



Welcome

Esri Mid-Atlantic
User Conference



ArcGIS Online: Steps for Success

Bonnie Stayer

Overview

- **Not a step-by-step how to, but guidance and tips**
- **A discussion of best practices for you to consider**
- **Topics**
 - **Establish your ArcGIS organization**
 - **Configure for best experience**
 - **Engage users**

Your ArcGIS organization

Your geographic information portal



1

**Establish the
vision and
governance**

Vison and Governance

- **Know the answers to these questions –**
 - Who are the champions?
 - Who are the stakeholders?
 - What is the mission and vision?
 - What workflows will it support?
 - What are the deliverables?
 - Who is the audience?
- **Consider the following-**
 - Establish a curator, or group of curators
 - Form a governance committee



Suggestions

- **Communicate early, often, and well**
- **Prototype and test before rolling out**
- **Implement successful patterns**
- **Establish essential procedures and guidelines**
- **Be flexible, adapt, and evolve**

2

**Configure your
organization home**

Your organization home



HOME GALLERY MAP GROUPS Sign In

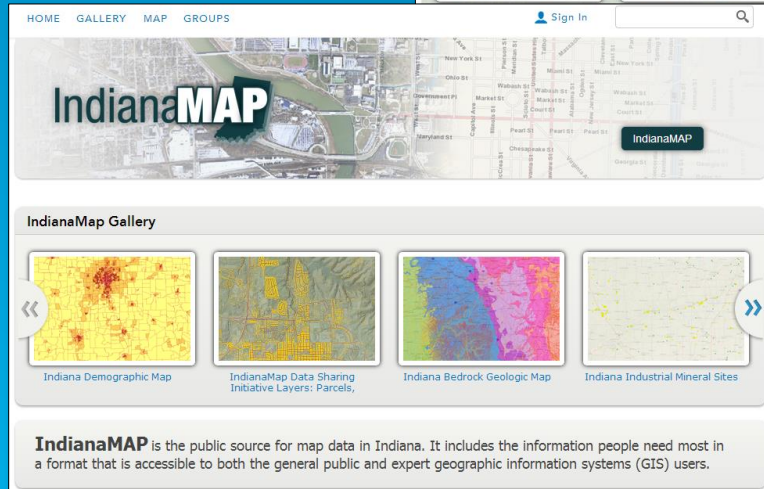
MyCity Houston

City of Houston, Texas, Maps and Applications

MY CITY HOUSTON MAPS & APPS

Address Information Bikeways MyCity Map Viewer Recent Crime & Parcel Map

City of Houston MyCity Map Viewer App City of Houston Parcel & Crime Details



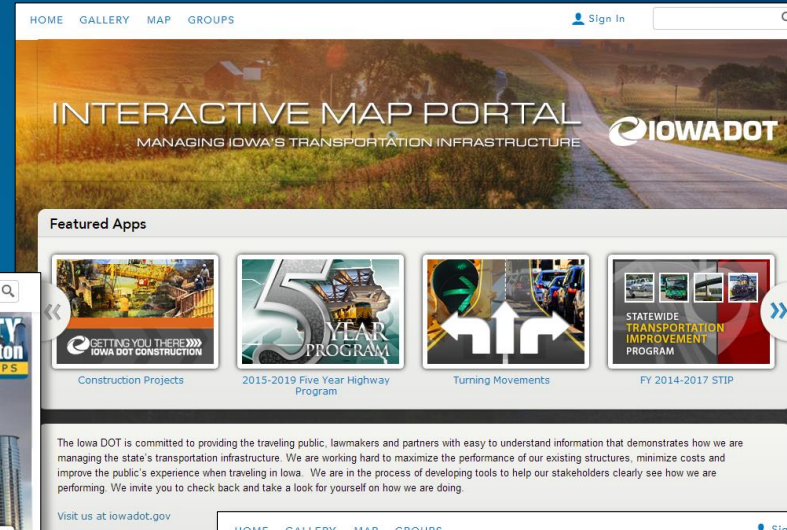
HOME GALLERY MAP GROUPS Sign In

IndianaMAP

IndianaMAP Gallery

- Indiana Demographic Map
- IndianaMap Data Sharing Initiative Layers: Parcels
- Indiana Bedrock Geologic Map
- Indiana Industrial Mineral Sites

IndianaMAP is the public source for map data in Indiana. It includes the information people need most in a format that is accessible to both the general public and expert geographic information systems (GIS) users.



HOME GALLERY MAP GROUPS Sign In

INTERACTIVE MAP PORTAL

MANAGING IOWA'S TRANSPORTATION INFRASTRUCTURE

IOWA DOT

Featured Apps

- Construction Projects
- 2015-2019 Five Year Highway Program
- Turning Movements
- FY 2014-2017 STIP

The Iowa DOT is committed to providing the traveling public, lawmakers and partners with easy to understand information that demonstrates how we are managing the state's transportation infrastructure. We are working hard to maximize the performance of our existing structures, minimize costs and improve the public's experience when traveling in Iowa. We are in the process of developing tools to help our stakeholders clearly see how we are performing. We invite you to check back and take a look for yourself on how we are doing.

Visit us at iowadot.gov



HOME GALLERY MAP GROUPS Sign In

COLUMBUS MAPS AND APPS

THE CITY OF COLUMBUS
MICHAEL B. COLEMAN, MAYOR

- City of Columbus - Dept of Technology
- City of Columbus - Development Dept
- City of Columbus - Public Health
- City of Columbus - Public Service

Welcome to City's **map** collaboration and information portal.

Our mission is to provide leadership that will inspire: high standards of excellence in the delivery of city services; a spirit of cooperation, pride and responsibility to achieve strong, safe and healthy neighborhoods; and, a shared economic prosperity and enhanced quality of life. We undertake this mission believing and knowing that we can make a difference for future generations.

Follow the City on Facebook, Twitter, YouTube, or on the web.

Organization settings

- Home page (banner and background)
- Featured content (gallery ribbon)
- Gallery content
- Default map and basemaps
- Custom app templates
- Utility services
- Security settings
- More...



Groups are building blocks

- Organization resources
 - Gallery
 - Featured content
 - Public galleries
- Map resources
 - Basemaps
 - App templates
 - Facilitate Search

The screenshot displays the ArcGIS Gallery interface. At the top, there is a blue header with the word "Gallery" and navigation links for "My Favorites", "My Organization's Featured Content", and "Esri Featured Content". Below the header, the main content area is titled "Climate Resilience Featured Content" and includes a "Sort By:" dropdown menu set to "Most Recent". On the left side, there is a "Show" filter menu with options for "All", "Maps", "Layers", and "Apps", along with a search prompt: "Search the website or visit the ArcGIS Marketplace". The main content area lists three featured items:

