

# **METR 4713/5713 Private Sector Meteorology**

**Spring 2011**

**Monday/Wednesday/Friday, 9:00 AM, NWC 5930**

## **Lecture 1**

# **Welcome And Course Organization**

Most recent posting: Friday, 13 January 2012

# Opening Remarks

- Welcome!
- Introductions – go around the room (see next slide for my background)
- Motivation for This Course
- Course Learning Goals – *still to done*
- Course Learning Objectives – *still to be done*
- Supporting Course Materials
- Tentative Course Schedule for Spring 2011 Semester – *see L1a*
- Tentative Grading Scheme
- Relevant and Applicable University Policies
- My Policies
- Expected Professional Conduct
- Course Survival Skills



**Welcome!**

# About Me

Instructor: John T. Snow; Room NWC 5710, National Weather Center; 325-1174, [jsnow@ou.edu](mailto:jsnow@ou.edu)

John T. Snow is a Regents' Professor of Meteorology, dean emeritus of the College of Atmospheric and Geographic Sciences. He came to OU in 1994 from Purdue University, where he had been a faculty member in the Department of Earth and Atmospheric Sciences since 1977.

Snow received his bachelor's degree in electrical engineering from Rose-Hulman Institute of Technology (then named the Rose Polytechnic Institute) in 1968, his master's degree in 1969 from Rose, and his doctoral degree in atmospheric science from Purdue in 1977. In 1997, he received Purdue's Distinguished Alumni Award from the Purdue's School of Science.

He has held teaching and research positions in France, is a Fellow of both the American and Royal Meteorological Societies, and is a member of the American Society of Testing and Materials. Snow has been a member of the National Oceanic and Atmospheric Administration's Science Advisory Board and the Board of Directors of the University Corporation for Atmospheric Research. He currently serves on the NRC Board on Atmospheric Science and Climate and the NSF Geosciences Advisory Board. He has received the Charles Anderson Award (for education and promotion of diversity) and the Charles Franklin Brooks Award for outstanding service from the American Meteorological Society.

He is a retired lieutenant colonel (U.S. Army). During the Gulf War 1990-91, he was stationed in Dhahran, Saudi Arabia, and was awarded the Bronze Star for his service.



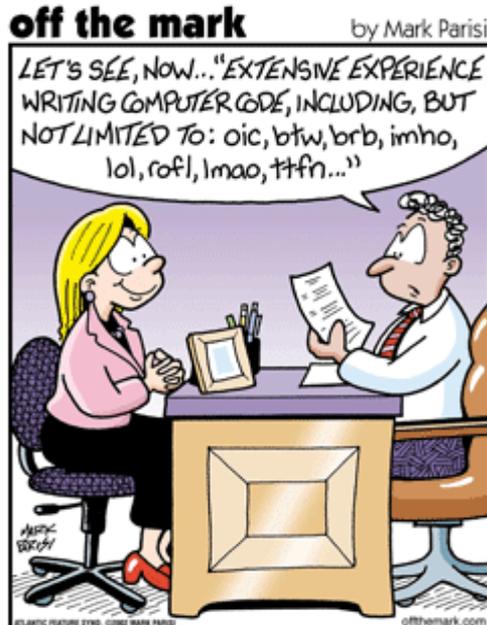
# Motivation for this Course

*“Today’s students are graduating into a world that is much riskier than the one we knew. We are beginning to recognize that our current economic crisis goes much deeper than the recent drop in the stock market. Our students will find themselves in what I call the a micropreneurial age. They will have multiple jobs and even multiple careers during their lifetimes. Many will work for small firms, and a growing percentage will be consultants and freelancers for most of their working lives.*

*In short, they will need to be equipped to make their own opportunities. They will need the skills, knowledge, and qualities that [leading academic programs will help them] cultivate: self-reliance, social and cultural capital, appreciation for lifelong learning, creativity, conflict-resolution and team-building skills, ethics, understanding of economics, ...”*

Richard Greenwald, Dean of Graduate Studies, Director of University Partnerships, and Professor of History, Drew University. He is the author of the soon-to-be-released book, Empty Offices and the New Way We Work, Bloomsbury Press. The Chronicle of Higher Education, 10 December 2010, p. A80.

# Motivation for this Course



I also want to help you avoid situations such as the above

# What Is This Course About?

This course provides an overview of private sector meteorology in the U.S. The evolution and current state of the private sector will be considered. Topics covered in the course include private sector support to air quality, wind and solar power, weather derivatives, energy production, commodity marketing and trading, transportation, industrial and commercial business, construction, and city and state government.

The course is designed to build your background knowledge about the private sector, foster the use of higher-order analytical skills, and further develop your communication and presentation skills. The course consists of lectures by the instructor; directed readings; visits with local private sector companies; interviews with practicing meteorologists focusing on their recent business/professional experiences; and completion and presentation of a course project. In the course project, you are expected to gain experience in applying your meteorological knowledge to a practical problem such as might be encountered in professional practice.

For those seeking graduate credit, the development and presentation of a portfolio about a private sector meteorological company is also required.

More on the course project, the portfolio, and related matters in due course.

