

Why a presentation on Story Maps?

- Textbooks - Expensive, Pace of technology faster than print
- Change in class format from traditional on-site to hybrid/online
- Outdated "Looking" Presentations
- Story Maps are the gateway to collaboration with other departments
- Requests for Step-by-Step Instructions

[Explore Stories](#)

Textbooks/Learn ArcGIS/Esri Academy

Story Maps Gallery

Looking for the new ArcGIS StoryMaps?

[Go here](#) 

Find inspiration in this showcase featuring a curated selection of stories created using Esri Story Maps

Search Story Maps Gallery 

Show Me

All

Story Map App

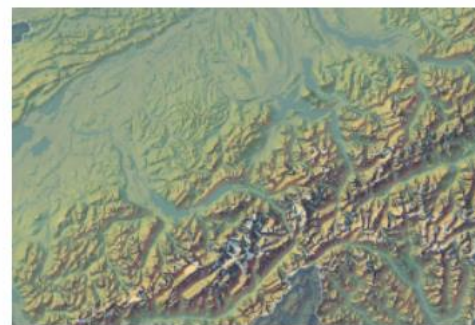
Basic

Cascade

Map Journal

Map Series

Map Tour



MOUNTAIN MAPPING

By John Nelson, Esri



2019 Global Assessment Report on Disaster Risk

By UN Office for Disaster Risk Reduction



Making Story Maps the Bread and Butter of Your Classroom

Textbooks/Learn ArcGIS/Esri Academy

Textbooks used in the past - [Cartography](#) by Dent, [GIS Tutorial 1](#) by Gorr and Kurland, and [Making Spatial Decisions Using GIS](#) by Keranen and Kolvoord.

Texts used currently -

Intro GIS - Lecture Story Maps

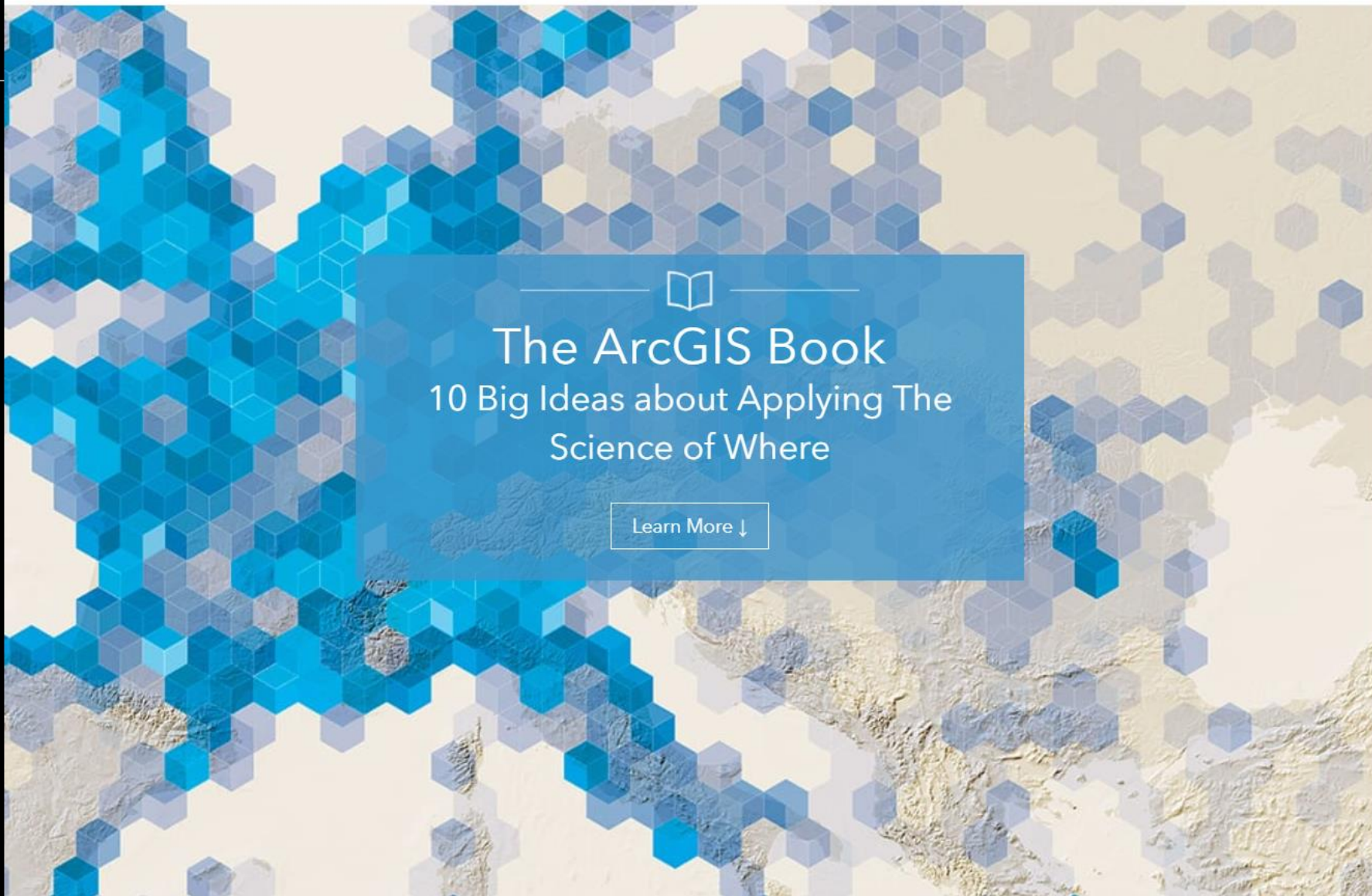
Advanced Topics in GIS - [The ArcGIS Book](#), [The Instructional Guide to the ArcGIS Book](#), and [Esri Academy](#).

Remote Sensing - [The ArcGIS Imagery Book](#), [The Instructional Guide to the ArcGIS Imagery Book](#), [Esri Academy](#).

Change in Class Format

Launching a GIS Certificate 2019-2020 =

Re-designing classes from traditional on-site format to hybrid and online



The ArcGIS Book

10 Big Ideas about Applying The Science of Where

Learn More 

Making Story Maps the Bread and Butter of Your Classroom

Change in Class Format

Launching a GIS Certificate 2019-2020 =

Re-designing classes from traditional on-site format to hybrid and online.

How to make resources readily available to students and in a format they will consume?

Answer = Story Maps!

Outdated "Looking" Presentations

This was acceptable in 2011!

Updated, Engaging and Interactive

LINDENWOOD

Undergraduate Catalog 2019-2020

Undergraduate Catalog 2019-2020

UNDERGRADUATE CATALOG 2019-2020 / SCHOOL OF HUMANITIES / HISTORY AND GEOGRAPHY PROGRAM / GEOGRAPHY / GEOGRAPHIC INFORMATION SYSTEMS CERTIFICATE

GEOGRAPHIC INFORMATION SYSTEMS CERTIFICATE

15 credit hours

Only degree-seeking Lindenwood undergraduate students are eligible to earn this career certificate.

In the Certificate in Geographic Information Systems (GIS), you work to develop the necessary skills to successfully and confidently apply the software in a variety of professions, including urban planning, health sciences, data

CATALOG SEARCH

Entire Catalog ▾

Search

CONTENTS

PROGRAMS OF STUDY

ACADEMIC CALENDARS - UNDERGRADUATE ▶

INTRODUCTION ▶

ADMISSION, APPLICATION, AND FEES ▶

Outdated "Looking" Presentations

This was acceptable in 2011!

Updated, Engaging and Interactive

Pros -

Provides students a one-stop-shop for content.
It is easy to read on their assortment of devices.
It works on their assortment of devices.
The content is always current.

Con -

You have to check your links regularly.

The Realm of Maps

- ▶ What is a Map?
 - “A map is a graphic representation of the milieu” (Robinson and Petchenik 1976,16.)
 - Real vs. Virtual
 - Mental Maps
 - Example: What is your Mental Map of the United States if you were breaking it up into regions?

Making Story Maps the Bread and Butter of Your Classroom

Updated, Engaging and Interactive

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Gateway to Collaboration

The Augusta Cemetery Story Map is a student project that is part of the greater - Trails West: Inquiries into Missouri's Geo-History, Migration, and Immigration Library of Congress Teaching with Primary Sources Project at Lindenwood.