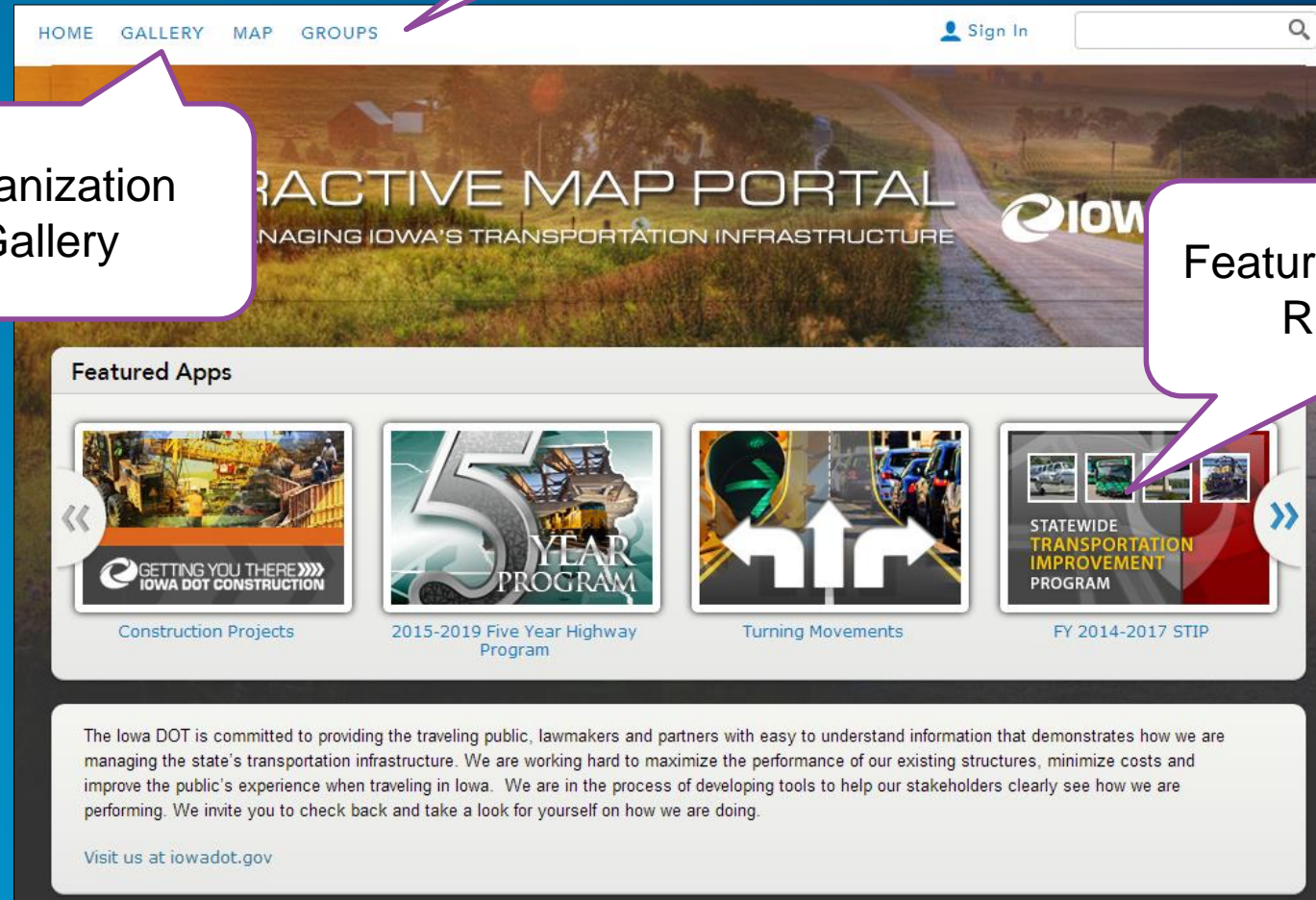
- Transportation and Infrastructure Resilience Gall...** (0 reviews)
 - Web Mapping Application
 - Resource showcase for transportation and infrastructure resilience.
 - Buttons: OPEN, DETAILS
- Public Safety Resilience Gallery** (0 reviews)
 - Web Mapping Application
 - Resource showcase for public safety resilience.
 - Buttons: OPEN, DETAILS
- Economic Resilience Gallery** (0 reviews)

The first impression

Organization Groups

Organization Gallery

Featured Gallery Ribbon

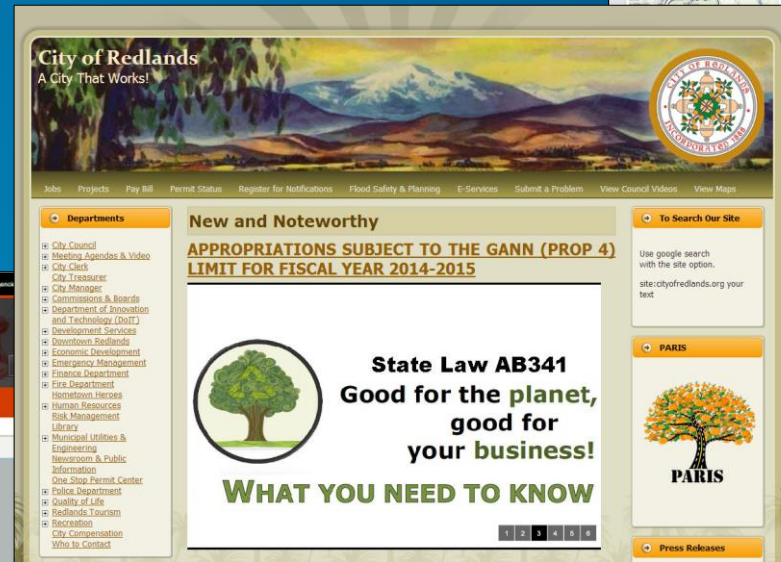
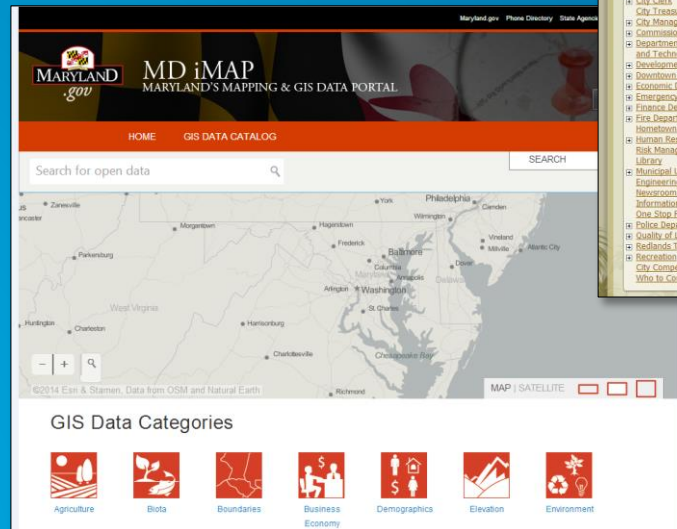


Not necessarily for public access



Other ways to deliver access to your content

- Embed maps and apps
- Group gallery app template
- Group gallery ribbon
- ArcGIS for open data



Model organizations

- For local government, utilities, emergency management, and more
- Download from ArcGIS Online
 - Group framework outline and descriptions
 - Graphics
 - Documentation
 - Apps



ArcGIS Online for State Government

Model Organizational pattern for State Government and Departments within State Government

Document Link by ArcGISTeamStateGov
Last Modified: February 27, 2014

★★★★★ (0 ratings, 293 views)

Sign in to rate this item.

Facebook Twitter

OPEN ▾

Link icon

The screenshot shows a webpage header with the text 'ArcGIS Online for State Government' in white on a blue background. Below the header is a white content area. On the left, there is a small thumbnail image of a web application interface. To the right of the thumbnail, the title 'Model Organizational pattern for State Government and Departments within State Government' is displayed. Below the title, it says 'Document Link by ArcGISTeamStateGov' and 'Last Modified: February 27, 2014'. There are five stars and the text '(0 ratings, 293 views)'. Below that, it says 'Sign in to rate this item.' and there are icons for Facebook and Twitter. At the bottom left of the content area is a blue button with the text 'OPEN' and a dropdown arrow. At the bottom right is a blue square icon with a white link symbol.

