White Squirrel Weather

VFTH

11/17/16

WKU’s campus community is heading into the winter season with a customized forecast right at their fingertips.

Amy Bingham shows us how “White Squirrel Weather “is just getting started in this week’s View from the Hill.

Will I need a jacket? Will I need an umbrella? Let’s face it. Those are the main questions we need answers to when going about our daily routine. A recently launched weather website at WKU is setting out to provide those answers and so much more.

White Squirrel Weather \wkuweather.com, @wkuweather

It won’t be long before this could be the scene on WKU’s campus.

It’s going to be an exciting winter, especially with all different types of weather. I think our site is really gonna take off then.”

The site, White Squirrel Weather, is very specific to conditions at WKU.

 “Our focus is on the city within the city that is Western Kentucky University .”

 “I come from a very rural area. 5500 people. This is four times the size of my hometown.”

The name of this grass roots weather venture plays on the popularity of white squirrels that roam campus.

 “Our mascot is a female. Her name is Windy spelled with the wind and she has a story to tell.”

 “First off tear down a wall making it more simple, not watered down. Taking things and making more simple. Much easier to understand.”

The website features a spectacular view of campus captured by a nest cam mounted on top of Van Meter Hall, a custom-designed radar for WKU and for commuters, live traffic conditions.

 “When they get in the car they can see what traffic is like. We have that feature on the website. Can also see what temperature is gonna be like, whether they should take a coat or not.”

Director Josh Durkee says everyone from athletics to landscape crews benefit from the information.

 “There are so many weather related things on campus that even we didn’t realize. Now that we’ve brought that to their attention, it seems to be gathering momentum.”

A simple yet fun way to show people on campus what they need to know.

 “Communicate complex state of atmosphere to average guy watching on tv or average person browsing twitter feed. Help understand what weather is gonna be like and hopefully improve their day.”

You can check out white squirrel weather at wkuweather.com. Or on twitter by following at WKU weather. Durkee says the next step is developing a mobile app.

With this week’s View from the Hill, I’m Amy Bingham.

###