement might make the statement inaccessible to its intended audience. Dr. Killeen said NCAR discussed this and decided to provide a large amount of easily accessible information on a web site.

Dr. Colman said he supports using AMS statements to speak for AMS on science issues.

Dr. Friday said we can also use qualified members to speak for the AMS.

Dr. Hooke requested authorization for APP to serve as a source of information on the state of the science in response to short-fuse requests for information from the EDF and other organizations. In response, the Council approved the following resolution:

The Council recognizes the importance of AMS serving as a source of information on the state of the science and authorizes the AMS Policy Program (APP) to provide information to organizations, and requests APP to report back to the Council on this activity. We further ask STAC to provide the Policy Program contact information for knowledgeable spokespeople on the science.

Recognizing that the evolving science of the earth as a system, services built upon that science, and the potential impacts on society are becoming ever more important to decision makers and policy development, the Council authorizes APP to accelerate its efforts to develop new approaches and mechanisms to provide society with the best possible source of scientific information. These approaches might include:

- Well maintained and regularly vetted web sites,
- Lists of experts ordered by subject,
- Development of new and updated Council statements, and
- Interaction with other professional societies and advocacy groups.



Dr. Einaudi noted the dividing line between policy and science is fuzzy. He announced plans to pursue the issue of personal scientific freedom during his tenure as AMS President.

#### **16 Other Matters (Information)**

Dr. Seitter asked, Should the Council have a student member? It may be necessary that the student member serve in an advisory capacity without voting rights. AMS would need to provide travel support.

Dr. Shepherd expressed his support. Dr. Avery agreed, and advised also recruiting student members for all AMS boards and committees. Dr. Evans said each recipient of an AMS fellowship would be well qualified to serve on the Council as a student member.

Dr. Droegemeier asked, Should we have a student council and an underlying student organization? Perhaps student chapters could be the basis for a student organization. The Board on Higher Education could look at this. The broader question is, How do we better engage our student members?

In closing remarks, Dr. Einaudi asked the Council members to send him brief summaries of real issues of substance that should be discussed at future Council meetings.

Dr. Lyons called for a motion to adjourn and expressed his thanks to all of the Council members who were rotating off the Council, adding that serving as AMS President for the past year had been a great honor. The motion to adjourn passed.