

Using Story Maps for Grant Dissemination


June 26, 2016



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Goals

- Why use Story Maps
 - Lessons learned
 - Agile approach
 - Invest in planning
 - Tools
- 

Purpose

Visualization of data in geographic context

Present a story

Disseminate
Grant Outcomes

Reach multiple audiences:

- Funders
- Policy makers
- Laypeople
- Researchers
- Other Ed Prep Institutions

Interactive
and
engaging



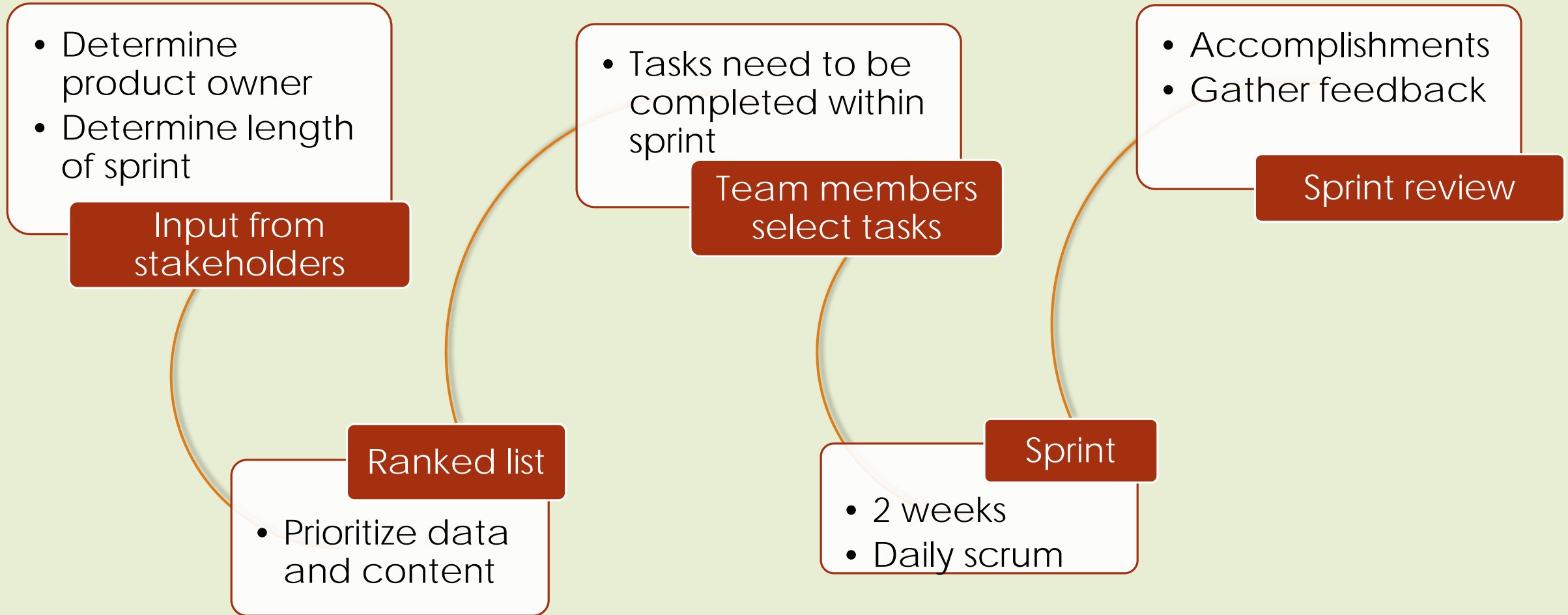
Process

- Meet with director once a month
- Story Map team members meet every two weeks
- Final review by grant staff, marketing and others who are unfamiliar with the grant



Lessons Learned

- ▶ Treat it like a development project – Agile
- 





Lessons Learned

Requirements Gathering

- ▶ Scope of work
 - ▶ Product owner
 - ▶ Key SME (subject matter expert)
 - ▶ Determine structure
 - ▶ Sprint length
 - ▶ Review process
 - ▶ Change request process
 - ▶ How will you manage communication and artifacts?
 - ▶ Acceptance criteria

As iTeach ELLs, I want to display a header that includes the title of the Story Map in the left-hand corner.

