Service Specific Partner Groups

An Effective Structure for Maximizing Decision Support

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The Groups
Primary Goals

Build Relationships

Listen & Identify Needs

Match Capability with Need
Fears

• Added Products for individual partners
• More people than we can handle
• Basically we would pull ourselves too thin
Willcox, AZ Agriculture, Weather, Climate Workshop.

~30 Attendees from multiple backgrounds.

NWS partnered with Extension agents to host workshop.

Excellent feedback/participation from group.

NWS requested to host similar workshops around state of AZ.

Dr. Mike Crimmins, CLIMAS, promoting observation network and drought assessment.
Ag Workshop Lessons Learned

- Ag community is in dire need of weather support.
- We likely provide the information they need to make better decisions.
  - We can create better products to serve their needs.
Frost/Freeze Focus Group
Integrated Warning Teams

- IWT’s embedded into the Partner group concept.
- Add other perspectives on preparedness to whole group
- Promote our abilities and project outcomes from individual groups
Key Points

• Stop trying to get people to talk our language, rather listen and learn to speak theirs!!
• The Users want to know that we are there for them!
• Really knowing our partners helps us enhance the forecast.
Questions?