



# Northeast Regional Climate Center

*Recent and historical weather data customized to meet your needs*

## Improving the NOAA Eastern Region Climate Services Webinar

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NOAA Eastern Region Climate Services Webinar

May 25, 2023

# By the numbers...



Screenshot from first webinar, February 2015

Speakers included Samantha Borisoff (NRCC), Hayden Frank (NWS), Mike Squires (NCDC), and Dan Collins (CPC)

## Webinar History

- First webinar: February 2015
- Today's webinar is the **100<sup>th</sup>** in the series!

## Guest Speakers

- **105** different speakers representing at least **60** organizations
  - NOAA's Climate Prediction Center
  - NOAA's NWS Northeast River Forecast Center
  - Northeast Regional Climate Center
  - NOAA's National Centers for Environmental Information
  - USGS
  - USDA Northeast Climate Hub
  - NOAA Geophysical Fluid Dynamics Laboratory

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## Topics

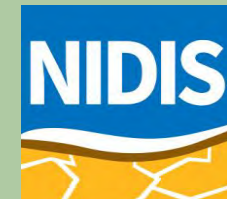
- Climate Change
- Drought
- ENSO
- Flooding
- Hurricanes
- Modeling

## Attendees

- On average, **91** attendees per webinar, representing a variety of sectors
  - Agriculture
  - Energy
  - Fisheries
  - Health
  - Transportation
  - Water Resources Management



# Improving the Webinar Series

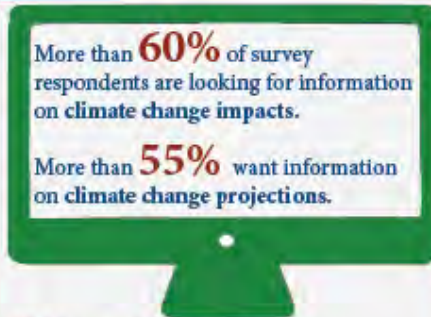


NOAA's Regional Climate Services partners—the Northeast Regional Climate Center and the Eastern Region Climate Services Director—co-host a monthly webinar series to address timely weather and climate concerns. The series, which launched in February 2015, features a review of monthly conditions and a guest speaker. Webinar attendees are asked to complete an online survey after each webinar. This report is based on feedback from 2017–2018 survey data. The goal of the survey is to assess the effectiveness of and identify ways to improve the webinar series.



There were more than **1200** webinar attendees in 2017 and 2018, with a monthly average of 54 attendees.

Attendees are from a **variety of sectors** including agriculture, energy, health, transportation, media, fisheries, and water resources management.



More than **60%** of survey respondents are looking for information on **climate change impacts**.

More than **55%** want information on **climate change projections**.

When asked, on a scale of 1 (not at all) to 5 (very much), if the webinar **improved their knowledge**, over **90%** of survey respondents **replied with a 4 or 5**.

More than **70%** of survey respondents said they **used the webinar information for their job**.

More than **65%** said they **shared information from the webinar with their colleagues**.



**Webinar topics included:**

- Winter Outlook & ENSO
- Ocean Warming & Marine Fisheries
- Climate Resilience Toolkit
- National Water Model
- NCA4 - Northeast Chapter
- Climate Change Indicators
- Northeast Drought Early Warning System
- Heat & Health
- Northeast Severe Weather Climatology

"We are working with fishery managers in the Chesapeake Bay to gain a better understanding of what **climate monitoring data** they need, particularly data that could be used to "adaptively manage" resources (oysters, blue crab)."

"I am educating non-technical stakeholders to what they need to do and **what is worth (\$)** in response to **climate change**. In one case, this means setting adaptation priorities and future budgets."

"Our **long-range planning** for siting and appropriately elevating roadways and other structures must account for sea level rise and other **effects of climate change**. This information is valuable in that process."

Webinar information is being used for decisions on "ski tickets, seed purchases for next year, Dept. of Transportation **operations and maintenance planning** for winter, ..."

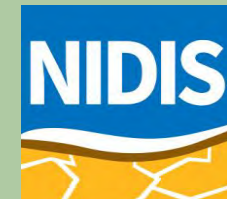
"We are using the information to convey **indicators of climate change** to our **key stakeholders**, including farmers, state and federal agencies, and private sector consultants in agriculture and nutrient management."

## Post-Webinar Questionnaires

- Immediate feedback on individual webinars
- Thank you for completing these!



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**Improved knowledge rating:**

|                |     |
|----------------|-----|
| 5 (very much)  | 36% |
| 4              | 55% |
| 3              | 7%  |
| 2              | 2%  |
| 1 (not at all) | 0%  |

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## New Survey – Launching Today

- Feedback on webinar series, as a whole
  - ~15-20 minutes to complete
  - Open through June 25, 2023
- How do you use or share the information from the webinars?
- What could we do to improve the webinars?
- Any suggestions are welcome!



# Let's hear from you! Practice Round

In one word...

What is the most important climate issue to you?

Please type your answer in the chat box.

If you have something you would like to say, please raise your hand and Ellen will call on you. At that time, you can unmute yourself.

**Please mute yourself when finished.**



# Let's hear from you!

If you could enhance any aspect of the webinar, what would it be and why?

Please type your answer in the chat box.

If you have something you would like to say, please raise your hand and Ellen will call on you. At that time, you can unmute yourself.

**Please mute yourself when finished.**



# Let's hear from you!

Are there any emerging issues/needs we should consider when selecting upcoming webinar topics or presenters?

Please type your answer in the chat box.

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# Survey Information



The direct link is now available in the chat box!

Or, you can scan our QR code.

You can also find the link in our monthly webinar archive.

<https://www.nrcc.cornell.edu/workshops/webinars/2023/04/index.html>



Having issues with the survey?

Please contact Natalie Umphlett at [nau3@cornell.edu](mailto:nau3@cornell.edu) if you have questions or need assistance.