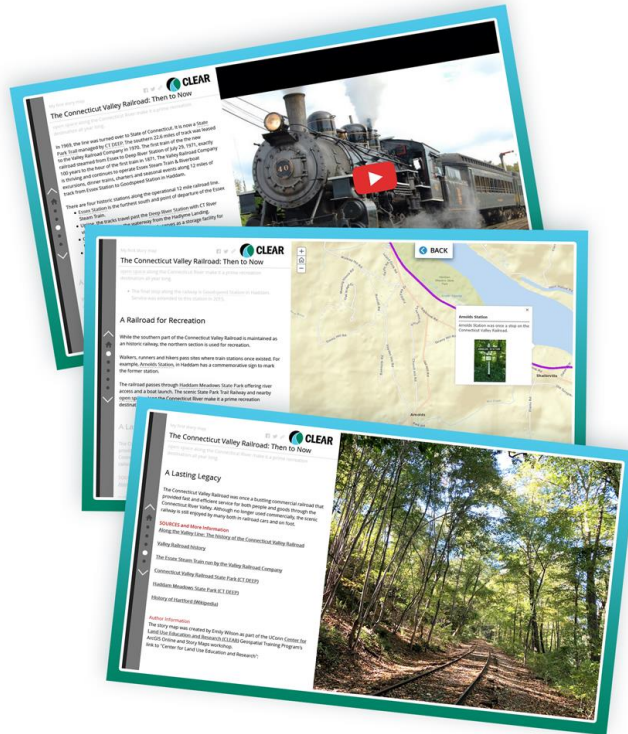


# Introduction to ArcGIS Online & Story Maps



Brought to you by:

The University of Connecticut's  
Center for Land use Education and Research (CLEAR)



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# ArcGIS Online & Story Maps Workshop

## Workshop Details

### Introduction to ArcGIS Online & Story Maps

This course was developed as part of the Geospatial Training Program of the University of Connecticut's Center for Land use Education and Research (CLEAR). The course, and all of its materials, were designed and written by Cary Chadwick and Emily Wilson, Geospatial Extension Educators with the Department of Cooperative Extension in the College of Agriculture, Health and Natural Resources at the University of Connecticut. The current course content was written in January 2019.

CLEAR, established by the University's Board of Trustees in April, 2002, was created to

*provide information, education and assistance to land use decision makers, in support of balancing growth and natural resource protection.*

As part of its mission, CLEAR has developed a number of workshops and courses to help put technical information and technologies into the hands land use decision makers. This course is designed to introduce local land use officials, staff and volunteers - and to a lesser degree other municipal employees and volunteers - to creating and sharing interactive maps and applications on the internet. The workshop is constructed using Environmental Systems Research Institute's (Esri) ArcGIS Online platform which includes story maps. The course focuses on general web GIS concepts, map construction using online data sources, and construction of engaging, interactive story maps that can be utilized to share information with the public.

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### Workshop Prep

In order to successfully complete the exercises in this workshop, you must have all of the following:

1. An ArcGIS Online account. This workshop is written to be used with Esri's free ArcGIS Online "public" accounts. If you have an ArcGIS Online Organization (subscription-based) account, you may use it, although some menu options may be different than what you see in this manual.

To register for a free ArcGIS Online public account, visit:

<https://www.arcgis.com/home/createaccount.html>

2. An up-to-date internet browser or two (Mozilla Firefox, Google Chrome, Safari) - It is a good idea to have more than one installed on your computer if possible. We highly recommend using Firefox or Google Chrome. Stay away from Internet Explorer when possible.

3. A folder on your local drive to save download files. On CLEAR's GTP training laptops, this folder is [C://AGOLTraining](#)

**All exercises are  
Mac and PC friendly!**

# ArcGIS Online & Story Maps Workshop

## Workshop Details

## Workshop Reference Webpage

Web pages have been developed to support this workshop. They provide relevant information, links to resources, help documents and story maps, as well as content that will be needed to complete the second half of the workshop. We recommend keeping the website(s) open in a separate tab of your internet browser throughout the workshop.