What is Web GIS? Week 1 Lecture

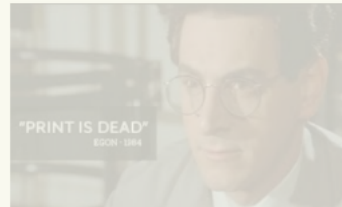
ArcGIS Pro

ArcGIS Pro - currently up to version 2.2 - Desktop App - the "app" is downloaded to your desktop, but it is cloud based and must have an internet connection - same basic principals as Office 365
[ArcGIS Pro](#)

Web GIS

ArcGIS Online + ArcGIS Pro + The Living Atlas + Spatially Enabled Web Apps + Just Watch the Video!

Real vs. Virtual Maps



"It is not enough any more to just make a map ("real" print map).



Ten Questions for Esri: Web GIS - Esri Tec...

Watch later

Share

Search All Vid



Ten Questions for Esri: Web GIS - Esri Tech Evangelist, Bern Szukalski

Making Story Maps the Bread and Butter of Your Classroom

Gateway to Collaboration

The Augusta Cemetery Story Map is a student project that is part of the greater - Trails West: Inquiries into Missouri's Geo-History, Migration, and Immigration Library of Congress Teaching with Primary Sources Project at Lindenwood University 2019. This grant was written and awarded to Dr. Sarah Coppersmith (Geography) and Dr. Jeffery Smith (History).

Requests for Step-by-Step Instructions

Tons of resources...they can get overwhelming quickly.

[New Resources](#)

Begin with the End in Mind - Step 1 Choosing Your

Template

Augusta Cemetery Project

Trails West: Inquiries into Missouri's Geo-History, Migration, and Immigration Library of Congress Teaching with Primary Sources Project at Lindenwood University 2019

Project Overview

Mapping a Graveyard

What's In A Name?

Sehrt Family

Lambs

Infant Mortality



As Augusta grew, so too did its need for a place bury the dead. By the mid-1850s, it outgrew the cemetery next to the school, opened in 1841. The town government purchased land on Jackson Street and laid out lots.

The Augusta Cemetery adopted practices that had become common for cemeteries since Mount Auburn opened in Cambridge, Massachusetts, in 1831. Like many cemeteries, it held an auction to raise money, with people paying a premium to be the first to choose their lot locations; 33 people paid more than \$5 each for them. Today, these are at the southwest corner of the cemetery—to the far right as you stand in front of it—where some of the largest and oldest markers stand.

It also set aside a separate area for people buying individual plots for burial, and even farther away, in the southeast corner, it provided a "potter's field" as well.

This project grew out of a grant from the Library of Congress to Lindenwood University. Students taking classes in U.S. history, "America Through Death and Mourning," and Human Geography surveyed the oldest sections of the cemetery to compile the map on the right. History students wrote the topical sections, which you can see by clicking on the tabs at the top.



Requests for Step-by-Step Instructions

Tons of resources...they can get overwhelming quickly.

[New Resources](#)

Begin with the End in Mind - Step 1 Choosing Your Template

[Overview - Digital Storytelling with Maps](#)

5 Questions to consider before you ever get started...

1. Who is my end user and how will they access the Story? Desktop, Tablet, Phone
2. Is this a presentation (multi-user), a single user experience or both?
3. Do you want the Story to "read" like a story or to categorize content?
4. Am I telling my Story with more pictures or

Resources

Looking for the new ArcGIS StoryMaps?

[Go here](#) 



Basics

Learn the fundamentals of storytelling with maps.

- [The Five Principles of Effective Storytelling](#)
- [Learn How to Make a Story Map](#)
- [Things You Didn't Know You Could Do With Story Maps](#)
- [What Story Map Authors Need to Know About Working With Maps](#)
- [Choose an app template and get started](#)

- [All Story Maps videos](#)
- [All Story Maps training resources](#)

Follow Us on Twitter

Keep up-to-date on the latest news from the Esri StoryMaps team, and discover the best new work by storytellers around the world.

- [@ArcGISStoryMaps](#)
- [@AllenCarroll](#)

Story Map Collections

Explore particular sets of Story Maps in these showcases curated by Esri.

- [Instructional Story Maps](#)
- [Esri Storytelling with Maps Contest](#)

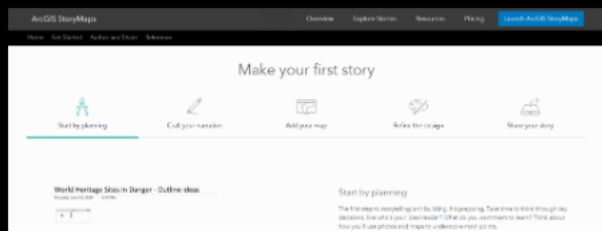
Making Story Maps the Bread and Butter of Your Classroom

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3. Do you want the Story to "read" like a story or to categorize content?
4. Am I telling my Story with more pictures or with more maps?
5. Is this a single creator Story or are you going to be collaborating with others?



App Templates

Looking for the new ArcGIS StoryMaps?

[Go here](#) 

What Kind of Story Do You Want to Tell?

Get started right away or browse our app templates

[CREATE STORY](#)

A Sequence of Place-enabled Photos or Videos



Story Map TourSM

Present a set of photos or videos along with captions, linked to an interactive map. It's ideal for walking tours or any sequence of places you'd like your readers to follow. Choose between three different layout options, including a new Side Panel layout that makes your beautiful photos fill most of the display.

[BUILD](#)

[OVERVIEW](#)

[GALLERY](#)

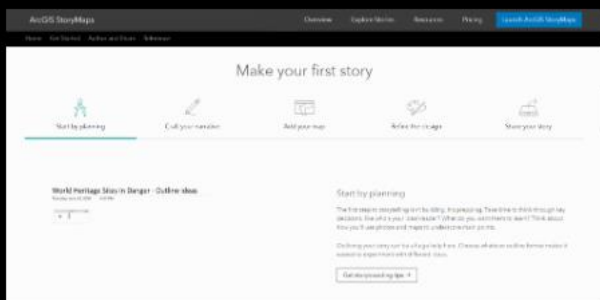
[TUTORIAL](#)

[FAQS](#)

Making Story Maps the Bread and Butter of Your Classroom

with more maps?

5. Is this a single creator Story or are you going to be collaborating with others?



[Product Road Map](#)

App Templates

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[BUILD](#)

[OVERVIEW](#)

[GALLERY](#)

[TUTORIAL](#)

[FAQS](#)

Make your first story



Start by planning



Craft your narrative



Add your map



Refine the design



Share your story

World Heritage Sites In Danger - Outline ideas

Thursday, June 13, 2019 4:57 PM



Start by planning

The first step to storytelling isn't building, it's prepping. Take time to think through key decisions, like who's your ideal reader? What do you want them to learn? Think about how you'll use photos and maps to underscore main points.

Outlining your story can be a huge help here. Choose whatever outline format makes it easiest to experiment with different ideas.

[Get storyboarding tips →](#)

The classic templates retire

With authors able to recreate the classic reading experiences in ArcGIS StoryMaps, those classic templates will move toward discontinuation. Authors will still be able to edit and share existing classic stories for several years, but new functionality will be limited, and support will be reduced gradually. The new builder will continue to evolve based on feedback from the StoryMaps community.



Making Story Maps the Bread and Butter of Your Classroom

Story Map Tours - Quick Reference App, Assignment Starter (Insta-Theme Park App)

End user = Students, Faculty, Staff (shared to everyone) = most likely a Phone, but if using for a presentation this works nicely on desktop.

