

SUMMARY
OF THE STORY
ABOUT
THE CMOS IMPACT PROJECT
&
OF ITS RECOMMENDATIONS
&
OUR PRELIMINARY STEPS

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CMOS ASPIRATIONS

Vision

The Canadian Meteorological and Oceanographic Society envisions a sustainable and equitable future supported by scientific progress, its application in governance and communication to the general public.

Mission

CMOS is the national scientific society of individuals dedicated to advancing atmospheric and oceanographic sciences, as well as related environmental disciplines in Canada. The Society's Mission is to promote meteorology and oceanography in Canada within the academic, government and private sectors. CMOS, through its educational and outreach efforts, seeks to enhance public understanding of weather, climate and environmental issues in general.

Stakeholder Priorities

Through interviews and the 2024 CMOS Impact Survey, the following were identified by CMOS stakeholders as the areas of work CMOS should prioritize to grow its value and impact:

Top CMOS Priorities

As identified by interviewees & survey respondents

- 1 Serve as a voice for the Canadian atmospheric & oceanographic community
- 2 Increase the visibility and perceived importance of the atmospheric & oceanographic sciences
- 3 Foster collaboration & knowledge exchange
- 4 Improve public understanding of weather, water, climate & environment
- 5 Promote study & careers in CMOS disciplines
- 6 Facilitate communication & share relevant news and information

Top Student CMOS Priorities

As identified by interviewees & survey respondents

- 1 Promote study & careers in CMOS disciplines
- 2 Improve public understanding of weather, water, climate & environment
- 3 Support career progression of CMOS members

CMOS IMPACT – INTERNAL & EXTERNAL

SCIENTIFIC VOICE

NETWORKING

COMMUNICATION

DEVELOPMENT

OUTREACH & EDUCATION

Findings: Impact

CMOS is primarily having impact through five pathways:

- **Speaking on behalf of the CMOS scientific community:** CMOS is having little meaningful impact in this area, however stakeholders consistently identified this as a top priority for CMOS. The Scientific Committee is best positioned to fill this gap, but will require a restructure and updated mandate.
- **Networking, Collaboration and Knowledge Exchange:** This is by far the area where CMOS is having its greatest impact, primarily through the Congress, however there is substantial room for growth. There is strong interest in CMOS offering more events and content, especially those that cross sectors and disciplines. There is also wide interest in CMOS becoming more inclusive of the applied and interdisciplinary sciences (not only the fundamental/research sciences), and becoming more active in facilitating collaboration and discourse that helps address scientific and societal challenges.
- **Communications:** Fragmented, uncoordinated and often outdated communications are contributing to widespread issues with internal and external visibility and reputation. CMOS needs to build staff capacity in communications, and create a strategic and coordinated approach to communications, to address these issues. Priority areas include improving member communications, creating a well populated and professional e-newsletter, overhauling CMOS communication channels, and developing a strategic approach to improving visibility and reputation.
- **Workforce and Professional Development:** The Society is having some impact in this area, primarily through awards and scholarships, student involvement at Congress, and activities of the Student Committee. However there is substantial room for growth. Students and early career professionals in particular want CMOS to provide more career related resources and activities. In parallel, there is a shortage of qualified candidates for CMOS related employment and graduate programs, particularly in the atmospheric sciences. There is strong interest from members, and potential funders, in CMOS developing workforce development and career exposure initiatives, especially those targeting equity-deserving youth.
- **Outreach and Youth Education:** CMOS efforts in this area are predominantly led by the Student and Professional Education Committee (SPEC), who have actively developed partnerships with youth and educator serving organizations to build capacity in CMOS areas of science. Beyond the SPEC, outreach and youth education activities are sparse and largely ad hoc. More direction and coordination in this area would greatly improve the Society's external reach and impact.

Barriers to Impact

The project identified the following primary underlying barriers to CMOS growing its value and impact:

External Communications, Visibility & Reputation

CMOS is operating in an increasingly crowded scientific landscape, making it more difficult to be seen and heard. The “build it and they will come” approach will not work in the modern landscape. CMOS must clearly articulate its role in the Canadian scientific enterprise, and work pro-actively on growing the external presence and reputation of the Society and its activities.

Internal Communications & Visibility

A surprising number of active members are unaware of benefits, activities or structures within the organization, indicating a clear and cross-cutting challenge with internal communications.

Volunteer Capacity

A small number of dedicated volunteers are responsible for the majority of CMOS activities. CMOS needs to do better at recruiting, onboarding and empowering volunteers, while also improving workload distribution and creating mechanisms for accountability.

Staff Capacity

CMOS lacks staff expertise and capacity in critical areas, particularly in communications, partnership development and program development. Some responsibilities currently delegated to volunteers may need to be reallocated to staff or contractors to ensure forward momentum on key tasks and priorities.