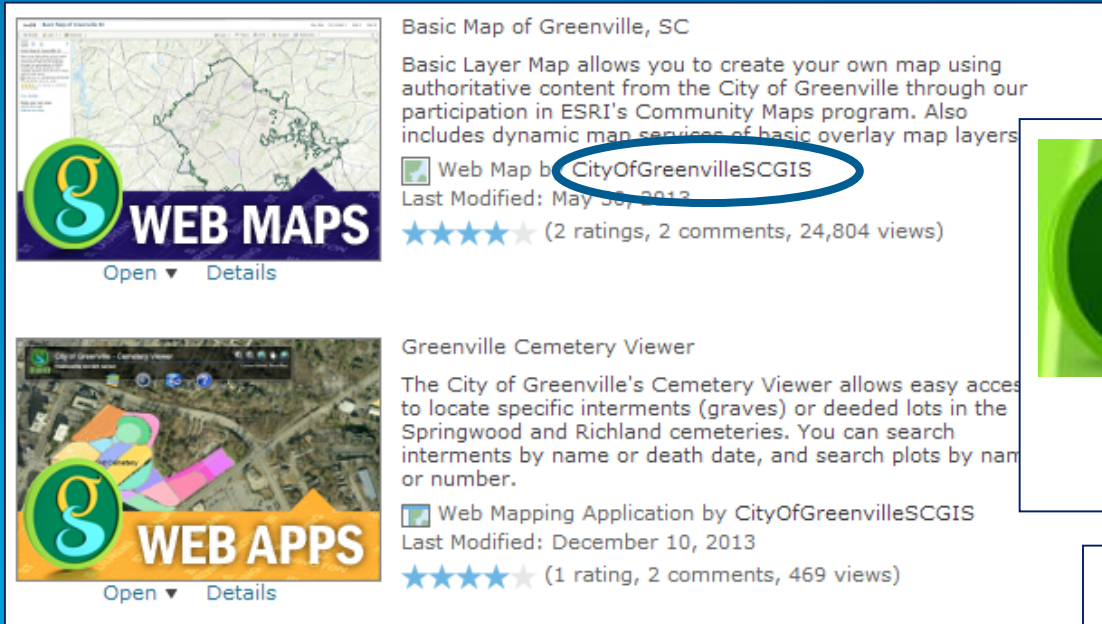
3

**Establish your
brand**

Organization visual branding



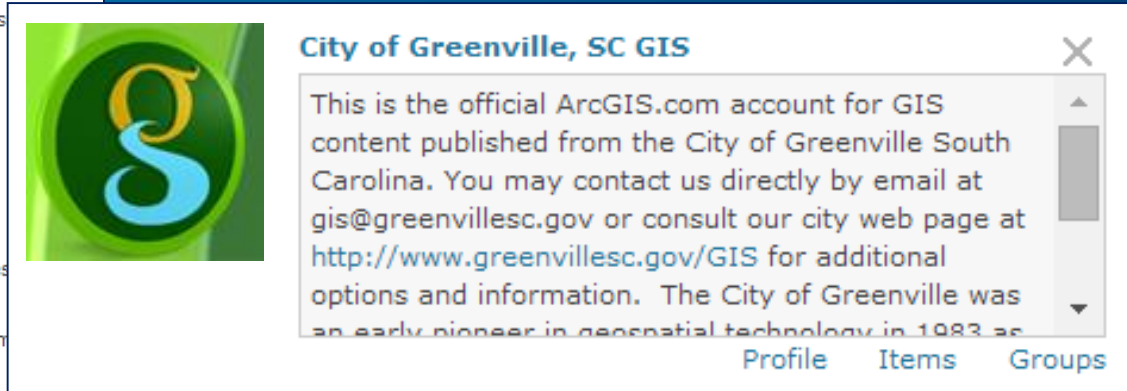
Organization profile



The screenshot shows two sections from an ArcGIS profile. The top section is titled "Basic Map of Greenville, SC" and features a "WEB MAPS" badge. The text below the badge reads: "Basic Layer Map allows you to create your own map using authoritative content from the City of Greenville through our participation in ESRI's Community Maps program. Also includes dynamic map services of basic overlay map layers." Below this is a link to "Web Map by CityOfGreenvilleSCGIS" with a star rating and view count. The bottom section is titled "Greenville Cemetery Viewer" and features a "WEB APPS" badge. The text reads: "The City of Greenville's Cemetery Viewer allows easy access to locate specific interments (graves) or deeded lots in the Springwood and Richland cemeteries. You can search interments by name or death date, and search plots by name or number." Below this is a link to "Web Mapping Application by CityOfGreenvilleSCGIS" with a star rating and view count.

Basic Map of Greenville, SC
Basic Layer Map allows you to create your own map using authoritative content from the City of Greenville through our participation in ESRI's Community Maps program. Also includes dynamic map services of basic overlay map layers.
Web Map by **CityOfGreenvilleSCGIS**
Last Modified: May 30, 2013
★★★★★ (2 ratings, 2 comments, 24,804 views)

Greenville Cemetery Viewer
The City of Greenville's Cemetery Viewer allows easy access to locate specific interments (graves) or deeded lots in the Springwood and Richland cemeteries. You can search interments by name or death date, and search plots by name or number.
Web Mapping Application by CityOfGreenvilleSCGIS
Last Modified: December 10, 2013
★★★★★ (1 rating, 2 comments, 469 views)



The screenshot shows the profile for "City of Greenville, SC GIS". It features a green and blue logo with a stylized 'S'. The text reads: "This is the official ArcGIS.com account for GIS content published from the City of Greenville South Carolina. You may contact us directly by email at gis@greenvillesc.gov or consult our city web page at http://www.greenvillesc.gov/GIS for additional options and information. The City of Greenville was an early pioneer in geospatial technology in 1983 as..." Below the text are links for "Profile", "Items", and "Groups".

City of Greenville, SC GIS
This is the official ArcGIS.com account for GIS content published from the City of Greenville South Carolina. You may contact us directly by email at gis@greenvillesc.gov or consult our city web page at http://www.greenvillesc.gov/GIS for additional options and information. The City of Greenville was an early pioneer in geospatial technology in 1983 as...
Profile Items Groups



The screenshot shows the profile for "Kentucky DGI". It features a logo with the text "Kentucky Division of Geographic Information" and a map of Kentucky. The text reads: "Kentucky Division of Geographic Information 100 Fair Oaks Lane Frankfort, KY 40601 502-564-6231 ogi.inquiry@ky.gov http://kygeonet.ky.gov/" Below the text are links for "Profile", "Items", and "Groups".

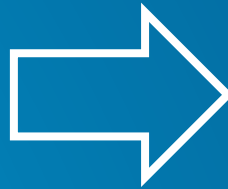
Kentucky DGI
Kentucky Division of Geographic Information 100 Fair Oaks Lane Frankfort, KY 40601 502-564-6231 ogi.inquiry@ky.gov http://kygeonet.ky.gov/
Profile Items Groups













4

**Organize your
organization**

Groups are a framework

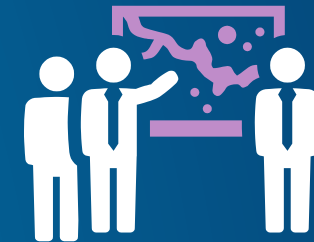
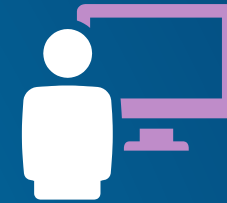
Supporting departments, projects, and workflows



-  **Base Data Sets**
Foundational data sets to be used in the creation of new maps. Includes boundaries, traffic, and weather layers
created by AdminModelLE on April 2, 2014
[Details](#) 
-  **Command Staff**
Collaboration group for Chief of Police and Command Staff to utilize information associated with Strategic and Administrative priorities.
created by AdminModelLE on April 1, 2014
[Details](#) 
-  **Communications/Public Information Office**
Collaboration group to author and share information products that will be disseminated to media and the general public
created by AdminModelLE on April 1, 2014
[Details](#) 
-  **Community Policing Unit**
Collaboration group for authoring and sharing information products that will be disseminated at Community meetings and to neighborhood groups by Community Policing Officers
created by AdminModelLE on April 1, 2014
[Details](#) 
-  **Crime Analysis Unit**
Group for crime analysts to store and share in-progress analytical products
created by AdminModelLE on April 1, 2014
[Details](#) 
-  **Detectives Bureau**
Collaboration group for maps and data associated with caseload management and investigative lead generation
created by AdminModelLE on April 1, 2014
[Details](#) 

Groups help organize activities

- Access to resources
- Collaboration within the organization
- Collaboration between organizations



Group best practices

- Use consistent visual cues
- Intuitive naming conventions
- Add useful descriptions
- Pre-populate with content
- Create a resource destination



The screenshot displays a list of five ArcGIS groups, each with a distinct icon, a title, a description, a 'Details' link, and a creation date. The groups are:

- Public Safety Resilience Featured**: Icon of a fire and a shield. Description: "Law enforcement and fire rescue teams need to... and prepare for responding to incidents. Use th... learn how to better equip your first responders... and tools they need to be ready when called up...". Created by climate_resilience on April 3, 2014.
- Resilience Featured Maps & Apps**: Icon of a globe. Description: "Group containing maps and apps appearing on ribbon at resilience.maps.arcgis.com". Created by climate_resilience on March 7, 2014.
- Resilience Gallery Maps & Apps**: Icon of a globe. Description: "Group containing maps and apps appearing on resilience.maps.arcgis.com". Created by climate_resilience on March 7, 2014.
- Resilience Public Gallery**: Icon of a globe. Description: "Group containing maps and apps appearing in...". Created by climate_resilience on March 7, 2014.
- Transportation and Infrastructure Resilience**: Icon of a truck and a building. Description: "Thriving communities need strong transportat... infrastructure. Use these resources to learn ho... systems more resilient.". Created by climate_resilience on March 18, 2014.