2. Single User Experience

3. Categorized Content - Academic buildings have red markers, faculty offices have blue...

4. Uses more Pictures - using only 1 Web Map

5. Single Creator

Bonus Questions -

Do you want it to be Map Centric = original

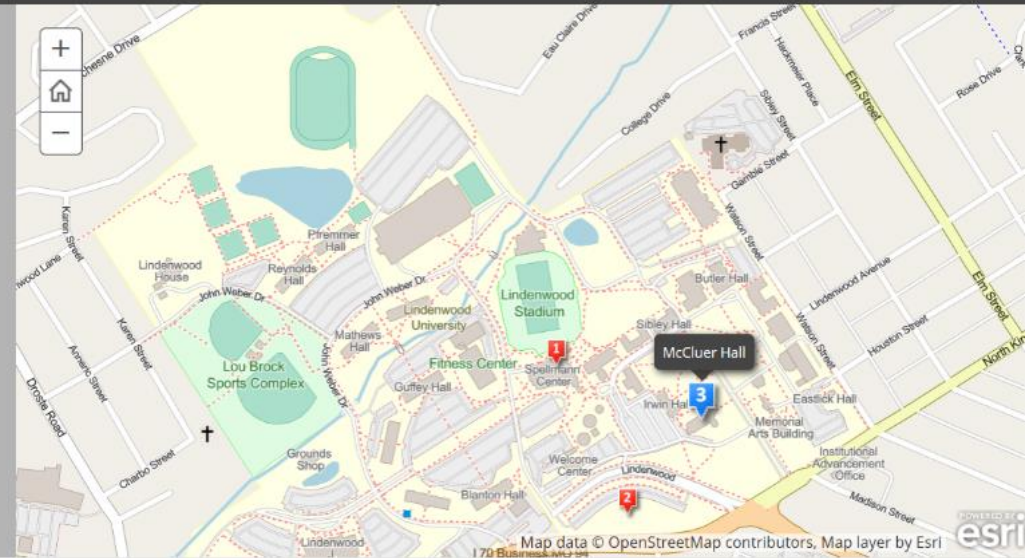
Three Panel Layout - shown to the right

Do you want it to be Picture Centric = Side

Panel Layout - below



Lindenwood St. Charles Campus



Spellmann Center



Library and Academic Resource Center



McCluer Hall

Making Story Maps the Bread and Butter of Your Classroom

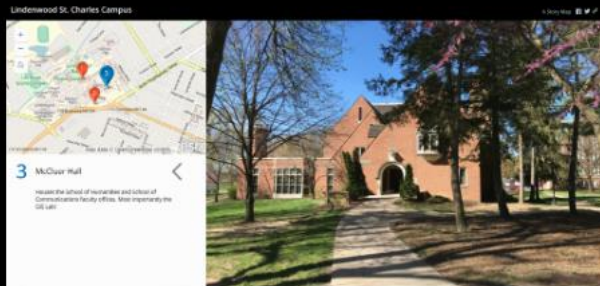
Bonus Questions -

Do you want it to be Map Centric = original

Three Panel Layout - shown to the right

Do you want it to be Picture Centric = Side

Panel Layout - below



Map Journal - Lectures, Reports, Portfolios

1. End user = Good for presentations (multi-user) especially when you don't want people to get too far ahead of you. Works well for the single user on a desktop or tablet.

2. Both Multi and Single User Experience

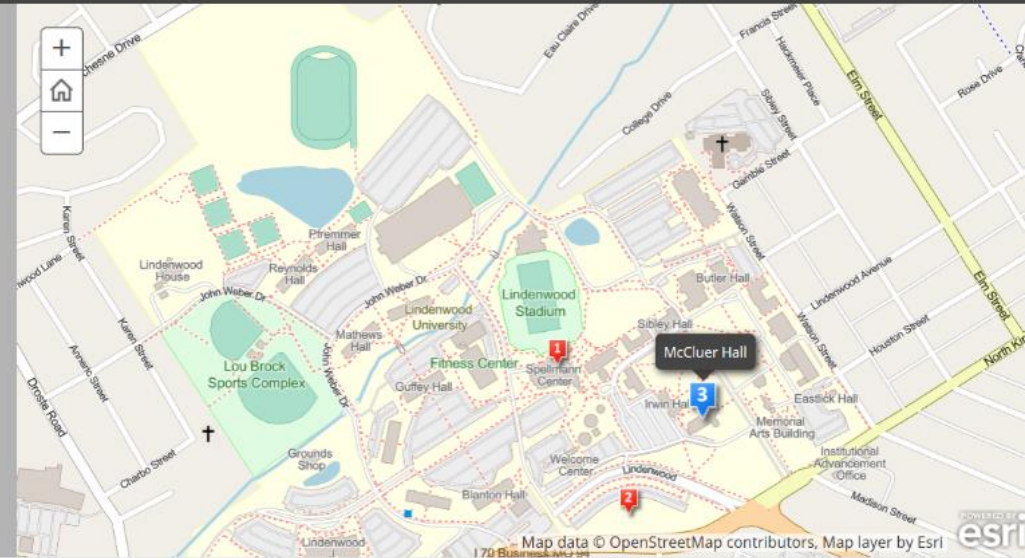
3. Content reads like a chapter in a book, you

Lindenwood St. Charles Campus



McCluer Hall

Houses the School of Humanities and School of Communications faculty offices. Most importantly the GIS Lab!



Spellmann Center



Library and Academic Resource Center



McCluer Hall

Making Story Maps the Bread and Butter of Your Classroom

Map Journal - Lectures, Reports, Portfolios

1. End user = Good for presentations (multi-user) especially when you don't want people to get too far ahead of you. Works well for the single user on a desktop or tablet.
2. Both Multi and Single User Experience
3. Content reads like a chapter in a book, you can include more pictures/video/links/maps than the tour. More interactive for the single user experience.
4. Map Centric - The map really gets the Main Stage, the text and pictures accompany the map without covering it up.
5. Single Creator

Story Map Cascade - Textbook, Reports, Portfolios

End user = Student, Decision Maker, Committee etc...works best on a Tablet

A Story Map

Geography of Me - Pettis County, MO

Isarithmic Map

The elevation of my county is...

Dot Density Map of Gender

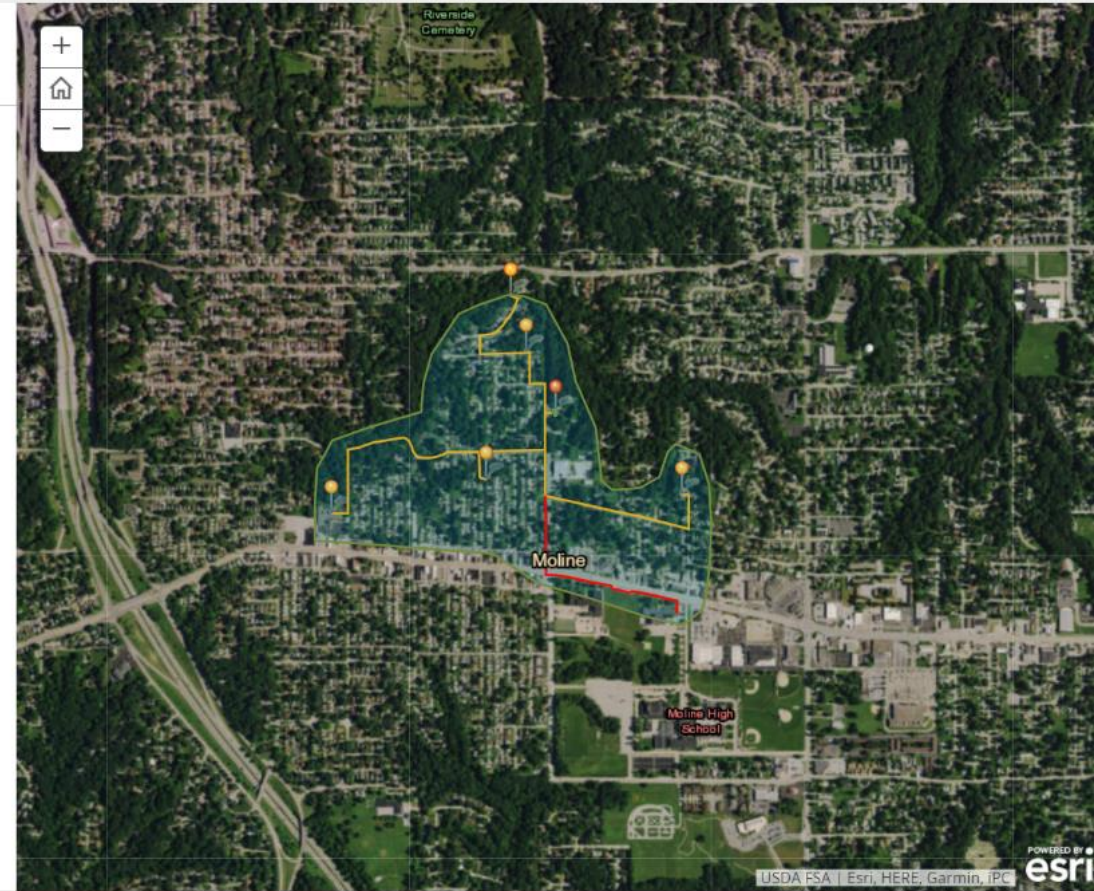
1 Dot represents 50 people.
Pink = Females
Blue = Males

Traffic Flow Map

Near real-time traffic flow map of Pettis County, MO

Digitized Map of Places

Where I was allowed to ride my bike before the age of 10 without a cell phone.