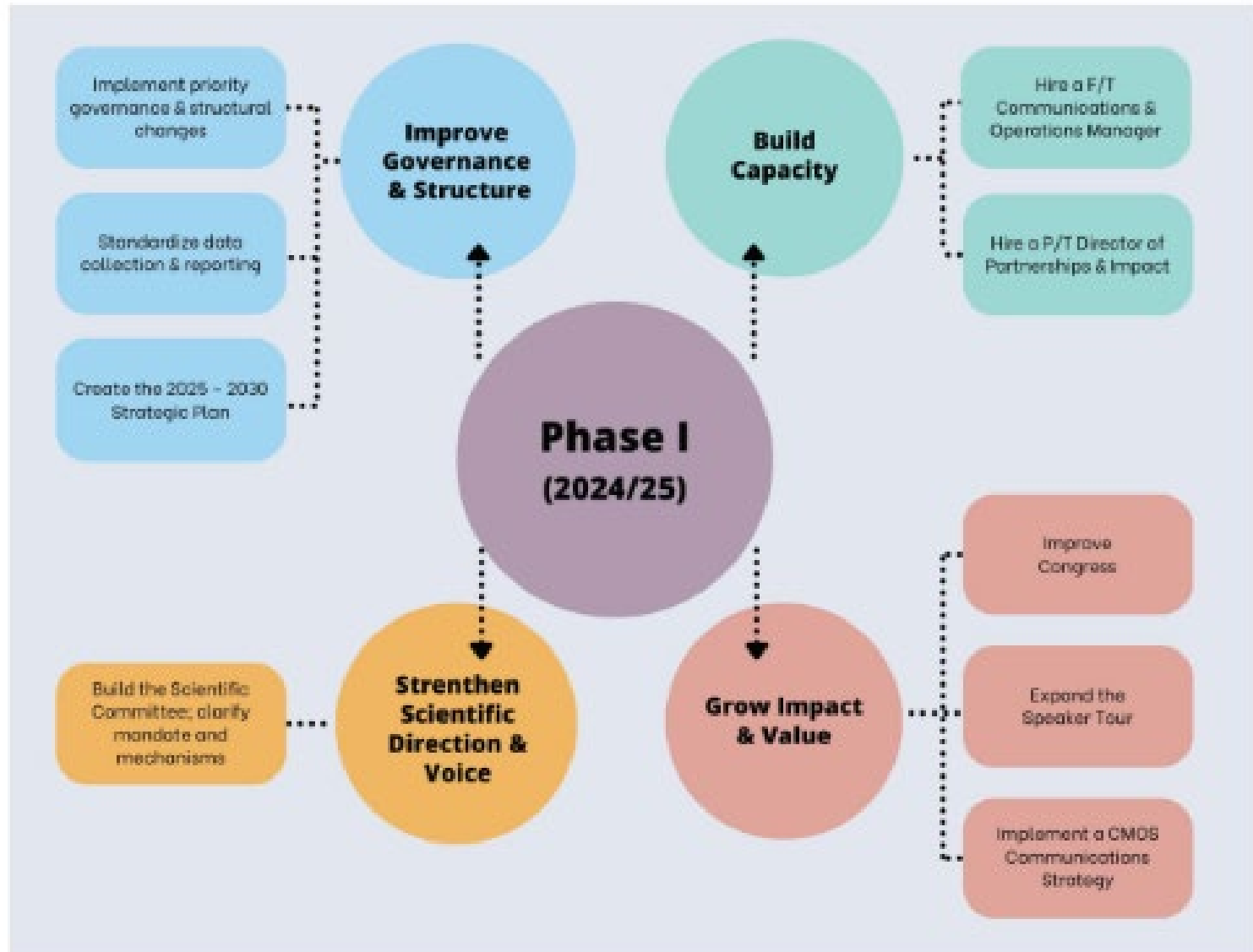
Revenue Model

With volunteerism on the decline, CMOS must reshape its revenue model to mobilize more revenue and funding to support growth in staff capacity. Initially, this should focus heavily on partnership development, with long term aims of also growing revenue streams through Congress, special events and *Atmosphere & Ocean*.