Each group entry includes a 'Details' link and a small icon representing the group's members.



Group affiliation

- Groups can be:
 - Private
 - Organization only
 - Public
- Membership:
 - User can apply
 - Invite only
- Contributors:
 - Only group owner
 - All members

The screenshot shows the 'Esri Data & Maps' group page. At the top, there is a 'SHARE' button and a description: 'This group provides access to data layers from the Esri Data and Maps DVD set that you can download for use with your ArcGIS software. Layer packages require ArcGIS 10.1 or more recent. Visit this group for the latest updates.' Social media links for Facebook and Twitter are also present.

The main content area is titled 'Group Content' and features a table of results. On the left, there is a sidebar with navigation options: 'All Results', 'Maps', 'Layers', 'Apps', 'Tools', 'Files', and a checkbox for 'Show ArcGIS Desktop Content'. The table lists three items:

Title	Owner	Rating	Views	Date
Earth at Night	esri	1 rating, 0 comments	3,586 downloads	January 16, 2012
Europe Gross Domestic Product by Country	esri_dm	2 ratings, 2 comments	1,948 downloads	September 25, 2014
Europe Population by Age Range	esri_dm	2 ratings, 2 comments	2,037 downloads	September 25, 2014

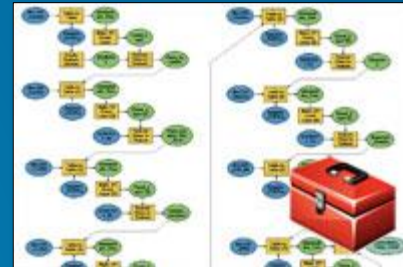
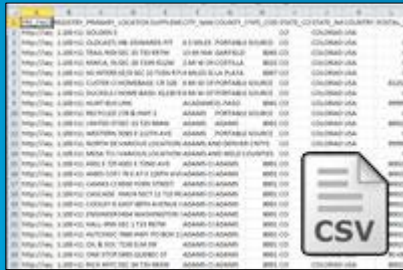
On the right side of the page, there is a 'Group Details' section showing the group name 'esri', status 'public', contributors 'All members', and tags: 'maps, data, layers, boundaries, places, transportation, demographic, esri data maps, esri maps and data'. Below this is a '2 Members' section listing 'esri' and 'esri_dm'.

5

Add useful content

Add existing content

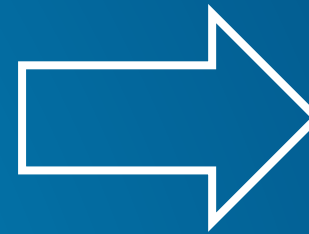
- ArcGIS services
- Shapefiles, spreadsheets, map templates, and more...
- Create new hosted services as needed



Optimize for use

Contents

- [Redacted]
- Airport Areas (Runway, taxiway, airports or helipad)
- Heliports
- Bicycle Lanes
- Bike Lane Street Right-of-Way
- Bike Trails
- [Redacted] Bike Share Locations
- Signed Bike Routes
- Bridge Points
- Bridge Polygons
- Bridges and Tunnel Entrances
- Alley Maintenance Inventory
- Budgeted Construction Project Point
- Budgeted Construction Project Line
- Completed Construction Project Point
- Completed Construction Project Line
- Current Construction Project Point
- Current Construction Project Line
- CCTV - Street



- Bicycle Lanes
- Bike Lane Street Right-of-Way
- Bike Trails
- [Redacted] Bike Share Locations
- Signed Bike Routes

- Bridge Points
- Bridge Polygons
- Bridges and Tunnel Entrances

- Budgeted Construction Project Point
- Budgeted Construction Project Line
- Completed Construction Project Point
- Completed Construction Project Line
- Current Construction Project Point
- Current Construction Project Line

Registering your ArcGIS services

Add Item

Add an item from your computer or reference an item on the Web.

The item is: On the web

ArcGIS Server web service KML
 OGC (WMS) Document

URL: <http://services.arcgisonline.com/arcgis/rest/services/Demographics/US/>

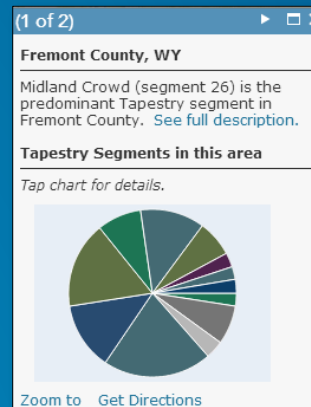
Supported Items

Title: USA 1990-2000 Population_Change

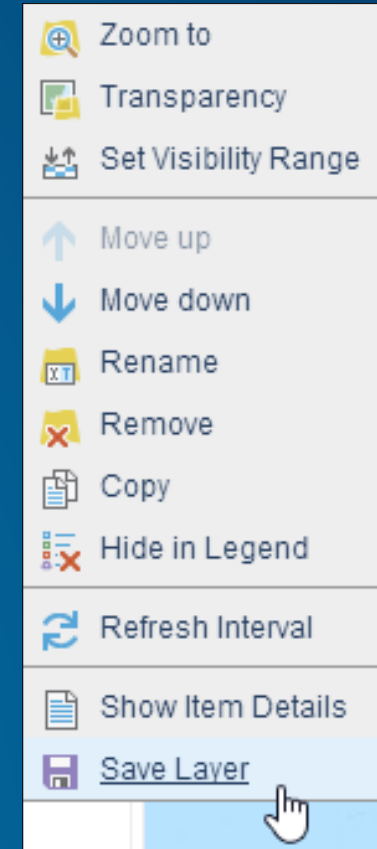
Tags: United States × 2010 × population × demographics ×
Add tag(s)

ADD ITEM CANCEL

(1) Add service



(2) Configure

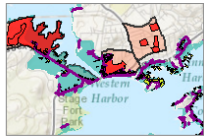


(3) Save layer



Make your content discoverable

Flood and Hurricane Inundation Risk Map of Gloucester, MA



Map showing flood risks from hurricanes in Gloucester, MA

Web Map by climate_resilience
Last Modified: March 19, 2014

★ ★ ★ ★ ★ (0 ratings, 127 views)

Sign in to rate this item.

Facebook Twitter

OPEN ▾

Description

This map displays the combined risks from flooding and hurricane inundation, focusing on low-income and low-income elderly communities. In addition to risk and hazards, a number of adaptation strategies and challenges are marked. Many impacted areas are not candidates for infrastructure aimed at mitigating flooding. Gloucester does, however, have plans in place to install a second tide gate on Mill Pond, which could alleviate some flooding in that area. Other areas are marked that have no current adaptation strategies and that are significantly vulnerable, due to their demographics. Schools and community centers are also marked as potential relief centers following extreme weather events. To meet the challenges of adapting to climate change induced coastal flooding, Gloucester should consider putting policies into place that address the needs of environmental justice areas. These might include establishing a relief fund for low income households, educating communities in coastal flood zones of their risk, establishing community centers for post-disaster relief (taking into account where roads may become impassable). Additionally, restoring wetland habitat and not allowing rebuilding in flooded areas could enhance community resilience in the future.