Making Story Maps the Bread and Butter of Your Classroom

Story Map Cascade - Textbook, Reports, Portfolios

End user = Student, Decision Maker, Committee etc...works best on a Tablet

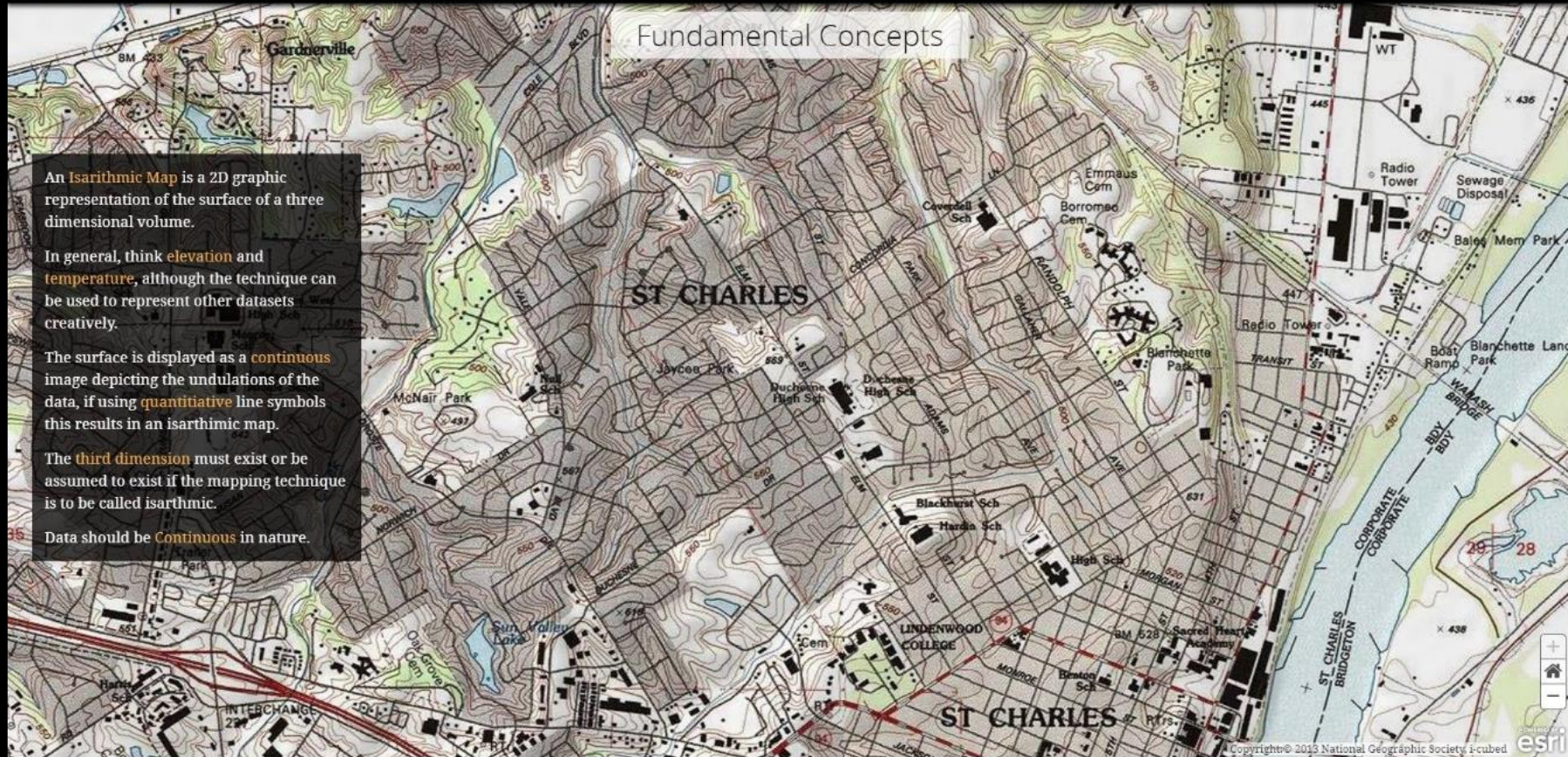
2. Single user experience, not recommended for a presentation
3. Content "reads", but not like a book chapter, instead it reads more like a video game.
4. Picture Centric! If you have more pictures then maps and you are wanting to tell an immersive story this is your go-to.
5. Single Creator

This template is Snazzy and has the most functionality when compared with the others.

Map Series - Lectures, Event Promotion, In-Depth Tours, Documentation

1. End user = Created for mass consumption

LINDENWOOD Understanding Isarithmic Maps and Surfaces



Making Story Maps the Bread and Butter of Your Classroom

Map Series - Lectures, Event Promotion, In-Depth Tours, Documentation

1. End user = Created for mass consumption, but used Individually, works well on a desktop or tablet.
2. Usually a single user experience, but can be done as a presentation
3. Content is categorized, allows for more maps/text/links/media
4. Equally Map Centric/Picture Centric depending on your purpose
5. Works well if you have multiple Creators

Maps Series - Event Promotion

Links easily in email and social media. Survey 123 can easily be imbedded for registration purposes.

Creating Choropleth Maps

When to Use the Choropleth Map

Data Measurement

Data Classification

Natural Break/Jenks Optimization

Equal Interval

Quantiles/Equal Frequency

Legend Design

When Data Occurs in well-defined Enumeration Units = The larger the number of enumeration units gives the map the possibility for more detail

When the data can be dealt with as a ratio or proportion = **Derived Data**

- Data should be **Normalized**, remember the Rhode Island/Texas example






Should not be used to show actual, precise values within an enumeration unit = Not Data Totals - *If you map data totals on a Choropleth map all you have really created is a map of population distribution*

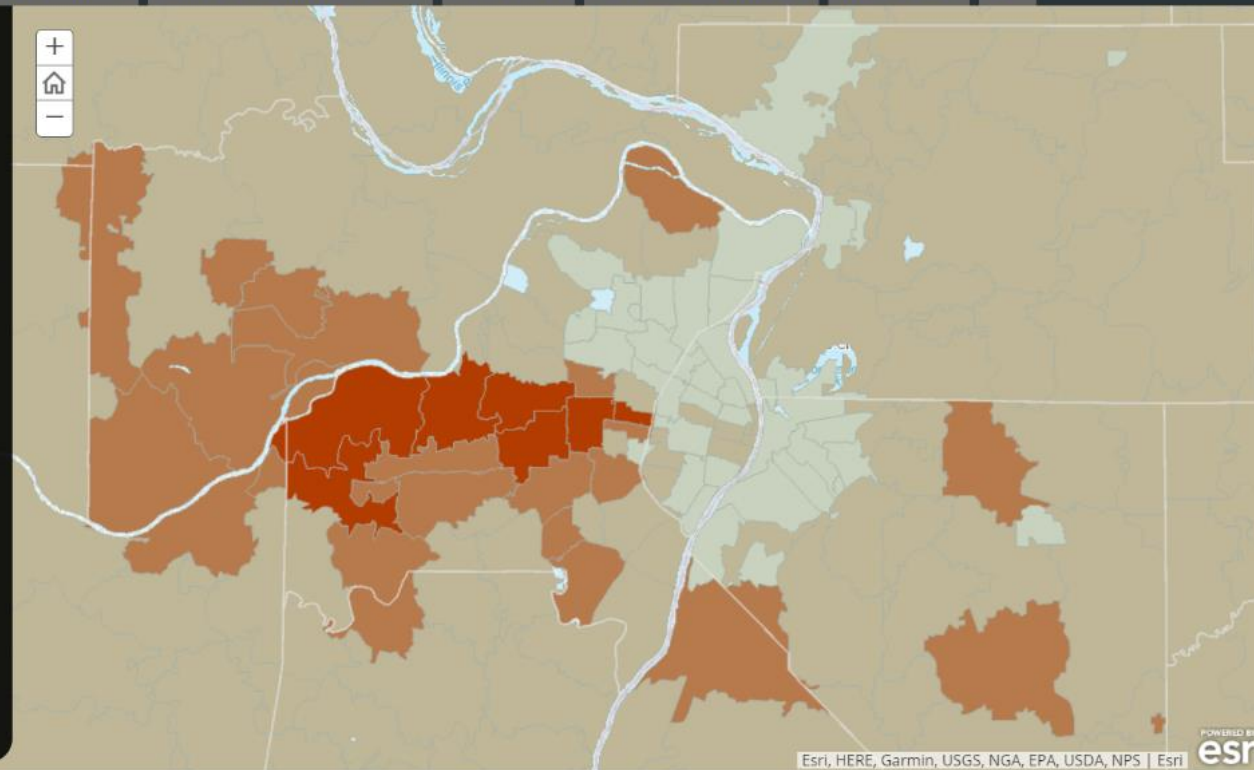
For any given choropleth map solution there are also others that could be selected. Some cartographers suggest that a series of maps be offered for the particular data set being mapped.

