Federation of Earth Science Information Partners
Partnership Application

Please complete all sections to the fullest extent possible and forward completed application to: Carol Meyer, carol.meyer@earthsciencefoundation.org. If you have any questions, please contact her at 877.870.3747.

I. CONTACT INFORMATION

A. Primary Contact/Principal Investigator

Name: Robert Freeland

Address: 2121 Parker Ave. Silver Spring MD, 20902

Phone: 240-351-3222

Fax:

Email: robert@insituexperience.com

B. Designated Assembly Representative (could be same as above)

Name: Robert Freeland

Address: 2121 Parker Ave. Silver Spring MD, 20902

Phone: 240-351-3222

Fax:

Email: robert@insituexperience.com

C. Other Contacts

Name:

Address:

Phone:

Fax:

Email:

Name:

Address:

Phone:

Fax:

Email:

Name:

Address:

Phone:

Fax:

Email:

II. ABOUT YOUR ORGANIZATION

A. ORGANIZATION/DIVISION/PROJECT NAME:

In Situ Experience

B. OVERVIEW OF YOUR PRIMARY ACTIVITIES in regards to the Earth Sciences Community (200 words or less)

In Situ Experience creates data-driven interactive experiences and media products for formal and informal education and commercial end-users. Founded by two highly-accomplished producers and developers, ISE brings a wealth of experience to the table.

Robert Freeland has worked in the museum industry for over 15 years as an interactive exhibit developer and served as the lead developer for a number of ground-breaking projects across the nation. His work has been presented in prestigious design journals including Print, Communication Arts and ID. Robert has presented at industry conferences including the American Association of Museums, AAM's Air and Space Museums conference, and Adaptive Path's User Experience Week.

David Stroud is an accomplished filmmaker and developer of science-based interactive experiences. David worked at NASA/Goddard for 10 years creating a variety of education/outreach media products and data-driven web applications. David was also part of a team at GSFC that pioneered the use of live interactive webcasts between schools and mission scientists from remote field study locations around the US.

ISE was founded with the goal to combine the partners' skill sets, their passion for earth science issues and their ability to convey earth science content in ways that are intuitive, entertaining and easily comprehensible.

C. Please list and briefly describe the primary product(s) or service(s) that your organization provides (will provide) to the Earth Sciences community.

In Situ Experience makes a wide range of products and services that use innovative solutions and informed approaches to make scientific and complex content easy to understand. These include:

- Computer-based interactive experiences
- Interactive data tools
- Mobile Applications
- Internet-based rich media experiences
- Hands-on interactives
- Film and video production
- Interviews and oral histories
- Audio production
- Graphic Exhibits
- Role-playing experiences (eg. "citizen scientist")
- In situ experimentation using mobile devices and associated instrumentation

D. Please give a main website address for the proposed Partnership:

Web Address: www.insituexperience.com

III. HOW YOUR ORGANIZATION WILL BENEFIT FROM/CONTRIBUTE TO THE EARTH SCIENCE INFORMATION PARTNERS (ESIP) FEDERATION

A. Describe current or anticipated users of your products and services and how you think the Federation can help you better serve this population. (200 words or less)

Users of our products to date include the general public; K-12 and university students; museum visitors; a wide range of project stakeholders including NASA, NOAA, the Association of Science and Technology Centers, UNESCO, the American Chemical Society et al.; universities; commercial clients; etc.

The comprehensive nature of ESIP, with its range of partner types seems an optimal mix of providers and users. We look forward to gaining a better understanding of current opportunities for partnering within the ESIP universe and considering ways to enhance them.

B. Describe any Earth science technologies that you have developed and are willing to bring to the Federation's efforts to provide best-practices. (200 words or less)

Most of our successful products have been developed under contract for clients.

We are currently developing a suite of mobile applications which are directly relevant to the ESIP universe and use a variety of earth science data, but these are not as yet ready to serve as "best-practices" benchmarks.

We are happy to share our experiences (a combined history of over 30 years) creating highly-successful educational products.

C. Describe how your proposed membership would contribute to the efforts and the mission of one or more standing committees, working groups and/or clusters. See Page 3 for descriptions of the different activities of the various standing committees, working groups, and clusters. (200 words or less)

We could see bringing considerable expertise to multiple standing committees, particularly *Education*, where we can share our proven approaches to creating successful informal learning experiences; and to *Products and Services*, since this is our forte. Our experience spans a wide range of product types.

Likewise, the list of clusters suggests multiple synergies.

We look forward to discussing the potentials as we learn more about the make-up and goals of these groups.

D. Describe your own use of Earth science information and data and how you would see this use enhanced by your partnership in the Federation. (200 words or less)

Becoming a Federation partner could be beneficial in a number of ways.

First, we are a commercial entity, providing services to organizations. Many ESIP partners might like to avail themselves of our services and would benefit from our expertise.

Second, when creating learning experiences, quality of content is everything. We would like to be able to look to your information providers, and possibly commercial partners, to supply content, data and expertise for our products. It is hard to image a better single source for earth science content than ESIP.

Third, we are always looking to build teams and jointly seek or develop projects.

And, in general, industry networking opens unexpected doors. Sometimes these are the most fruitful of all.

IV. YOUR CHOICE OF MEMBERSHIP TYPE. PLEASE PICK ONE.

ESIP-III (primarily applications and education) ☐

V. Any other comments about your proposed membership and its relation to the Federation that you wish to provide.

We are vey excited about the potential of ESIP partnership. It seems like a perfect fit for us and our firm and we eagerly look forward to learning more and getting our heads around the myriad possibilities.

Thank you for your application for partnership in the ESIP Federation.

List of Federation Committees and Clusters

Administrative Committees

Executive Committee: Comprised of all standing and administrative committee chairs, ESIP Type Representatives, the President and Vice President of the Federation. Oversight body for most day-to-day activities of the Federation, acts on behalf of the Assembly between meetings.

Constitution and Bylaws: Provides counsel on matters related to the constitution and bylaws and other related issues (e.g. amendments to government documents)

Finance and Appropriations: Oversees financial resources of the Federation, including the annual budgeting process.

Partnership: Reviews and processes all applications for membership before making applications available for review by members of the Federation. Deals with other membership-related issues.

Standing Committees:

Commercial Development: Promotes a forum wherein commercial development of Earth science information can be fostered. (inactive)

Community Engagement: Provides a forum for the Federation to promote partner products and to engage new users for data products and services. (inactive)

Education: Provides a forum to make accessible to educators and learners at all levels in both formal and informal educational contexts the Earth science data, information, tools, and curricula available within the ESIP Federation.

Information Technology and Interoperability: Provides a forum for discussing information technology and interoperability issues of the Earth science community and serves as a central point for activities in this realm.

Products and Services: Provides a forum for defining best practices and defining requirements for earth science products and services. Currently is involved in developing an inventory of partner products and services.

Clusters (presently active, April 2009):

Web Services
Semantic Web
Data Preservation and Stewardship
Decisions
Air Quality
Federated Search
Water