Description and Tags

Groups

My Groups

CREATE A GROUP

Show

You are a member of 15 groups

All My Groups
Owned by Me
Owned by Others
With New Membership Requests

- Climate Resilience**
A showcase of maps and apps that help communities resilient in the face of a disaster.
created by climate_resilience on April 3, 2014
Details
- Climate Resilience App Challenge 2014**
Apps can help communities see, understand, and climate risks. Join the Climate Resilience App Challenge 2014.
created by climate_resilience on April 3, 2014
Details
- Climate Resilience App Challenge 2014 Featured**
A showcase of maps and apps from the Esri Climate Resilience App Challenge 2014.
created by climate_resilience on April 3, 2014
Details
- Climate Resilience Featured**
A showcase of maps and apps that help communities resilient in the face of a disaster.
created by climate_resilience on April 3, 2014
Details

Gallery

Resilient Communities Featured Content

Sort By: Most Recent

Show

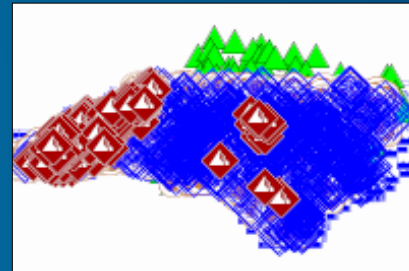
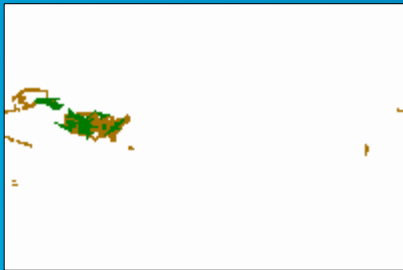
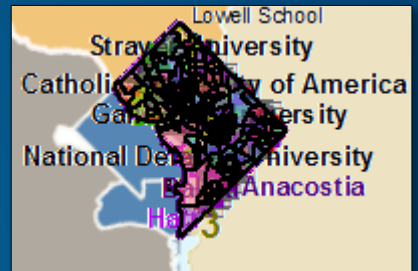
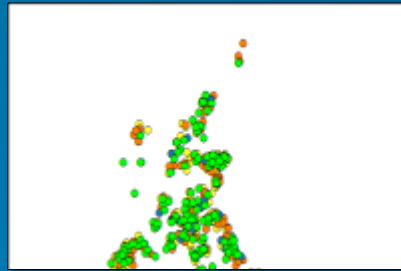
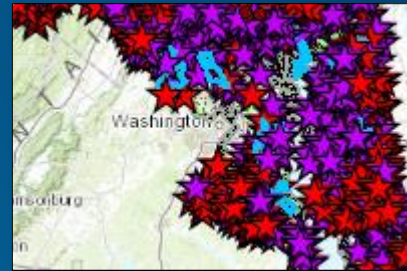
- All
- Maps
- Layers
- Apps

Search the website or visit the ArcGIS Marketplace

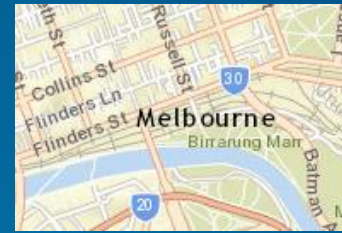
- UNISDR Resilient Cities Gallery**
- Transportation and Infrastructure Resilience**
- Public Safety Resilience Gallery**
- Economic Resilience Gallery**
- Climate Resilience Gallery**
- Disaster Resilience Gallery**

Organization gallery

Thumbnails



Better thumbnails

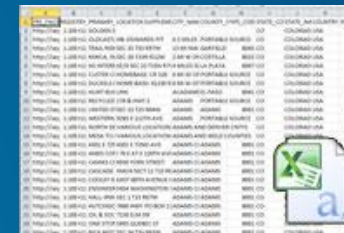
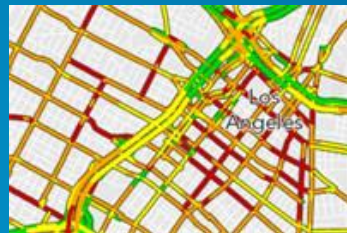


Location hints

Graphic hints



Content hints



Hybrid

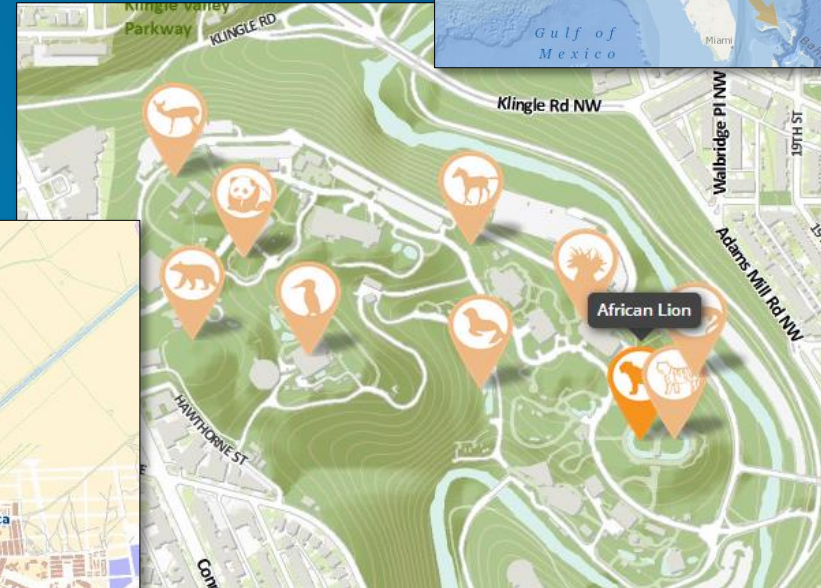
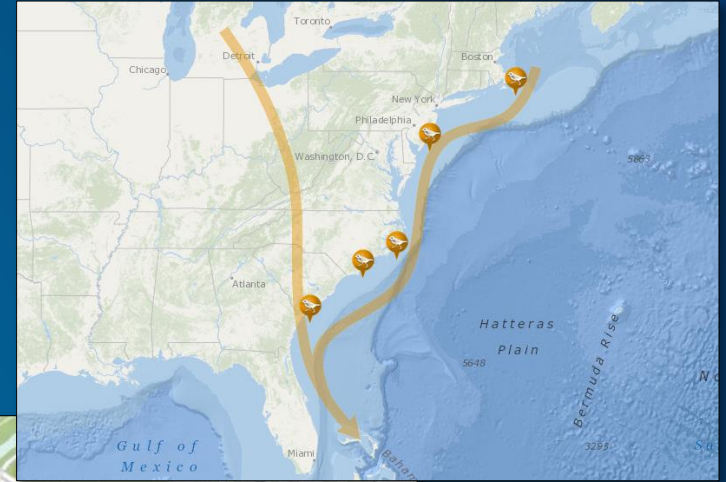
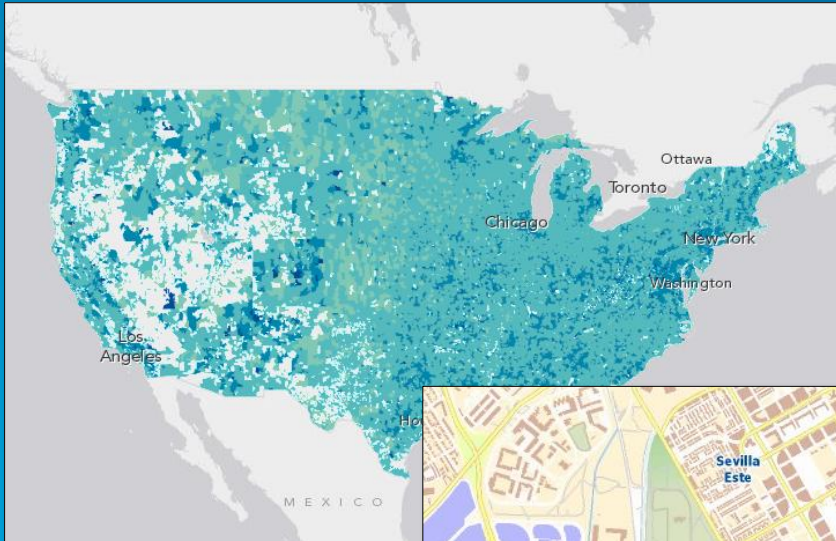


6

**Create useful
and compelling
information
products**

Maps

How we communicate geographically



Pop-ups

Consider the entire information product

Charts

(1 of 7)

Lawrence County

Lawrence County extends across 588 sq. miles in Arkansas.

3,535 (64%) people voted Republican and 1,786 (32%) voted Democrat out of a total turnout of 5,537 voters.