This map shows average amount spent by households on retail goods.

2018 USA Retail Goods Spending

ZIP Code

-  \$36,350 - \$94,980 per year, per household
-  \$26,000 - \$36,350 per year, per household
-  \$15,650 - \$26,000 per year, per household
-  \$5,300 - \$15,650 per year, per household
-  \$0 - \$5,300 per year, per household



Making Story Maps the Bread and Butter of Your Classroom

Maps Series - Event Promotion

Links easily in email and social media. Survey 123 can easily be imbedded for registration purposes.

Map Series - Example of Multi-Creators/In-Depth Tour

This was a class project in one of our history classes, each tab was researched and put together by a different student. The story was presented, but was designed with the online history enthusiast in mind. Link is embedded on the St. Charles County Historical Society's website and on Lindenwood's website. It was designed with the assumption that the end user would most likely be accessing this from a desktop.

Teach MO Maps!

1 Teach MO Maps!

What: Teach MO Maps! is a professional development opportunity for K-12 educators in the state of Missouri seeking an introduction to teaching with ArcGIS Online.

Where: Lindenwood University St. Charles, MO

When: Participants can choose between 3 dates.

Saturday, September 8th, 9:30 a.m. - 4:30 p.m.

Saturday, September 15th, 9:30 a.m. - 4:30 p.m.

Saturday, September 29th, 9:30 a.m. - 4:30 p.m.

Teach MO Maps Continued

Saturday, November 3rd, 9:30 a.m. - 4:30 p.m. Open to Alumni of Teach MO Maps!

2 Teach MO Maps! Stipends



ConnectED: Take Your Student to New Places

 Watch later  Share



Making Story Maps the Bread and Butter of Your Classroom

Map Series - Example of Multi-Creators/In-Depth Tour

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Compiling Your Maps - Step 2

- Before putting together the Story Map, create your Web Maps First (with the exception of the Tour).
- Create a Folder for the Story Map.
- Place the Web Maps to be used in your folder

Lost St. Charles

Lost St. Charles Project Overview

Moerschel Brewery

Gliatta's Ice Cream Parlor

O'Rear Tobacco Factory

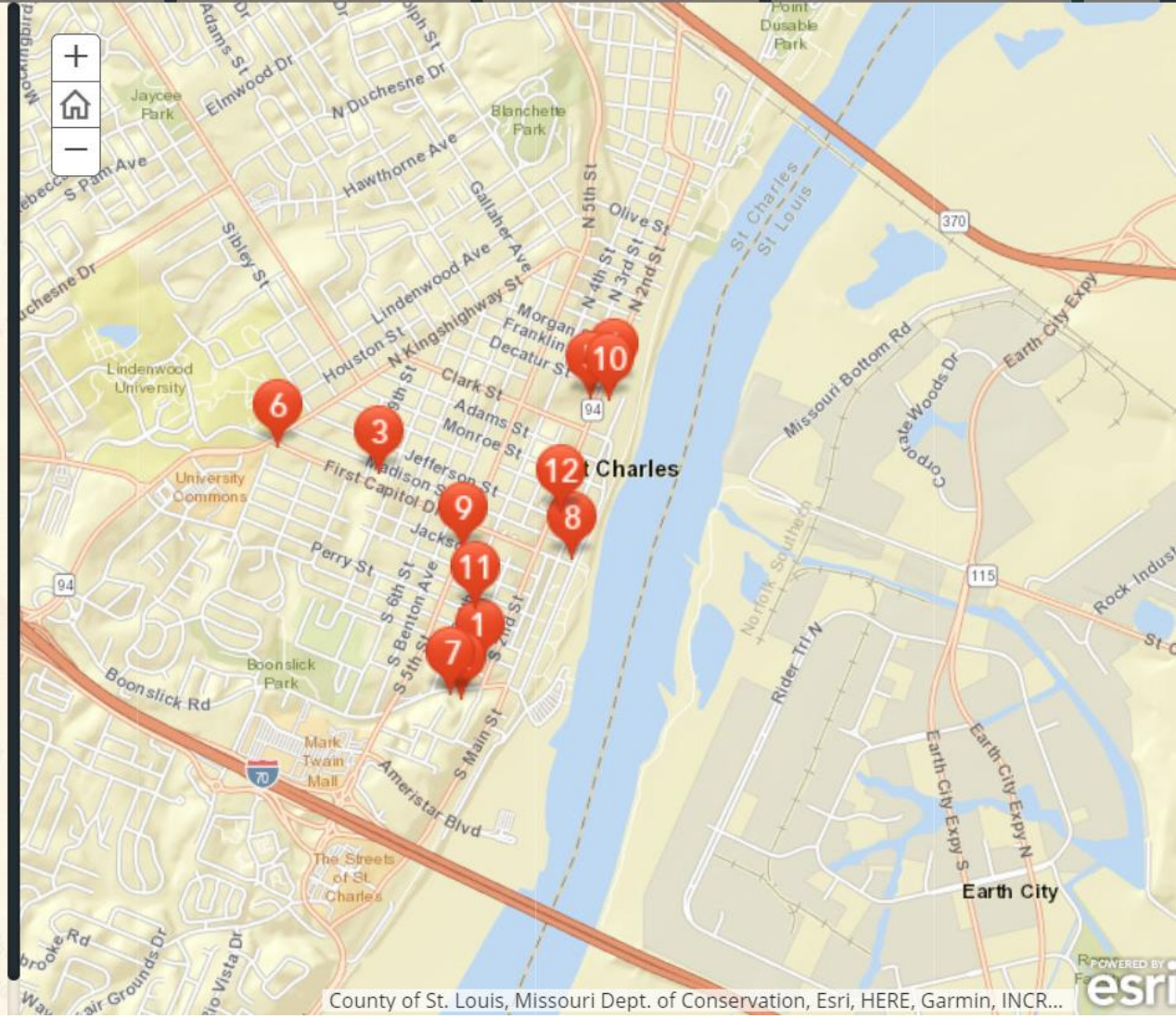
Machens Motor Company



The history of every community is written in many places—documents, images, the built environment, and the past lives of its people. That history includes buildings no longer standing, but still tell the stories of the people who lived or worked there and their times. This website is about those stories in "Lost St. Charles."

Every structure described here is gone, but gives us an insight into St. Charles, Missouri, during the Gilded Age and Progressive Era. It is about people at work and leisure, in business and home, as youth and adults.

"Lost St. Charles" is a product of a collaboration between Lindenwood University's History and Geography Department and the St. Charles County Historical Society. Students spent a semester researching, writing, and interpreting materials for this site.