Visit the site: <http://s.uconn.edu/storymaps>

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**Geospatial Training Program**  
A part of UConn's Center for Land Use Education and Research

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### Introduction to ArcGIS Online & Esri Story Maps

Instructors: Cary Chadwick, Jesse Rubenstein, Emily Wilson, Dave Dickson  
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[Workshop Agenda & Overview](#) | [Story Map sections & text](#) | [Final, embedded story map](#)

### Workshop Agenda, Details and Links

**9:00 Introductions, logistical details, workshop overview**

- UConn Center for Land use Education & Research
- Participant Introductions, Interests & Objectives

**9:20 Part I: Introduction to GIS & ArcGIS Online**

Mentioned in the presentation: (This list will need to be edited once CC completes ppt)

- [A GIS Story](#) - Esri Story Map Cascade created by Esri
- [GIS Industries](#) as described by Esri
- [GIS Timeline](#) - a web page showing major milestones in the field of GIS
- [How GIS Works](#) Esri example of GIS analysis as well as a [Showcase](#) of GIS Success Stories as an embedded story map.

## Instructor Contacts

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## ArcGIS Online & Story Maps Workshop

### Workshop Agenda

	<b>Part I: Introduction to ArcGIS Online</b>
<b>9:00 AM</b>	<b>Introductions, logistics, workshop overview</b> instructor & participant intros, overview of what will be covered in the workshop
<b>9:20 AM</b>	<b>Introduction to GIS and ArcGIS Online</b> Big picture background on GIS, ArcGIS and Story Maps
	<b>Exercise 1: Follow the Leader: ArcGIS Online Overview</b> Brief introduction to ArcGIS Online
<b>9:45 AM</b>	<b>Presentation: The ArcGIS Online Web Map</b> The ArcGIS Online Web Map
	<b>Demo &amp; Exercise 2a: ArcGIS Online Web Map Basics</b> Live demo: navigation, data and sources, working with layers
<b>10:40 AM</b>	<b>Break</b>
<b>10:50 AM</b>	<b>Demo &amp; Exercise 2b: Working with Data in a Web Map</b> Live demo: attributes; table functions; filters; symbology
	<b>Demo &amp; Exercise 2c: Adding Your Own Data to the Web Map</b> Live demo: importing data (.csv); configuring pop-up; create map note
	<b>Demo &amp; Exercise 2d: Sharing and Printing a Web Map</b> Live demo: sharing a web map; embed HTML; web app templates; groups
<b>12:30 PM</b>	<b>Lunch Break</b>
	<b>Part II: Introduction to Story Maps</b>
<b>1:15 PM</b>	<b>Presentation: What is A Story Map</b> Big picture overview of story maps
	<b>Follow the Leader: Explore Story Maps</b>
<b>1:40 PM</b>	<b>Presentation: How Story Maps Work</b> Story map prep, what you need to know to get started
	<b>Exercise 3: Build a Map Journal Story Map</b> Getting started with the Map Journal Builder
	<b>Demo: Map Journal Details</b> Demo of story map customizations
	<b>Exercise 3: Continued</b>
<b>3:00 PM</b>	<b>Presentation: Building a Map Tour Story Map</b> Overview of the Map Tour template and builder
	<b>Exercise 4: Build a Map Tour Story Map</b>

**ArcGIS Online & Story Maps Workshop**  
**Workshop Agenda**

<b>3:45 PM</b>	<b>Wrap-up &amp; Hands-on Options:</b> <ul style="list-style-type: none"><li>• Explore story maps</li><li>• Read Esri Story Map blogs</li><li>• Work on Map Journal or Map Tour</li><li>• Brainstorm and start your own story map</li><li>• Use CSS to style Map Journal</li><li>• Preview the NEW ArcGIS StoryMaps builder</li></ul>
<b>4:30 PM</b>	<b>Class Adjourned!</b>