- Header background is black.
- Font is white.
- Mary Lou Fulton Teachers College logo is in right-hand corner and links to education.asu.edu website
- Social media sharing icons are included in right-hand corner
- Up to ten tabs with yellow font are located below the title.

TAB ONE - HOME

As iTeach ELLs, I want to introduce the grant to the audience.

- One page only.
- Image or video on stage to catch user's attention.
- Short text in journal to introduce the grant.

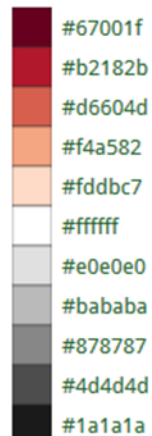
TAB TWO - TITLE

PAGE 1 - TITLE

As the iTeach ELLs, I want to describe _____.

As a user, I want to be able to click on text links to change the content on the stage.

- Change 1 "text": Stage will change to image of _____.
- Change 2 "text": Stage will change to map of _____.
 - Map will display data by school site location.
 - Map will be zoomed to Arizona.
 - Pop-up will display the following attributes:
 - Website
 - Address
 -
- Change 3 "text": Stage will change to image of _____.



Story Map Planning Chart

Description

| | |
|---|--|
| <p>Story Map Name <i>Think of this as a marketing tool. Be creative.</i></p> | |
| <p><u>Purpose/Audience</u> <i>What the purpose of your Story Map?: reporting, showcasing, seeking funding. Determining the audience will help focus the content.</i></p> | |
| <p>Timeline <i>How often will the Story Map be updated through the life of the grant? After each APR? Or published only at the end of the grant? Identifying the frequency will help determine milestones and deadlines, etc. Leave time for others to review.</i></p> | |

Scope of Work

| | |
|--|--|
| Product Owner <i>Who is responsible for keeping project on track?</i> | |
| Key SME <i>Who is responsible for delivering content?</i> | |
| Structure <i>How often will you meet? Who will be included in those meetings? How long will the meetings be?</i> | |
| Change Request Process <i>How will changes be submitted? Who is allowed to submit change requests? What is the expectation for how long a change will take to complete?</i> | |
| Acceptance Criteria <i>What does "done" look like? How will the Story Map be reviewed? Will you look at each item individually or by page to determine if something is "done?"</i> | |

Considerations

| Media sources used in Grant Impact Story Map | | |
|--|---|--|
| Images, logo | <i>Need to be owned by you or copyright free. Be sure to give credit.</i> | |
| Videos | <i>Need to be owned by you or copyright free; hosted in Wistia (preferred), YouTube or similar site</i> | |
| Graphs/charts | <i>Recommend that they coordinate with style of Story Map and have a uniform appearance</i> | |
| You will need the following to begin your Grant Impact Story Map | | |
| Hosting site for images (e.g., Picasa or Flickr) | | |
| Video hosting platform (YouTube, Wistia) | | |
| Text for journal portion and map pop-ups, as appropriate | | |
| Releases to use images, videos, artifacts and data, as appropriate | | |
| Data and sources | <i>All Story Maps are public, so the data that are included need to be for public consumption or masked appropriately. The story that you choose to tell will determine the data that are eligible to present. You can use this space to begin brainstorming the data to be included.</i> | |

Outline

| Page | Journal <i>Most Story Map templates have a pane that includes text. Videos, images and web links can also be added. I call this the “journal”</i> | Stage <i>The stage is where the map is located. It can also be a video, an image or a web page.</i> |
|---|---|---|
| Home <i>Should catch the reader's attention</i> | | |
| 1 | | |
| 2 | | |
| 3 | | |
| 4 | | |
| 5 | | |