Making Story Maps the Bread and Butter of Your Classroom

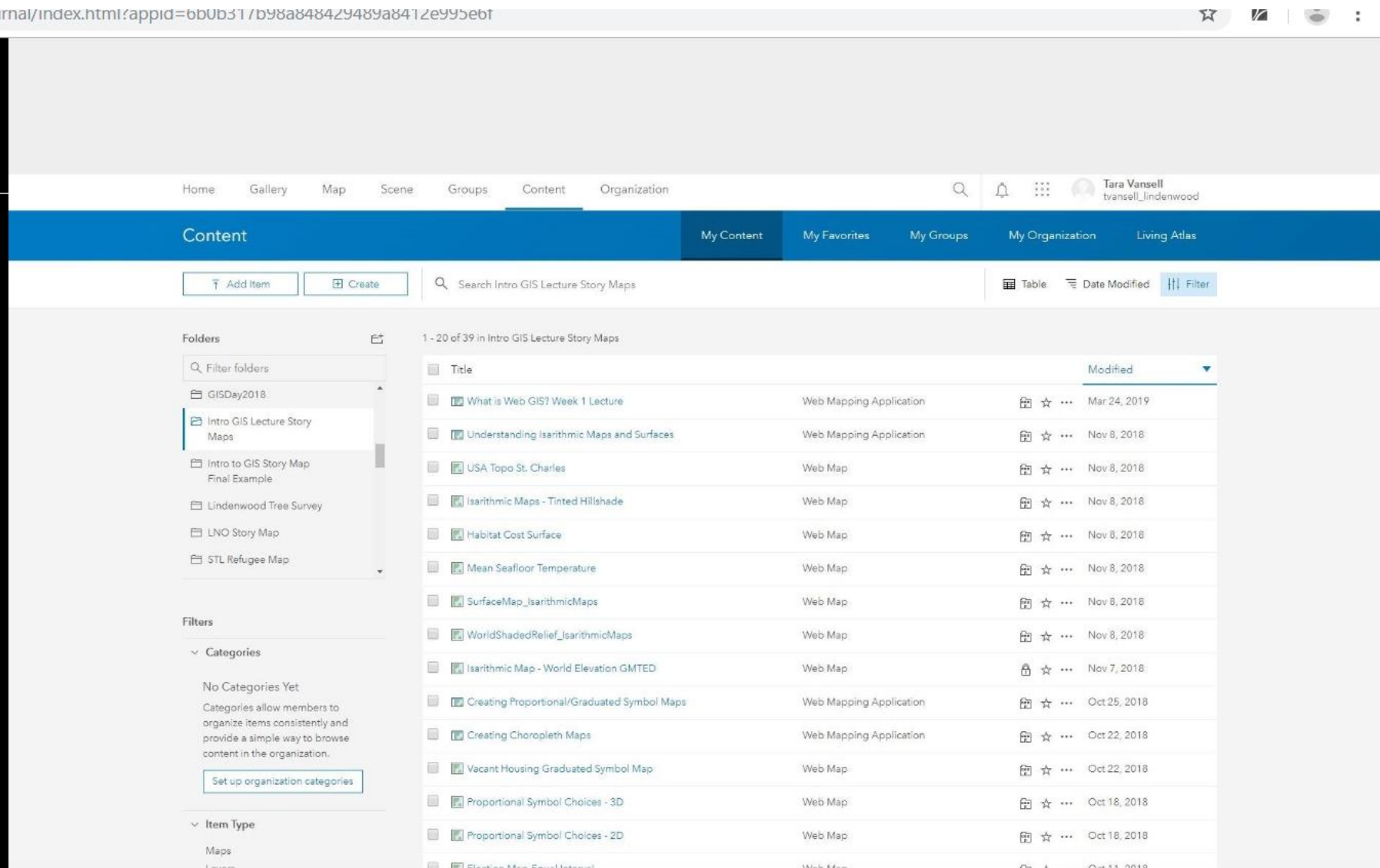
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Compiling Your Pictures - Step 3

- Save all your .jpg to their own Story Map Folder
- If using Office 365 you can copy the link to the picture and use that in your Story map, but change from "Anyone can Edit" to "Viewing Only"

Outline/Write Your Narrative - Step 4



The screenshot shows the ArcGIS Content Manager interface. The top navigation bar includes Home, Gallery, Map, Scene, Groups, Content, and Organization. The user is logged in as Tara Vansell (tvansell_lindenwood). The main content area is titled "Content" and shows a search for "Intro GIS Lecture Story Maps". A list of 39 items is displayed, including various web maps and applications. The list includes columns for Title, Item Type, and Modified date.

Title	Item Type	Modified
What is Web GIS? Week 1 Lecture	Web Mapping Application	Mar 24, 2019
Understanding Isarithmic Maps and Surfaces	Web Mapping Application	Nov 8, 2018
USA Topo St. Charles	Web Map	Nov 8, 2018
Isarithmic Maps - Tinted Hillshade	Web Map	Nov 8, 2018
Habitat Cost Surface	Web Map	Nov 8, 2018
Mean Seafloor Temperature	Web Map	Nov 8, 2018
SurfaceMap_IsarithmicMaps	Web Map	Nov 8, 2018
WorldShadedRelief_IsarithmicMaps	Web Map	Nov 8, 2018
Isarithmic Map - World Elevation GMTED	Web Map	Nov 7, 2018
Creating Proportional/Graduated Symbol Maps	Web Mapping Application	Oct 25, 2018
Creating Choropleth Maps	Web Mapping Application	Oct 22, 2018
Vacant Housing Graduated Symbol Map	Web Map	Oct 22, 2018
Proportional Symbol Choices - 3D	Web Map	Oct 18, 2018
Proportional Symbol Choices - 2D	Web Map	Oct 18, 2018
Elevation Map Equal Interval	Web Map	Oct 11, 2018

Making Story Maps the Bread and Butter of Your Classroom

Compiling Your Pictures - Step 3

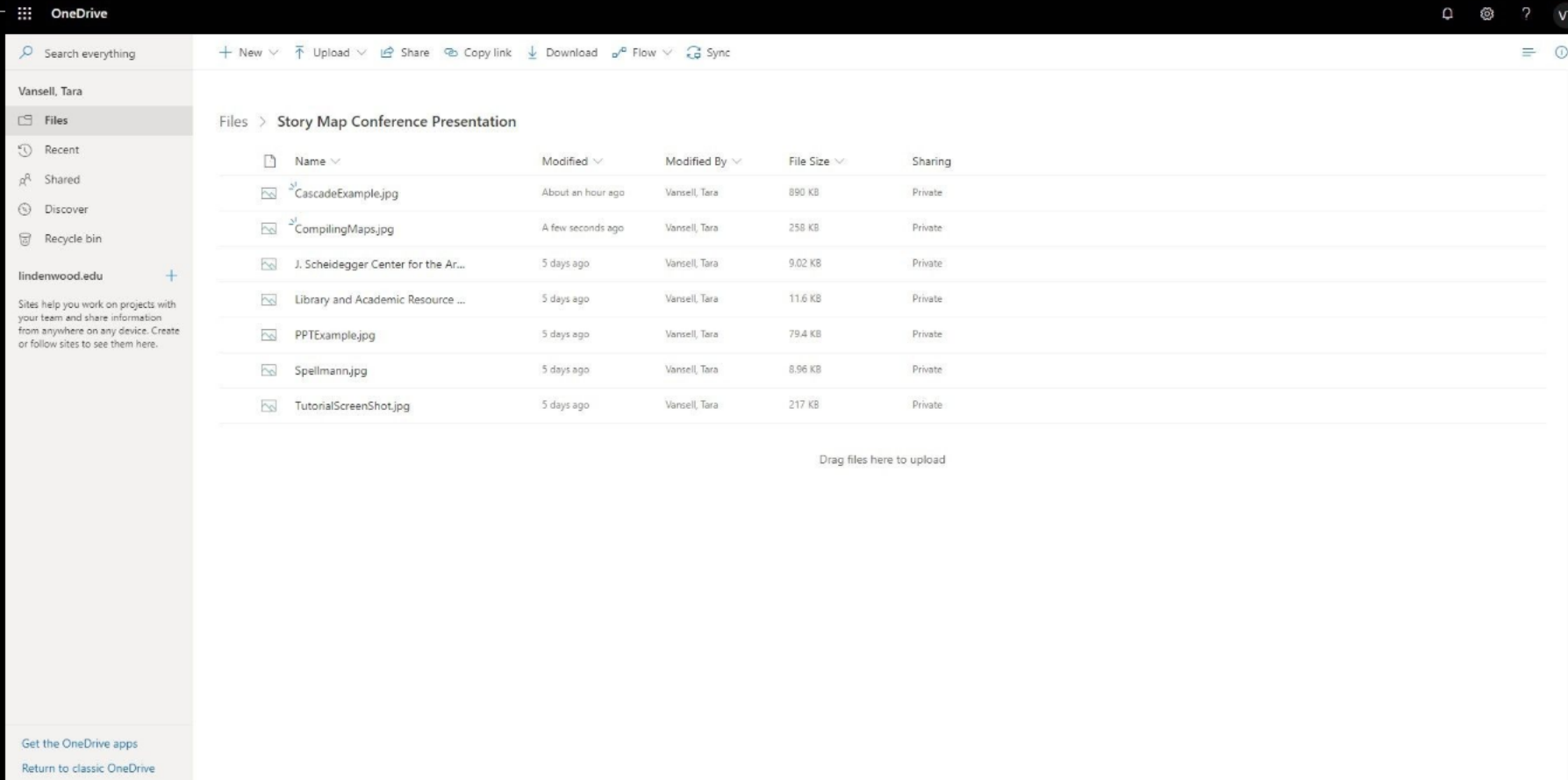
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Outline/Write Your Narrative - Step 4

The narrative is not only your text, but also any web pages, video or picture links.