Legend

Republican vote %	Democrat vote %
95.1 - 100	90.1 - 95.0
90.1 - 95.0	85.1 - 90.0
85.1 - 90.0	80.1 - 85.0
80.1 - 85.0	75.1 - 80.0
75.1 - 80.0	70.1 - 75.0
70.1 - 75.0	65.1 - 70.0
65.1 - 70.0	60.1 - 65.0
60.1 - 65.0	55.1 - 60.0
55.1 - 60.0	50.0 - 55.0

Zoom to

93021.01

92,629

Level

column for

Zoom to

Images and Links

Garfield Ladner Memorial Pier & Veterans Memorial

Zoom to

Cooling Needs

Homes and offices in this area fall into need category E 1001 - 1500 cooling degree days.

Zoom to Get Directions

Formatted text and Charts

(2 of 4)

MD census tract 240338005.09

Wealthy Seaboard Suburbs (segment 5) is the predominant Tapestry segment in 240338005.09. [See full description.](#)

Tapestry Segments in this area

Tap chart for details.

Zoom to Get Directions

Apps

Putting together the entire information experience

Laurens County GIS application interface. The map displays a topographic view of the county. A search panel on the right allows users to search by owner name or parcel ID. Below the search panel, a list of features is shown, including parcel IDs and owner information.

Search Owner/TMS Search Address

Owner Name
First: _____ Last: _____
Parcel ID: _____
Current Year: _____ Active Year: _____

Features found: 2

- 777-00-00-001
Owner Info: U S FOREST SERVICE - 00000
Parcel Address: _____
Property Tax Link Assessor Info Link
Details Print
- 788-00-00-003
Owner Info: U S FOREST SERVICE - 00000

Boston Parcel Viewer application interface. The map shows a street grid with a parcel highlighted in purple. A popup window displays detailed information for the selected parcel, including its ID, address, owner, lot size, and value.

Boston Parcel Viewer

Find
harvard
1 HARVARD PL
10 HARVARD AV
100 A102 HARVARD ST
1000 HARVARD ST
1020 HARVARD ST

Boston Parcels (as of 1/1/2013)

Parcel ID: 2700153000
Address: 100 A102 HARVARD ST
Owner: CITY OF BOSTON
Lot Size: 3,312 sq ft
Living Area: 0 sq ft
Owner Occupied: N
Total Value: \$16,500
Land Value: \$16,500
Building Value: \$0
Gross Tax: \$0

For additional information from the Assessing Department, [click here.](#)

Twister Dashboard: Exploring Three Decades of Violent Storms

Although tornadoes can occur throughout the year, prime time for twisters in the U.S. is spring and early summer. Larger symbols show more violent tornadoes. Zoom into the map to see approximate tornado tracks.

- Plan and zoom map to explore; graphs show totals for current map view
- Click on graph to see annual totals
- Click on a tornado for stats about individual twisters

A story map

Year	Total tornadoes	Injuries	Fatalities
1980	841		
2000	1157		
2010		28	

Map showing the distribution of tornadoes across the United States. The map is overlaid with a legend for potential damage levels.

Potential damage

- Moderate damage
- Light
- Very light
- No damage, just shaking

Impact Summary for Guerrero Earthquake

Map Information

04/18/2014 - The [magnitude 7.2 quake](#) was centered in the southwestern state of Guerrero, close to the Pacific beach resort of Acapulco.

[Click on the numbers](#) to find out more information on each impact category.

[Click on the damage levels below](#) or the areas on the map to assess the potential impact.

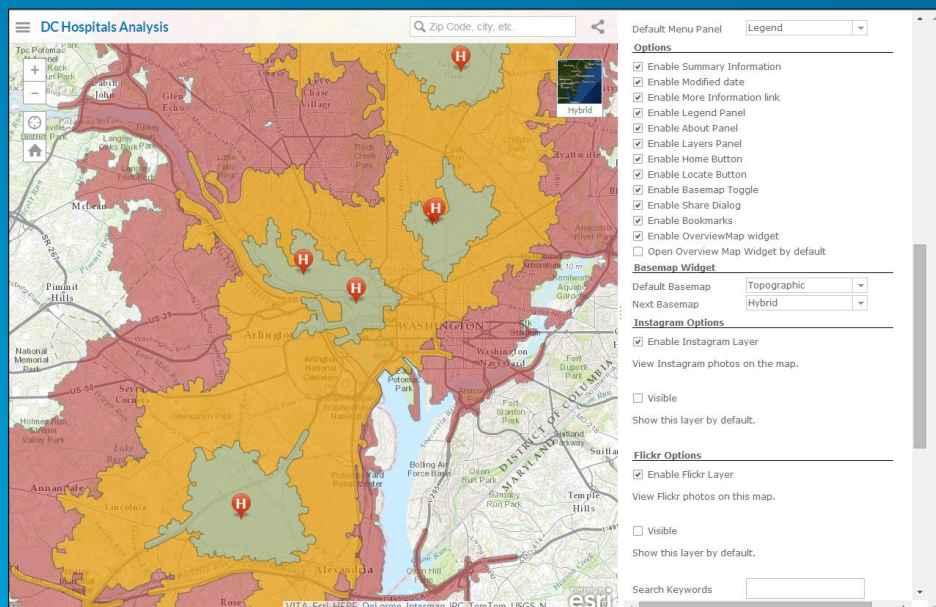
Potential damage

- Moderate damage
- Light
- Very light
- No damage, just shaking

Population: 8,859

Age Group	Population	Total Households
Age 0-14 Years	2,625	
Age 15-29 Years	2,130	
Age 30-44 Years	1,658	

Easy to configure



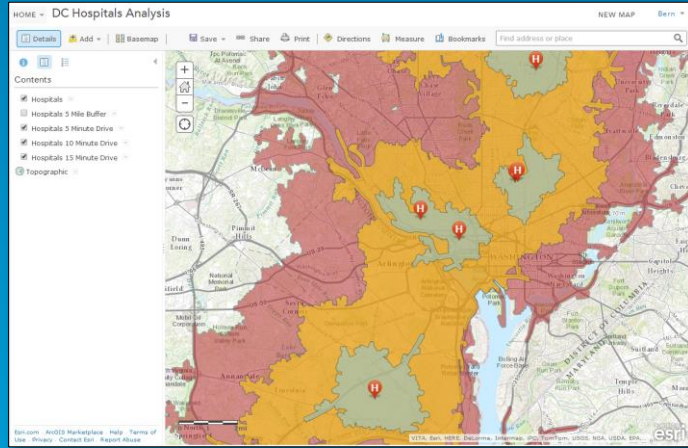
Configure hosted application online

Download, customize, and host from your own server

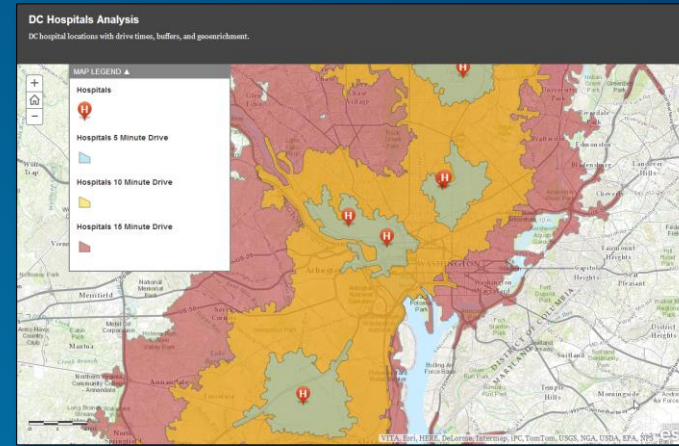
```
C:\Users\bernie\Downloads\basic-viewer-template-master\basic-viewer-template-master\index.html - ...
File Edit Search View Encoding Language Settings Macro Run Plugins Window ?
change.log index.html
52 |   dojo.ready(function() {
53 |
54 |
55 |       i18n = dojo.i18n.getLocalization("esriTemplate","template");
56 |       var defaults = {
57 |           //The ID for the map from ArcGIS.COM
58 |           webmap: "f5b13dbed07c46cdb783cf361833aa6b",
59 |           //Modify this to point to your sharing service URL if you are using the portal
60 |           sharingurl: "http://www.arcgis.com", //for example: "http://www.arcgis.com",
61 |           //The id for the web mapping application item that contains configuration info - in mo
62 |           ///When editing you need to specify a proxyurl (see below) if the service is on a dif
63 |           //Specify a proxy url if you will be editing, using the elevation profile or have secu
64 |           proxyurl: "",
65 |           //cases this will be null.
66 |           appid: "",
67 |           //set to true to display the title
68 |           displaytitle: true,
69 |           //Enter a title, if no title is specified, the webmap's title is used.
70 |           title: "",
71 |           //Enter a description for the application. This description will appear in the left pa
```

