

# HIPGEO (Harvesting Information Partnerships for Geospatial Data Education and Outreach)

## Purpose

The purpose of this project is to create a potential partner directory to grow the ESIP Federation membership.

## Process

Following a review of the current ESIP membership directory, a test strategy for finding potential partners was created. ESIP Partner Types I and II were targeted by developing an entity list to guide the search process. The search was conducted using a search engine. After testing the strategy on Maryland, the entity list was refined. Research was done within regions based on the NOAA U.S. Climate Regions with additional divisions for Alaska/Hawaii and US Territories/District of Columbia.

This entity list was used on a first round of states after which non-productive entity types were eliminated. The final search strategy involved looking for four types of entities 1) land-grant universities, 2) research institutes or organizations affiliated with land-grant university research, 3) state associations and agencies, 4) specific regional or state divisions of U.S. Departments.

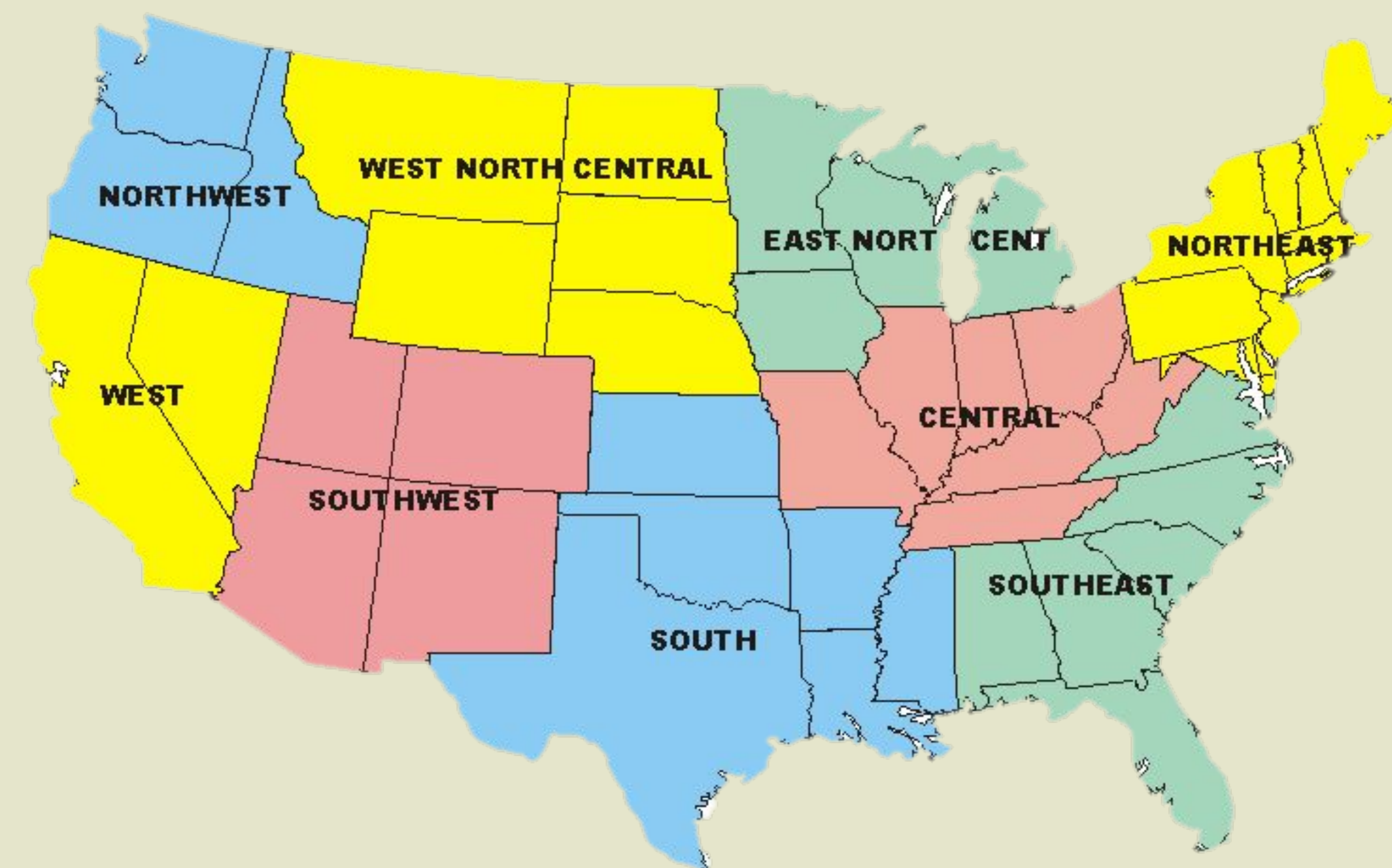
Potential members were cross-checked against the current member directory to avoid duplication. Information collected included name and contact information, affiliation and funding, and notes on type of research or data collected. Potential members were listed in the directory at the most specific level for which contact information was available (e.g. labs, research groups, divisions). Partner type was assigned based on ESIP guidelines. Data was merged for simple analysis.

## Preliminary Findings

Potential partners are involved in rich and diverse research and data collection. A directory of 1,344 potential members was created. Breakdown by region and ESIP Partnership Type is presented in the Table.

Table. Summary of Potential Partnership by Type and Region

Area	Total	I	%	II	%	III	%
United States	1344	520	39	709	53	115	9
Northwest	61	40	66	19	31	2	3
West	95	42	44	47	49	6	6
West North Central	72	32	44	40	56	0	0
Southwest	78	38	49	38	49	2	3
East North Central	84	33	39	42	50	9	11
South	191	75	39	102	53	14	7
Central	178	67	38	89	50	22	12
Northeast	298	83	28	184	62	31	10
Southeast	177	55	31	97	55	25	14
Alaska/Hawaii	73	37	51	33	45	3	4
Territories/DC	36	17	47	18	50	1	3



<http://www.cpc.ncep.noaa.gov/>

Figure. NOAA Climate Regions Map

Several websites for associations and programs outside the scope of the current project were identified during the search.

## Discussion

This study shows there is great potential to expand ESIP membership. The directory created is just a sampling of earth science related information and work being done. It could be expanded by 1) increasing the type and number of universities screened; 2) further exploring US government departments, particularly the USDA and USGS; 3) following up on leads outside the scope of the study for related professional organizations; and 4) social networking.

While the major contribution of this work is as a tool to expand ESIP Federation membership, it may also serve as a reference resource for the type of research being done and data being collected. Creating a controlled set of keywords to categorize the research generally may expand the usefulness of this directory allowing for retrieval of specific types of earth science data.

## Next Steps

- ESIP may use this directory in a number of ways to increase membership:
- Targeted short but informative direct email
  - Physical mailing
  - Regional invitations to ESIP meetings with incentive discount for attending
  - Planning future meetings in areas where large numbers of potential members have been identified or in areas where few members currently reside
  - Start an “Every Member Recruit a Member” campaign—Current members scan directory to identify potential partners they know or with whom they have a shared research interest
  - Allow potential members outside the continental U.S. to participate remotely in ESIP meetings or sessions
  - Create a Type V partnership type to invite related professional organizations to develop a working relationship with ESIP
  - Visit related professional organization meetings to increase awareness of ESIP and the Federation’s visibility through booths or poster presentations