This is especially important if you have multiple creators.

Back it Up - Final Step



OneDrive interface showing a folder named "Story Map Conference Presentation" containing several files. The files list includes:

Name	Modified	Modified By	File Size	Sharing
CascadeExample.jpg	About an hour ago	Varsell, Tara	890 KB	Private
CompilingMaps.jpg	A few seconds ago	Varsell, Tara	258 KB	Private
J. Scheidegger Center for the Ar...	5 days ago	Varsell, Tara	9.02 KB	Private
Library and Academic Resource ...	5 days ago	Varsell, Tara	11.6 KB	Private
PPTExample.jpg	5 days ago	Varsell, Tara	79.4 KB	Private
Spellmann.jpg	5 days ago	Varsell, Tara	8.96 KB	Private
TutorialScreenShot.jpg	5 days ago	Varsell, Tara	217 KB	Private

Below the files list, there is a prompt: "Drag files here to upload".

Making Story Maps the Bread and Butter of Your Classroom

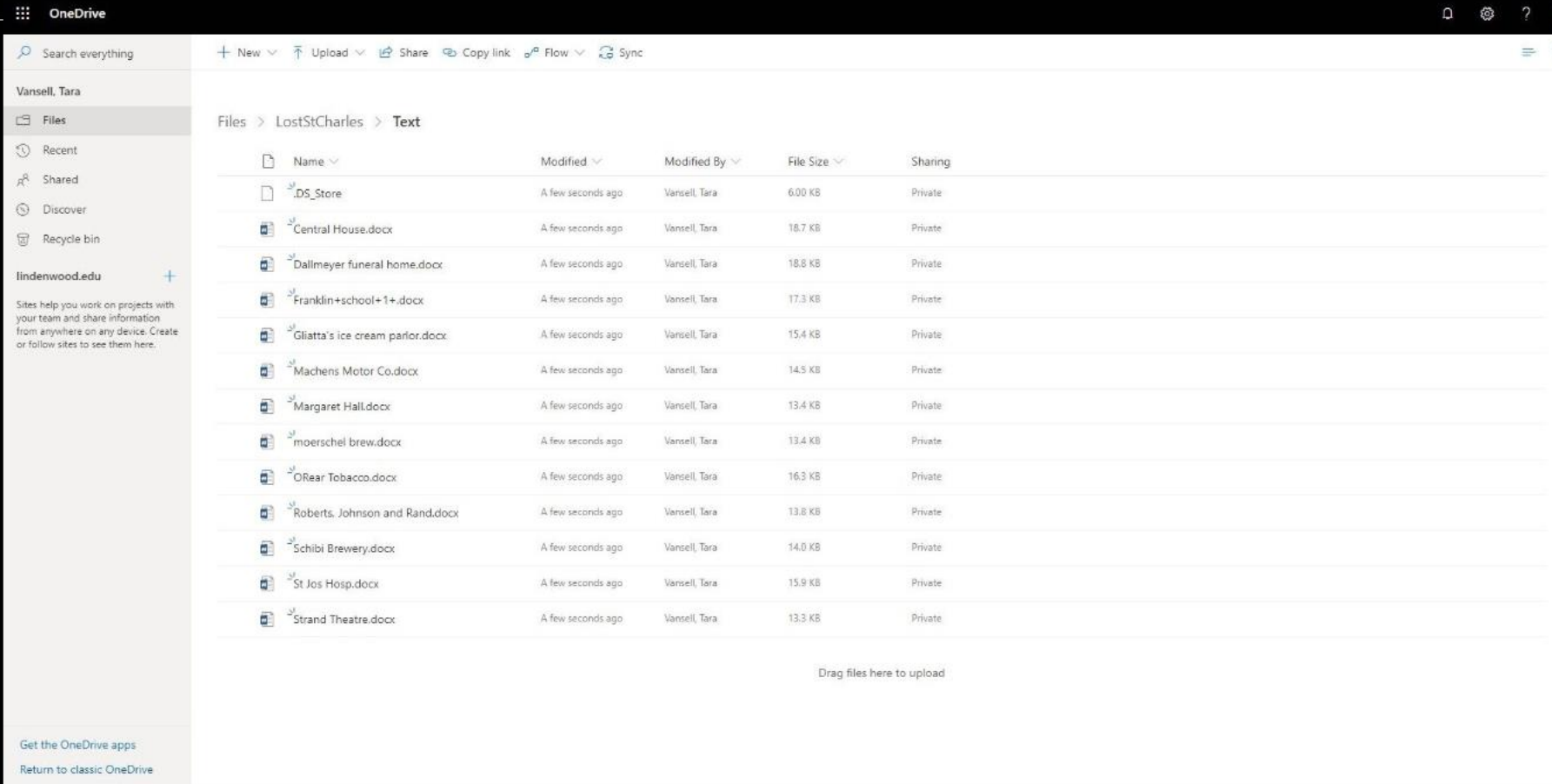
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Back it Up - Final Step

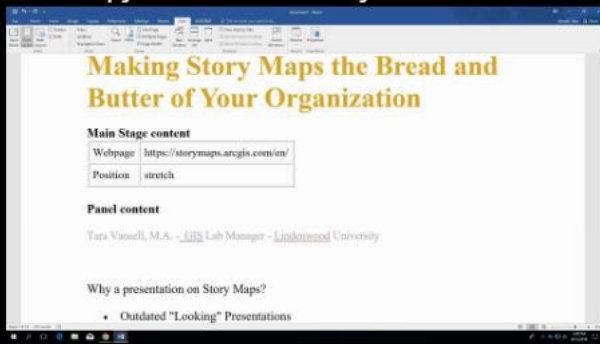
- Organize
- Export
- Copy and Paste into any Word Processor



Making Story Maps the Bread and Butter of Your Classroom

Back it Up - Final Step

- Organize
- Export
- Copy and Paste into any Word Processor



Sharing

Share to Group

- Keeps it password protected
- Keeps it in the hands of students who should have access
- Keeps it out of the hands of students who should not have access

<https://lindenwood.maps.arcgis.com/apps/MapJournal/index.html?appid=c05813ba454542e96ad7722e5165e240e0d19>

Engage and Inspire Your Audience



Story Map of the Month
Building Our Capital
A Story Map Cascade created by the National Capital Commission.

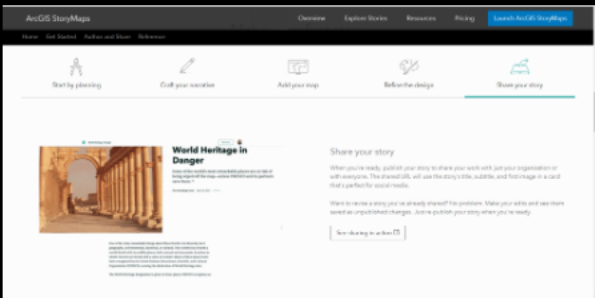
Making Story Maps the Bread and Butter of Your Classroom

Sharing

Share to Group

- Keeps it password protected
- Keeps it in the hands of students who should have access
- Keeps it out of the hands of students who should not have access
- Provides multiple points of entry - no excuses for not reading or referencing later

Pay attention to how you set up Sharing within the group, make sure lectures are in a group where not all members can edit.