Map viewer vs. apps

Deliver your map in the right context

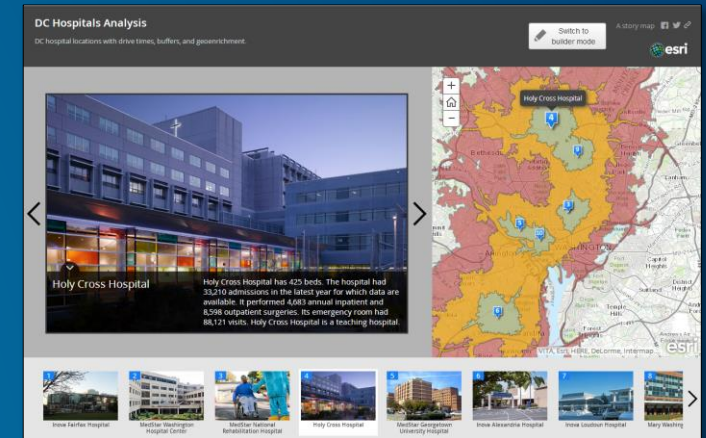
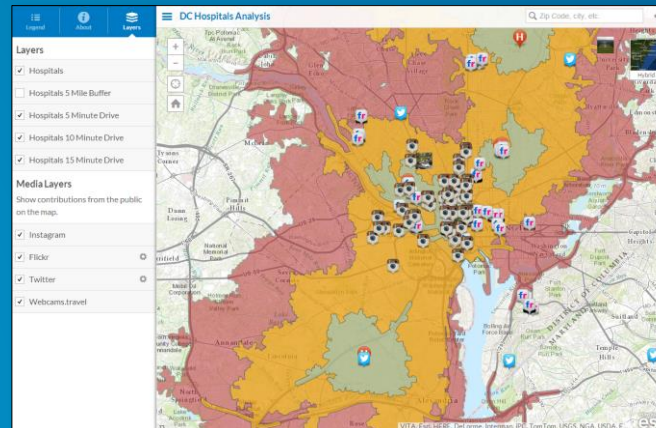


Map viewer (for authoring)



Storytelling basic template

Public information template



Story map tour



7

Invite members

Invite users

CANCEL

Step 1 of 3
How would you like to invite or add members to your organization?

- Add members automatically without sending an email.
- Send invitations to preestablished user names.
- Send invitations for existing users.

NEXT

(Pre-establish recommended)

Invite using file

One at a time | From a file

Upload a CSV file that contains a list of users in your organization to establish logins for. Note that the CSV file must contain a header (first line) with these field names: First Name, Last Name, Email, and Role.

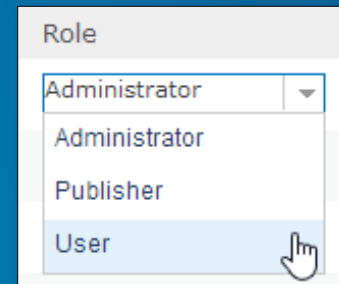
File: No file chosen

Message Users Will Receive: George Washington has invited you to join an ArcGIS Online Organization, WDC (Prototype).

UPLOAD FILE AND REVIEW INVITATIONS



Use enterprise logins
(Best)



Assign role

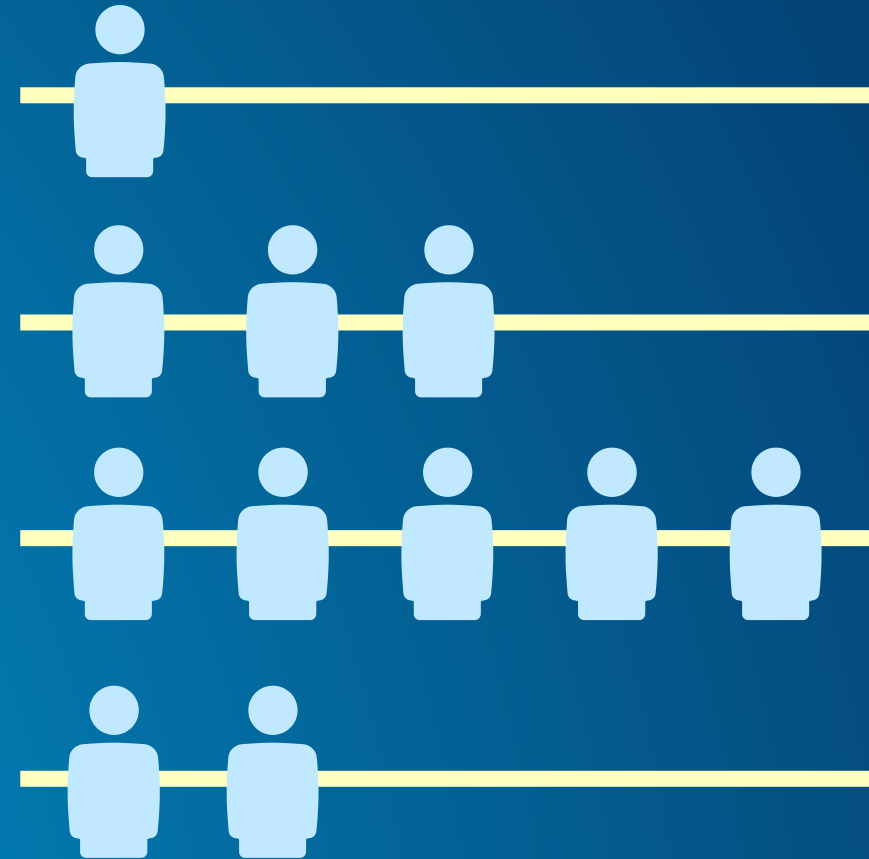
Organization roles

- **Built-in roles**

- Administrator
- Publisher
- User

- **Custom roles**

- Based on templates
- Created by an administrator



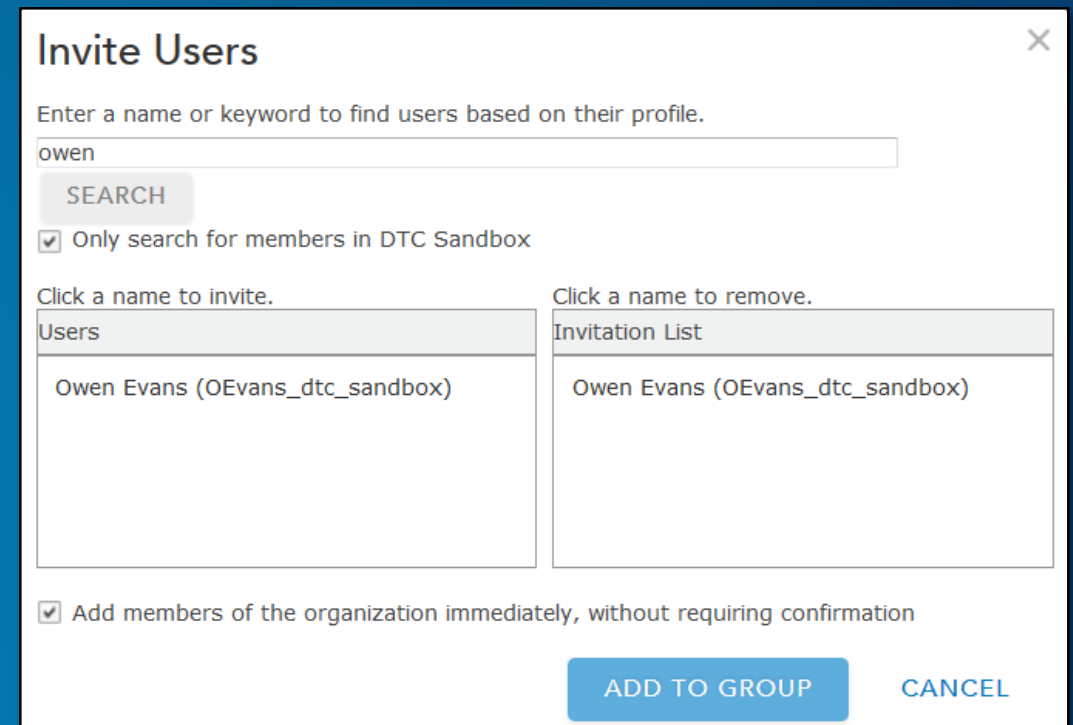
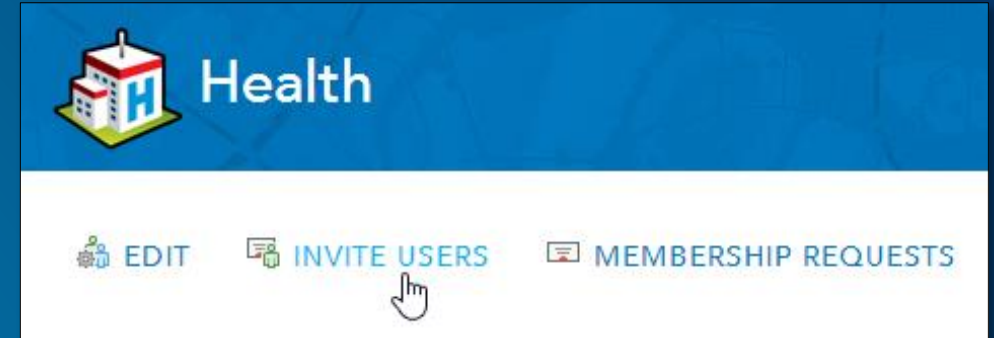
Role privileges