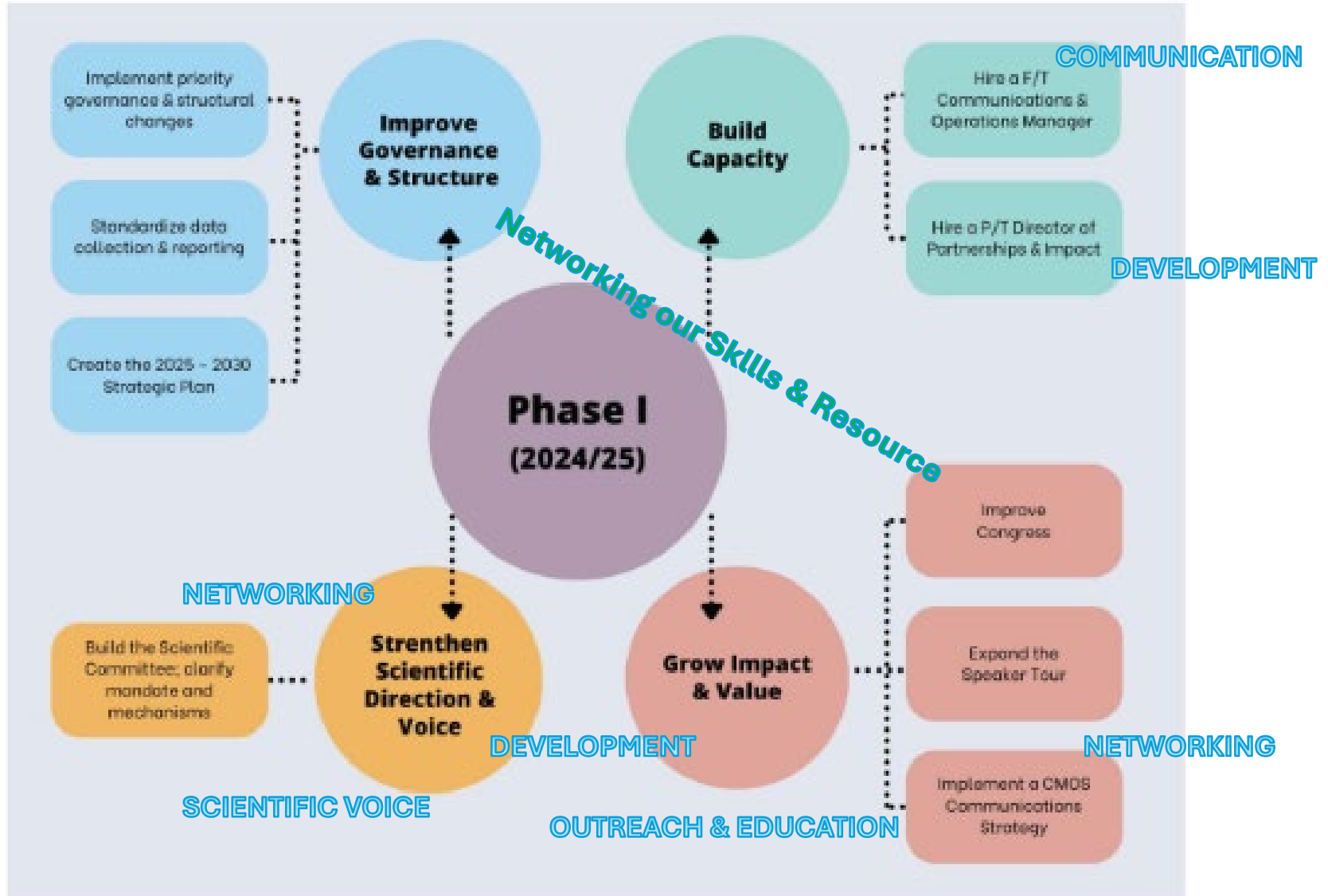
Strategic Planning & Alignment

Most CMOS volunteer entities are run ad hoc, and are not included in the CMOS Implementation Plan. Mechanisms are needed to strengthen CMOS implementation planning, and to improve strategic alignment between CMOS National and CMOS volunteer entities. This includes creating requirements around annual strategic planning, data collection and reporting for CMOS entities.

Phase I Recommendations



Phase I Recommendations



ACTION PLAN - DRAFT

1.Phase I: Build Capacity

- Hire a Communications and Operations Manager (recommendation #1)

- Hire a Director of Partnerships and Impact (recommendation #2)

•Actions:

- Develop position description for Science Engagement-Science Officer role

- Seek applicants by posting this position on CMOS job board and LinkedIn site and through all stakeholder networks.

- Develop position description for Communications Associate position (Part-time initially, remainder of 2024). Transition to full-time for 2025 at \$50K-\$60K

- Seek applicants by posting this position on CMOS job board and LinkedIn site and through all stakeholder networks.

- Science Officer develops a communications strategy and partnership development strategy

2. Ancillary Recommendations

- Detailed suggestions for the following standing committees:

- Prizes & Awards Committee

- Student & Public Education Committee

- Students Committee

- Centre Chairs & Membership Committee

•Actions:

- The ancillary recommendations are to be shared and acted upon by each committee.

- The opinions and commitment from each of these committees is important.

3.Strategic Plan 2025 - 2030

Actions:

- Expand and add detailed strategic initiatives under each strategic objective and also identify who should be involved. Any associated timing for each strategic initiative will be clearly identified in the annual implementation plan.

- A strategic plan process involves consultation phases with full membership (as was done in 2020 for 2021-2024 strategic plan) that should take place over the second half of 2024 to have the new strategic plan approved by 2025.

4.Governance and Structural Changes

Actions:

- Seek confirmation from Centre Chairs and Council members of support for assumptions.

- Perform a comprehensive review of the by-laws to address these proposed changes for presentation and approval at 2025 AGM.

5.Additional Recommendations