

Tuesday, August 7, 2:15 PM

Breakout Group

“CMMAP for Soccer Moms and Dads”

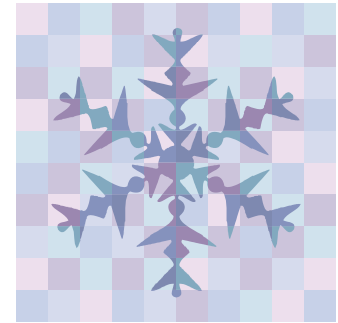
facilitated by Scott Denning

with

Rodger Ames, Ian Baker, Jim Benedict, Mark
Branson, Susan Foster, Anna Harper, Nick
Parazoo, Kate Thayer-Calder, Michael Toy,
Luke Van Roekel, and Kelley Wittmeyer



Problems



- How can we explain the CMMAP mission to ordinary people?
- How can we transform scientists' graphics into formats that will enhance public and K12 understanding of CMMAP, e.g.,
 - Dave's "shower curtain" graphic on grid resolutions
 - The quasi-3D cloud resolving model graphic showing range of scales involved in CMMAP



Needs

- An outline of the concepts required to communicate about CMMAP mission, research, people, and findings
 - Writers to come up with scientific descriptions
 - Graphics to help make these descriptions more understandable
 - A web portal into which people enter CMMAP (at CSU and at UCAR)
- Identification of gray areas and logical links between:
 - the new CMMAP description and web site and
 - UCAR's expanding web content about clouds, weather, climate, and modeling (Windows to the Universe web site)
- Web dissemination of KT white papers and simplification of content to reach broader audiences (when appropriate)
- Coordinator to make sure the CMMAP this all happens!



Solutions

- CMAP content outline to be developed in next few weeks
- Grad students will act as content adviser/writers, engaging scientists when required
- Rodger Ames suggested as coordinator
- Team support: Scott, Anna, Kelly, Rodger, Susan:
 - Developing content
 - Avoiding duplicated efforts
 - Leveraging existing and new resources on Windows to the Universe
 - Promoting and engaging web site design
 - Developing compelling graphics



Other good ideas

- Explain **why people should care** about CMMAP?
 - Perhaps anchor Scott’s “airplane/elevator speech” in the context of people who experience clouds, weather, and climate in every day life.
 - Explain CMMAP themes engagingly and clearly
- Check out features and approaches on web sites of other modeling centers.
- Include a ‘search tool’ and web map on site
- Produce a CMMAP newsletter