

WAS*IS

CULTURE CHANGE

weather & society * integrated studies

www.sip.ucar.edu/wasis/



NCAR



Sponsored by the NCAR Societal Impacts Program

Changing from what **WAS** to what **IS**
the future of integrated weather studies



Really

Summer Camp for Smart Kids
2008 Summer WAS*IS

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WAS*IS

WORKSHOPS

weather & society * integrated studies



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We are changing the weather enterprise by **comprehensively and sustainably** integrating social science into meteorological research and practice



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**WE ARE Integrating
social science into the
Weather Enterprise**

**We are part of a
growing
community of
people passionate
about & dedicated
to this**

**Moving ahead requires
collaboration across the
WEATHER ENTERPRISE!**

**We recognize that
(meteorology + social
science)
> sum of its parts!**

**We address societal
impacts in real &
sustained ways**

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Barriers WAS*ISers are confronting & overcoming

1. **POWERlessness: I want to do it but I don't know how – *we have knowhow!***
2. **Social science methods are a mystery – *NO They are NOT***
3. **Surveys are not encouraged – *we have partners who can help***
4. **Disciplinary blinders – *excitement about collaborations & new tools***

Moving from WAS to IS.....is not an instant transition! WE realize the joys of CONNECTING WITH STAKEHOLDERS

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WAS*IS ers emerge as
*charismatic policy
entrepreneurs*

*We know storms come in
from **the left & the
right***



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We have new partners from new disciplines



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Everyone chips in!



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Other indications of success

You are brave

We perceive ourselves & others
in new ways

TOM Behler is at a career
crossroad



Exposure to new methods - GIS, qualitative research, social vulnerability, communicating uncertainty techniques, economics

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From our speakers & our own interactions we learned more about substance & **style**



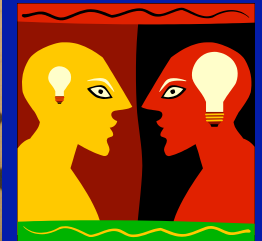
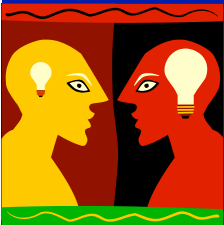
*using the same template
our unified performance at the
community meeting -
passion &
using time so Kevin, Rebecca, Julie,
Gina shine in their own
ways*



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Some of what we will do next

- Consider new courses to atmospheric science programs
- Invite each other to give talks!
- Take advantage of opportunities to visit each other - make presentations - get your work known
- Mentor your peers - **Use each others materials**
- Use the **WAS * IS** brand on your presentations!



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What's next -- under the WAS*IS Umbrella

- Advanced WAS*Ises - WAS * IS Compendium
- Moving from **WAS** to **IS** beyond weather to hydrology, emergency management, climate, and other fields
- Capstone courses in physical science programs
- Evaluation of WAS * IS success
- Annual WAS * IS workshops - *ENCOURAGE YOUR COLLEAGUES TO APPLY*
- WAS*IS for introducing meteorology to social scientists - for stronger partnerships



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Summer WAS*IS W R A P

Commitment to Change!

- The ELITE, BEST & the BRIGHTEST
- Remind your colleagues about your new ideas, opportunities, & partnerships



*What wouldn't have happened without WAS * IS*

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Powerful things have happened... We have moved from **WAS**.....

**MODEST GOAL -
CHANGING the culture from
WAS to IS**

This is not a workshop
where **NOTHING** lasts- -
Energetic **WAS*ISers**...

**You've got MOMENTUM &
STRATEGIES**



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Summer 2008 WAS*IS Particularities

- Active participation from brothers and sisters from earlier workshops
- Report from the SERVICE ASSESSMENT
- Many of you are already related to WAS * Iusers -

Summer 2008 WAS * IS 400, not 101
National strategy for NOAA

Most FACEBOOK y

- American Meteorological Society
- Summer Community Meeting
- INCREDIBLE communicators