Lessons Learned

Planning

- Story Boards based on ranked list
- Determine media in hand and needed
- Managing content
 - Naming conventions
 - One place for storage and communication

| <u>Tab</u> | <u>Page</u> | <u>Image</u> | <u>Videos</u> | <u>Website</u> | <u>Map</u> | <u>Pop-up Content</u> |
|------------|---------------|--------------|---------------|----------------|------------|-----------------------|
| 1 | Intro | | | | | |
| | Journal Stage | | | | | |
| 2 | 1 | | | | | |
| | Journal Stage | | | | | |
| | 2 | | | | | |
| 2 | Journal Stage | | | | | |
| | 3 | | | | | |
| 2 | Journal Stage | | | | | |
| | 3 | | | | | |
| 3 | 1 | | | | | |
| | Journal Stage | | | | | |
| 3 | 2 | | | | | |
| | Journal Stage | | | | | |
| 3 | 3 | | | | | |
| | Journal Stage | | | | | |
| 4 | 1 | | | | | |
| | Journal Stage | | | | | |
| 4 | 2 | | | | | |
| | Journal Stage | | | | | |
| 4 | 3 | | | | | |
| | Journal Stage | | | | | |

| | A | B | C | D | E | F |
|----|---|-------------------------------------|---|------------------------------|--|---|
| 1 | RfR StoryMap media content | Section | Image/link | Videos | Map | text |
| 2 | Splash page- title is Arizona Ready-for-Rigor Grant | Journal | | | | I was a good teacher. Now I am a more effective educator. A United States Dept of Ed Teacher Incentive Fund Grant Scroll down to continue the story. Click on the blue text to find out more. |
| 3 | | Stage | student & teacher with drop-in text | | | 5 years, 10 districts, 58 schools, 100 administrators, 2100 teachers, 40000 students. |
| 4 | | | | | | |
| 5 | Intro | Journal | | | | General overview of grant - reference process used |
| 6 | | Stage | | | locations of districts/schools with demographic info, number of years in grant, # of teachers and students, F/R lunch rate | |
| 7 | | <i>process</i> | Captivate of procedural, conceptual and inspirational | videos embedded in Captivate | | |
| 8 | | | | | | |
| 9 | Teacher Effectiveness | Journal | | | | describe how grant improved teacher effectiveness - include reference to career paths, student achievement, performance pay and data decision making, as well as overall impact. See if there is a way to include grant-wide scores for first and last years. |
| 10 | | Stage | | | growth scores in R & M by school - year 1 and 5; AF letter using # | |
| 11 | | <i>teacher support</i> | Captivate of teacher evaluation process | | | |
| 12 | | <i>instructional accountability</i> | grant-wide SKR scores graphic? | | | |



Lessons Learned

➤ **Sprint Process**

- Two-week sprints
- Five-minute daily scrums
- PI/director included in sprint review
 - Others included as PI deems appropriate

➤ **Feedback/testers**

- Whose feedback would help inform the final product?
- How do we address negative feedback?
- Whose feedback has more weight?



Lessons Learned

➤ Positive feedback

- Videos!
- People involved in grant, evoked emotion
- Interactivity

➤ Negative feedback

- Navigation/instructions
- Design elements
 - Color, graphs



Lessons Learned

- **Additional Tools:**

- **Online support**

- Story Map blog

- GeoNet

- <http://blogs.esri.com/esri/arcgis/2015/12/21/twelve-days-of-story-map-tips/>



Going Forward

- **Excitement about Story Maps**
- **Vehicle for communicating impact**
 - Branding
 - Template
- **Potential Impact**
 - Keep grant on track
 - Self-reflection
 - Analytics



Questions?

Link to Arizona Ready-for-Rigor Story Map:
links.asu.edu/AZRfRstorymap

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