Smart Maps Made Easy with ArcGIS Online

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If you want to make smart maps, ArcGIS Online is for you! Using a simple web browser, any student or professor can create a map customized for a particular research or classroom project, whether it's showing the location of events in the news, comparing the patterns of home value and job growth, or calculating potential solar energy generation.

ArcGIS Online provides a platform for making and sharing maps, and new capabilities, such as hosting map services and applications in Esri's cloud and customizable map galleries for organizing content, make it easier to put smart maps in the hands of everyone within a school or university.

You can enhance virtually any curriculum through smart maps with minimal investment in training and software infrastructure. Because ArcGIS Online is hosted in Esri's cloud, there is no software to install and students can begin making and publishing their own maps almost immediately. Basemaps by Esri and partners such as National Geographic, the National Aeronautics and Space Administration (NASA), GeoEye, and the OpenStreetMap community provide high-quality reference layers onto which students or faculty can add their own information.

Students with no previous GIS experience can quickly add data from spreadsheets or GPS onto an ArcGIS Online map to reveal spatial patterns based on a street address, ZIP code, or latitude-longitude coordinates. They can also customize the map to create a powerful communication tool by changing colors and symbols or linking photographs and charts to the map to tell a story.

But making the map is only the beginning; the real power comes from sharing a fully interactive map online through social media, in a blog, or on a website. ArcGIS Online makes it easy to embed a map in any website without writing any HTML code or to create professional looking web applications hosted in Esri's cloud.

ArcGIS Online also helps prepare students for careers in GIS by providing a platform to gain skills in data management and publishing as well as web and mobile application development and deployment. Students can create map services directly from ArcMap, hosted in Esri's cloud rather than an on-campus server. This reduces demand on campus IT staff to configure and maintain GIS servers and allows students to focus on the subject matter, not technical details. For example, a map published on ArcGIS Online can be accessed on mobile devices, so a class conducting field research can contribute data to a common map and see the results in real time.

Esri offers a subscription program for ArcGIS Online that can be tailored to the needs of your institution, its student body, and faculty members. Your ArcGIS Online home page can be customized to

include your existing campus map as your default basemap layer. You can share data securely within your university or with external partners through user roles and groups that define how data can be published and discovered. ArcGIS Online subscriptions can be used by educational institutions of all types, from a small team to a department to an entire school or campus.

Current Esri educational site license customers will receive an ArcGIS Online subscription at no additional cost. Free training seminars and video tutorials are available to help you learn more about the new capabilities of ArcGIS Online.