Esri's Offer for the White House's ConnectED Initiative:
An ArcGIS Online Organization Subscription
plus materials, to any US K-12 school, for instruction, for free
http://www.esri.com/connected * http://esriurl.com/k12gis

WHAT IS IT?

- **ArcGIS Online** is an environment for making maps and analyzing data, plus storing and sharing.
- An **ArcGIS Online Organization account** is a private, secure online space. Government agencies, organizations, and companies use these to store and share content, and now schools can too.
- Educators can lead classes through activities, students can do projects, and everyone can take advantage of professionally produced data as well as create their own, sharing as little or as widely as desired.

HOW CAN I LEARN ABOUT USING ARCGIS ONLINE?

- http://esriurl.com/k12gis (shortcut to http://k12statelicense.maps.arcgis.com) = an ArcGIS Online Organization with curated resources. See especially "01.InstructionDocs", which has documents sorted from quick and easy to longer and more involved or specialized.
- http://esriurl.com/usk12gis = story map about who is using GIS in K12 education, including mentors in many locations, and some state license homes.
- http://edcommunity.esri.com/geoinquiries = ArcGIS Online-based versions of classroom activities, guiding teachers and students through typical social studies and science content, using geographic thinking with online mapping.
- http://doc.arcgis.com/en/arcgis-online/ = ArcGIS Online documentation, which includes access to both video and written guidance.
- http://video.arcgis.com/series/18/arcgis-online = videos guidance for using ArcGIS Online.

I REQUESTED AN ACCOUNT FOR MY SCHOOL. WHAT DO I DO NEXT?

- Learn about using ArcGIS Online using the resources noted above. Meanwhile, watch for an email from Esri Customer Service, within the next few days. Check spam filters too; if you do not see something in five business days, email connectedschools@esri.com.