YOU all know this is SERIOUS business



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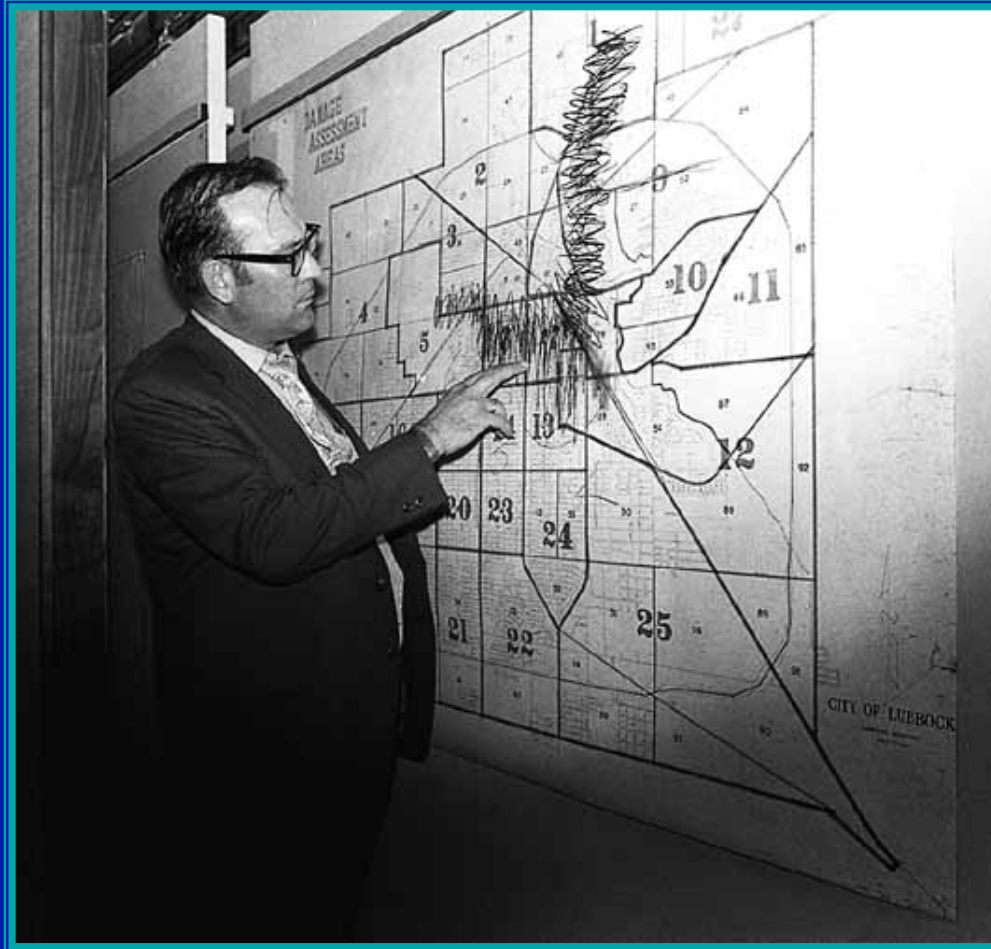
Greg Mortenson's *Three Cups of Tea* analogy *One Man's Mission to Promote Peace . . . One School at a Time* (Best selling book about building schools in Afghanistan & Pakistan)

- 1st cup- stranger
 - 2nd cup- honored guest
 - 3rd cup- you're part of family... takes years
-
- With 171 official **WAS*ISers** & hundreds of other like-minded hard-workers
 - Social science & policy are having our 2nd cup of tea with AMS & meteorology— **We're not family yet - but we're no longer strangers**



• **At the tea house**

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What did the most influential players look like in meteorology prior to **WAS*IS?**

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WAS * ISers are NOT the same people with new technologies!



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The new fiesta - 2008 SUMMER WAS * ISers!



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WAS * IS is brewing--- We look forward to continuing to work TOGETHER



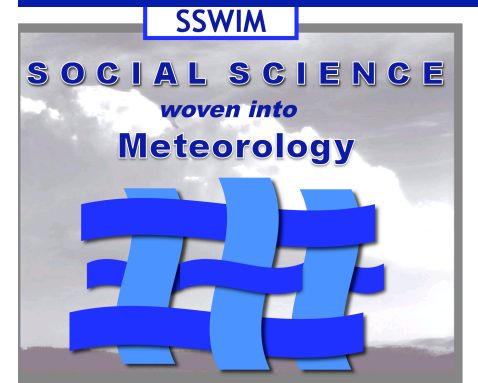
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Soooo many workshops at NCAR and elsewhere

- Physical scientists say - “yes societal impacts are important”.... We want social science..

We'll know it when we see it...

- **Well... We'll know it when we see it AND.. THIS WAS * IS IS IT**

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Fairy tale comes true Thanks to

**US Weather Research Program
The National Oceanic &
Atmospheric Administration
(NOAA)**

The National Center for Atmospheric Research

**JEFF LAZO & the Societal Impacts Program
THE DREAM IS ALIVE**

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We've only just begun

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