# Supporting Course Materials

- **Textbook:** There are no required texts for this course. Extensive notes and assigned readings will be available on-line and/or placed on reserve in the NWC Library.
- **Course Notes**
  - **Presentation Slides**
    - **Illustrative Examples**
    - **Hidden Slides**
  - **Accompanying Notes Page(s)**
    - **Questions, Problems, Reading Assignments**

# Tentative Course Schedule For The Spring 2011 Semester

See L1a for the tentative course schedule. This lists the lecture sequence, assigned readings, and homework assignments (with due dates).

I will be updating the schedule frequently, so be sure and check it at least a couple times a week.

# Tentative Grading Scheme

- Class participation: 10%
- Short papers and post-visit interview papers: 10%
- Project: 40%
  - Prospectus: 5%
  - In-progress review (IPR): 10%
  - Final report and presentation: 25%
- Mid-term: 20%
- Final: 20%
- Portfolio: 20% (Graduate students) (added to above, then renormalized to 100% scale)

It is *likely* that grades will be assigned based on the following cutoffs: A  $\geq 90.000\%$ , B = 80-89%, C = 70-79%, D = 60-69%, F =  $<60\%$ . An **average performance** in this class will receive a **satisfactory grade (C)**.

# Interview Papers, Projects, And Portfolios

See the guidance and instructions posted as L6a/M 30 Jan for details.

Read these carefully as I do not intend to go over these slides in detail.

I will allocate about 10 minutes of time before beginning L6/M 30 Jan to answer any questions you may have.

# Relevant and Applicable University Policies

- General expectations of students: <http://www.studentconduct.ou.edu>
- Expectations for student integrity: <http://integrity.ou.edu/>
- Here is what Provost Nancy L. Mergler says:

*“The University of Oklahoma is committed to the provision of reasonable accommodation for all students with disabilities. Students with disabilities who require accommodations in this course are requested to speak with me as early in the semester as possible. Students with disabilities must be registered with the Office of Disability Services prior to receiving accommodations in this course. The Office of Disability Services is located in Goddard Health Center, Suite 166, phone 405/325-3852 or TDD only 405/325 -4173.*

*All provisions of the Norman Campus Academic Misconduct Code shall apply in cases of academic dishonesty. ANY violation of the Academic Misconduct Code will result in your removal from this course, and a grade of F will be recorded for the course. Academic misconduct is defined as “any act that improperly affects the evaluation of a student’s academic performance or achievement.” At the University of Oklahoma, academic integrity is expected from each student. Misconduct such as plagiarism, fabrication, and fraud, as well as attempting to commit such acts or assisting others in so doing, will not be tolerated. Students are responsible for knowing the OU Academic Code, which can be found at <http://www.ou.edu/studentcode> and <http://www.ou.edu/provost/integrity> .”*

- See L1b for more information and many details re the above

# My Policies

- I expect the highest level of professional conduct in this course. As a professional enrolled in this class, you are expected to contribute to an environment appropriate for learning, one that considers and respects the needs and rights of others. Professional conduct includes integrity in your work and a tight focus on the task on at hand.
- The course schedule is tentative and subject to change. All changes will be announced in advance on the website and in class. **It is your responsibility to be aware of any changes.**
- Unless arrangements are made ahead of the deadline, papers or exercises will not be accepted after the deadline. Here “arrangements” means either ill (a doctor’s note is required) or on official university travel.
- Students who do not hand in an assignment by the due date may receive a grade of zero on that assignment.

- Students should pay special attention to the expectations discussed in the Student Handbook and the University Catalog. Bottom line: Cheating, plagiarism and other forms of academic dishonesty will not be tolerated in this course and so will be handled accordingly.

As commonly defined, plagiarism consists of passing off as one's own ideas, words, writings, etc., which belong to another. In accordance with this definition, you are committing plagiarism if you copy the work of another person and turn it in as your own, even if you have the permission of that person.

If you desire to cite or quote the work of another, use the citation format required by the American Meteorological Society.

- **The materials used in this course contain copyrighted materials. In addition, the course materials as a whole are copyrighted. These materials include but are not limited to syllabi, power point slides/notes pages, quizzes, exams, lab problems, in-class materials, review sheets, and additional problem sets. These materials are provided for your use in this course. You may keep one set for study and personal reference. You do not have the right to further distribute these materials unless permission is expressly granted in writing by me.**

# Expected Professional Conduct

- No ...

- M

- F

- C



- writing



"How can I possibly be a discipline problem? I'm usually asleep."

FORBIDDEN

the  
base

while

# Expected Professional Conduct

- Class participation is important , expected, and will be noted



...s of a simple Case Study  
...re were points for CP"

# Course Survival Skills

- If you need help, ask
  - Office hours: right after class or by appointment; call or e-mail for an appointment
- Attending class is important. Coming to class, paying attention, participating, and taking notes is the best (and perhaps the only) way to learn the course material.
- Read the assigned materials and prepare the requested short papers
- Flying solo is hard -- in this course (or in life, for that matter) → teamwork, group study, etc... are very helpful ways to learn
- In your presentations, remember that everyone communicates, only a few connect effectively → become one of the few – make it a personal goal to develop an effective presentation style