Group Name	Owner	Created	Last Updated	Viewable by	Action
Historical Methods Fall 18					Delete Group
Historical Methods SP19	tvansell_lindenwood	Apr 18, 2019	Apr 18, 2019	Group Members	Delete Group
Introduction to GIS	tvansell_lindenwood	Jan 10, 2017	Jun 28, 2019	Group Members	Delete Group
Lindenwood Tree Survey	tvansell_lindenwood	Mar 6, 2019	Mar 6, 2019	Group Members	Delete Group
LNO Just Say Yes to GIS! FA18	tvansell_lindenwood	Aug 16, 2018	Aug 16, 2018	Organization	Delete Group
St. Louis Food Bank Project SP19 Viewer					Delete Group



Start by planning



Craft your narrative



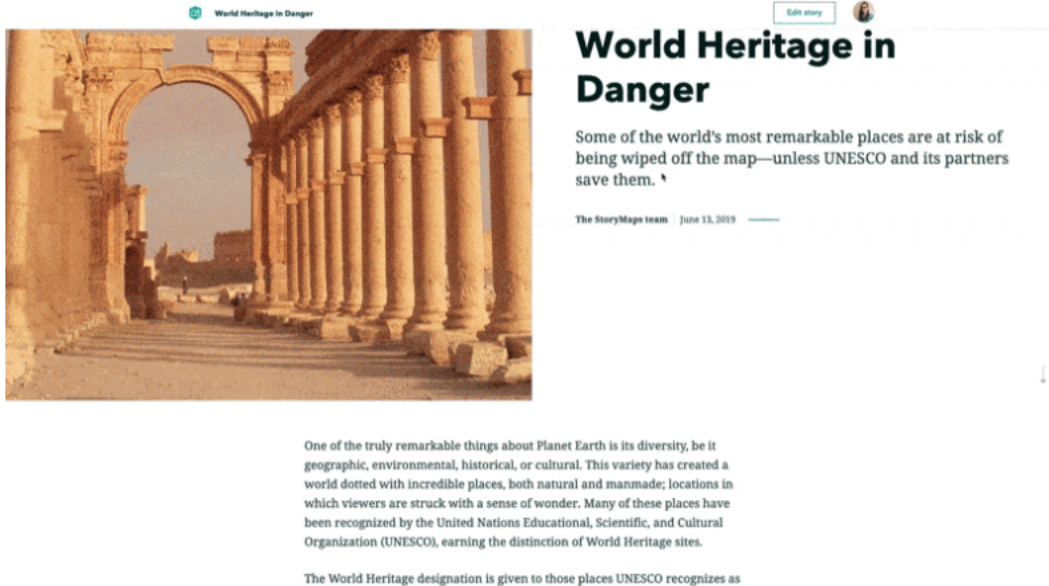
Add your map



Refine the design



Share your story



The screenshot shows a StoryMap interface. At the top left, there is a small icon and the title "World Heritage in Danger". Below this is a large image of ancient ruins with a prominent archway. To the right of the image is the main title "World Heritage in Danger" in a large, bold font. Below the title is a subtitle: "Some of the world's most remarkable places are at risk of being wiped off the map—unless UNESCO and its partners save them." Below the subtitle is the author information: "The StoryMaps team | June 13, 2019". At the bottom of the screenshot, there is a paragraph of text: "One of the truly remarkable things about Planet Earth is its diversity, be it geographic, environmental, historical, or cultural. This variety has created a world dotted with incredible places, both natural and manmade; locations in which viewers are struck with a sense of wonder. Many of these places have been recognized by the United Nations Educational, Scientific, and Cultural Organization (UNESCO), earning the distinction of World Heritage sites. The World Heritage designation is given to those places UNESCO recognizes as".

Share your story

When you're ready, publish your story to share your work with just your organization or with everyone. The shared URL will use the story's title, subtitle, and first image in a card that's perfect for social media.

Want to revise a story you've already shared? No problem. Make your edits and see them saved as unpublished changes. Just re-publish your story when you're ready.

[See sharing in action](#)

Making Story Maps the Bread and Butter of Your Classroom

excuses for not reading or referencing later

Pay attention to how you set up Sharing within the group, make sure lectures are in a group where not all members can edit.

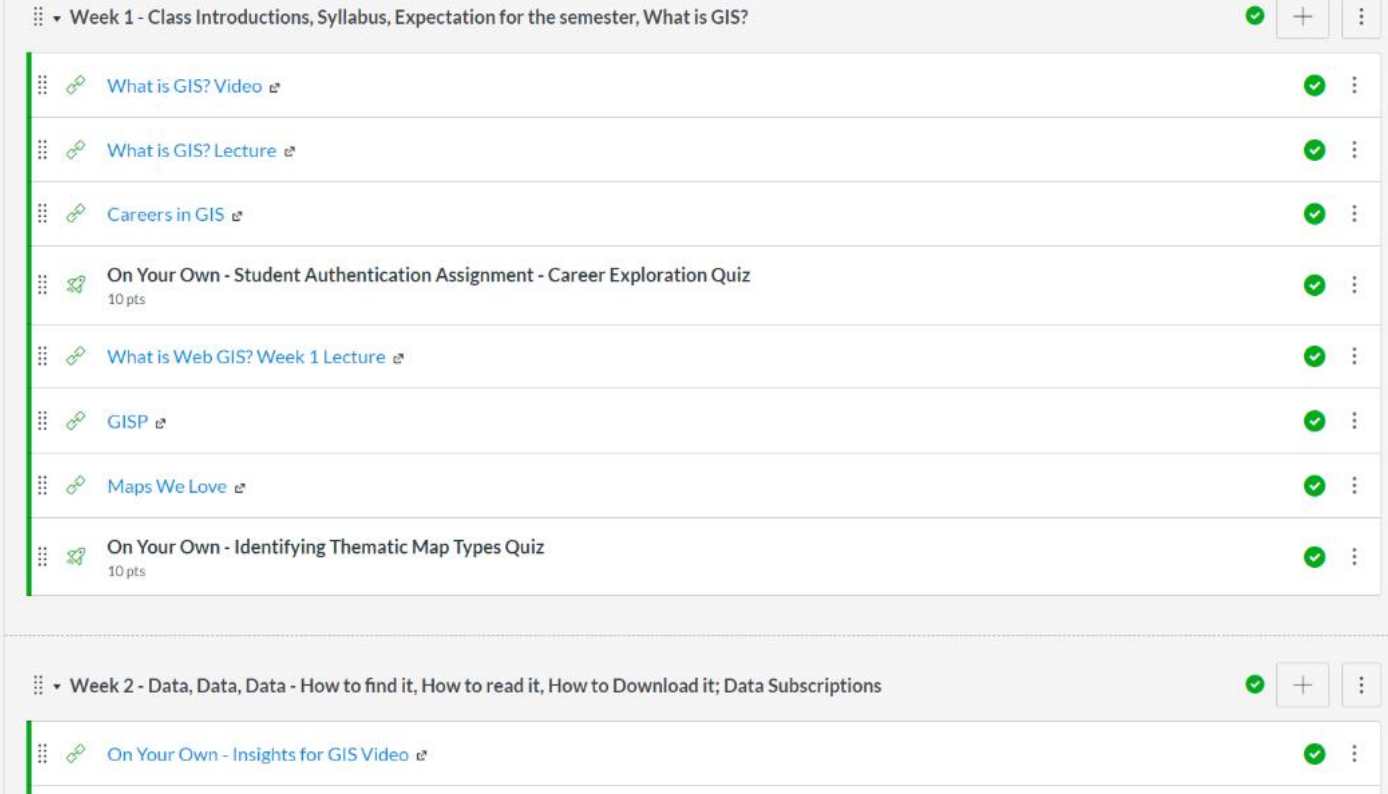


Classroom Portal - Canvas

- Link to the Story Map in your classroom management system.
- Students sign-in with their ArcGIS Online account.
- And you're off and running...



- LockDown Browser
- Office 365
- Purchase Course Materials
- Research and Adopt Course Materials
- Files
- Settings



Week 1 - Class Introductions, Syllabus, Expectation for the semester, What is GIS? ✓ + ⋮

- [What is GIS? Video](#) ✓ ⋮
- [What is GIS? Lecture](#) ✓ ⋮
- [Careers in GIS](#) ✓ ⋮
- [On Your Own - Student Authentication Assignment - Career Exploration Quiz](#) 10 pts ✓ ⋮
- [What is Web GIS? Week 1 Lecture](#) ✓ ⋮
- [GISP](#) ✓ ⋮
- [Maps We Love](#) ✓ ⋮
- [On Your Own - Identifying Thematic Map Types Quiz](#) 10 pts ✓ ⋮

Week 2 - Data, Data, Data - How to find it, How to read it, How to Download it; Data Subscriptions ✓ + ⋮

- [On Your Own - Insights for GIS Video](#) ✓ ⋮