	User	Publisher	Administrator	Custom
Use and share maps and apps	✓	✓	✓	✓
Create items	✓	✓	✓	Optional
Join and create groups	✓	✓	✓	Optional
Edit features	✓	✓	✓	Optional
Perform analysis		✓	✓	Optional
Publish hosted services		✓	✓	Optional
Manage the organization and users			✓	Optional



Group affiliation

- Invitations sent by group owners or admins
- Admins can add members automatically
- As long as a username has been established, a user can be invited/added to a group



A screenshot of the "Invite Users" dialog box. The dialog has a title bar with a close button (X). Below the title, there is a text input field containing "owen" and a "SEARCH" button. A checkbox is checked with the label "Only search for members in DTC Sandbox". Below this, there are two columns: "Click a name to invite." and "Click a name to remove.". The "Click a name to invite." column has a table with one row: "Owen Evans (OEvans_dtc_sandbox)". The "Click a name to remove." column has a table with one row: "Owen Evans (OEvans_dtc_sandbox)". At the bottom, there is a checkbox checked with the label "Add members of the organization immediately, without requiring confirmation". At the bottom right, there are two buttons: "ADD TO GROUP" and "CANCEL".

Member profiles



Carrie Tropasso ✕


Carrie Tropasso is the GIS Technical Lead and main story map and collector app developer for the Pennsylvania Department of Conservation and Natural Resources (DCNR). She has a master's degree in Geographic Information Service and has over 15 years of GIS experience in state and local government and private consulting.

[Profile](#) [Items](#) [Groups](#)



Jim Herries joined the Esri Cartography team in spring 2010 as a product engineer to contribute to the research and development work in map templates, web maps and applications. He can be reached at jherries@esri.com. He served as an application developer and project manager in Esri Professional Services for ten years, then product

[Profile](#) [Items](#) [Groups](#)



Geological Survey, Indiana University

[Profile](#) [Items](#) [Groups](#)



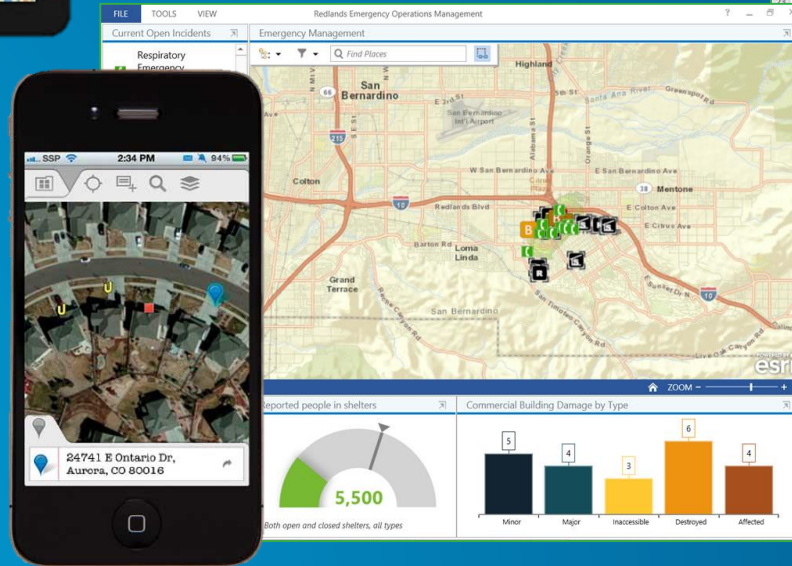
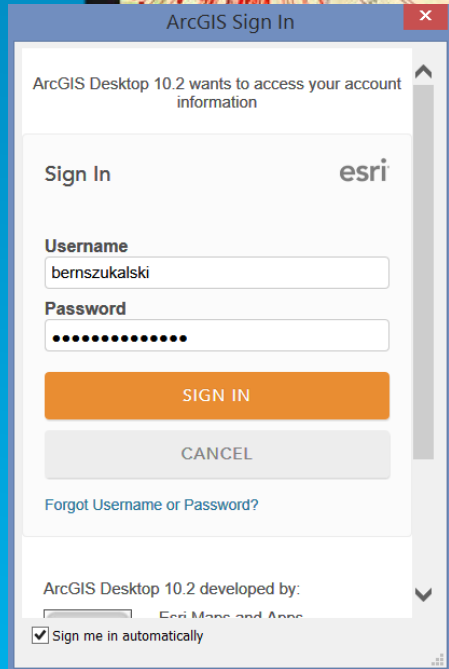
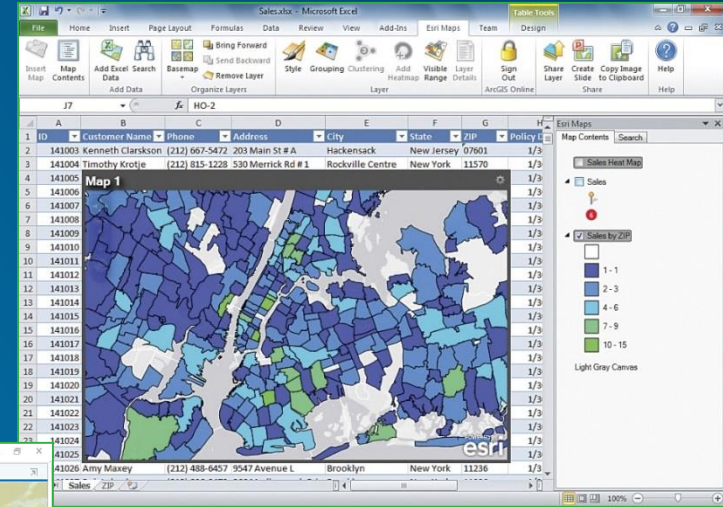
[Profile](#) [Items](#) [Groups](#)

8

**Connect with
enterprise
workflows and
systems**

Your ArcGIS organization serves everyone

ArcGIS for Desktop



Esri Maps for Office, Cognos, SAP, etc.

Collector for ArcGIS
Dashboard for ArcGIS
Explorer for ArcGIS

9

**Promote your
organization**

Promote your organization



Review and Q & A

1. **Establish the vision and governance**
2. **Configure your Organization Home**
3. **Establish a brand for your content**
4. **Organize your organization and assets**
5. **Add content and leverage your work**
6. **Creating useful information products**
7. **Invite members**
8. **Connect with your enterprise**
9. **Promote your organization**

Resources

Documentation: <http://doc.arcgis.com/en/arcgis-online/index.html>

Blog: <http://blogs.esri.com/esri/arcgis/category/arcgis-online/>

Online training: <http://www.esri.com/training/main>



Understanding our world.