Story Map Templates for the NPS Centennial

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National Park Service
U.S. Department of the Interior
Alaska Regional Office
Looking Ahead

- Story Maps and the NPS Centennial
  - What is the NPS Centennial?
  - What is a Story Map?
  - Requirements for Publishing Story Maps on nps.gov
  - Story Map Templates for nps.gov
- Preparing Story Map Templates for nps.gov: Our Process
- Story Map Outreach and Education
- Final Thoughts
Story Maps and the NPS Centennial
Centennial Goal

Connect with and create the next generation of National Park Service visitors, supporters, and advocates.
What is a Story Map?

“Esri Story Maps let you combine authoritative maps with narrative text, images, and multimedia content. They make it easy to harness the power of maps and geography to tell your story.”

– storymaps.arcgis.com
What is a Story Map? (cont.)

Web Map

Photo

Text

Video

Audio

July 22, 2015
What is a Story Map? (cont.)
## Story Map Templates

<table>
<thead>
<tr>
<th>Sequential, Place-Based Narratives</th>
<th>A Curated List of Points of Interest</th>
<th>Presenting a Series of Maps</th>
<th>Comparing Two Maps</th>
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<tbody>
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<td>Map Tour</td>
<td>Shortlist</td>
<td>Tabbed</td>
<td>Swipe</td>
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<tr>
<td>Map Journal</td>
<td>Countdown</td>
<td>Side Accordion</td>
<td>Spyglass</td>
<td>Custom Story Map Design</td>
</tr>
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<td>Playlist</td>
<td></td>
<td>Bulleted</td>
<td></td>
<td>Custom</td>
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Requirements for Publishing Story Maps on nps.gov

To publish on nps.gov, story maps must:

1. Be in compliance with Section 508
2. Fit in with the NPS Graphic Identity
“Section 508 requires that Federal agencies’ electronic and information technology is accessible to people with disabilities.” – section508.gov
Requirement #1: 508 Compliance

Major requirement: keyboard navigation
Requirement #2: Graphic Identity

Story map templates should...

- Follow NPS standard guidelines created for print/digital media
  - NPS Arrowhead (logo), typefaces, and colors
- Utilize the NPS basemap (Park Tiles)
End Goal:
- Provide NPS employees with a new communication medium for sharing information with the public in time for (and during) the NPS Centennial
## Current Progress

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- Includes NPS branding and accessibility improvements – available now!
- Includes NPS branding and some accessibility improvements – coming soon!
Preparing a Template for nps.gov: Our Process
Step 1: Start with GitHub

https://esri.github.io/#Storytelling
Step 2: Add Functionality that Allows for Keyboard Navigation

- Which components of the story map should become navigable and accept keyboard focus?
- Which components of the story map can remain non-navigable?
- What is the logical “tab order” for each story map template?
- What shortcuts can be added to reduce the amount of keyboard strokes required?
1. Select a tour point on the map

2. Use the left and right arrow icons

3. Use the thumbnail carousel

**Navigation Options: Map Tour**
Navigation Options: Shortlist
Step 3: Apply Graphic Identity

Take a virtual tour of the boat tour that launches out of Seward, AK and takes you into Kenai Fjords National Park!

Application settings

Change appearance by choosing a pre-defined theme, or create your own.

Header, content and footer colors:
Step 4: Get Templates Reviewed and Approved

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Step 5: Make Templates Available for Use on ArcGIS Online

- Source code for approved templates are hosted on nps.gov

- Templates are then made available on ArcGIS Online
Step 6: Create CMS Element for Embedding Story Maps on nps.gov

- nps.gov is managed using a content management system (CMS)
  - Allows for those with little knowledge of web programming to easily create and manage website content
- All pages within the CMS are composed of elements (each with a specific function)
- An Esri story map element was created to allow web authors to embed story maps on park pages
Step 6: Create CMS Element for Embedding Story Maps on nps.gov

Element Gallery

Please choose one of the following elements to insert.

- Form & Data Elements
- Image Elements
- Map Elements
- ESRI Story Map
  Allows the user to embed an ESRI Story Map
- NPMAP
  Allows the user to embed an NPMAP using
- Multimedia Elements
- PEPC
- Photo Gallery Elements
- Text Elements
- Volunteer / Jobs

New Custom Element Data

Please enter the following information for the 'ESRI Story Map' element.

Embed Code:
http://www.nps.gov/gis/storymaps/maptour/v1/index.html?appid=8675377fd3144ddc90ae81b913c9b22b

Copy & Paste the embed code supplied by the NPS GIS team for the ESRI Story Map.

Map Height:
The map will consume 100% of the available width, but you can specify the map's height. If left blank, the map height default is 450 pixels.

[Check Spelling]

Save  Cancel
Step 6: Create CMS Element for Embedding Story Maps on nps.gov
Step 7: Educate NPS Employees on how to Create and Share Story Maps
Story Map Outreach and Education
Outreach and Education: Importance

- GIS professionals are not the only ones with the stories to share!
- A wealth of knowledge and stories about parks can be found amongst various career fields in NPS
  - Archaeologists, historians, fire ecologists, biologists, rangers, and much more…
- Concepts that seem intuitive to GIS professionals may not be straightforward to others
  - Compiling and publishing spatial data
  - Creating a web map
  - Building a story map
Outreach and Education: Methods

Outreach
- Announcements
- Informational articles
- NPS-wide webinar presentations
- Targeted webinar presentations
  - For web authors
  - For GIS Specialists

Education
- Online documentation
  - Guidance
  - How-to’s
- Ongoing support through regional contacts (phone, email, helpdesk)
- Story map training and workshops

July 22, 2015
Alaska Region Story Map Workshop

- June 9-11, 2015
- Broadcasted via webinar to allow for remote attendance in parks
- Other regions will be able to conduct a similar workshop

AKR Story Map Workshop
Alaska Regional Office Rm. 309 • June 9-11, 2015

Do you want to share your Park's stories with others? This workshop will introduce you to a new way to enable people to discover our parks: story maps.

SESSION 1: Introduction to Story Maps and ArcGIS Online  June 9, 2015 @ 9AM-11AM
What are story maps and what is ArcGIS Online? In this session we will explain what a story map is, explore and preview the types of templates that are available, and discuss the workflow for creating your own story map. In addition we will learn more about ArcGIS Online (the platform used to build/share story maps), its capabilities, and how to use it (hands-on).

SESSION 2: Building a Story Map: 0 to 60  June 10, 2015 @ 9AM-12PM
How do you build and share a story map with the public? During this session we will demonstrate/teach how to create two types of story maps from start to finish: the Map Tour and the Shortlist. Following this, all participants will get a chance to build their own story map and learn how to share them with others (hands-on). As time allows, we will also demonstrate how to build several other types of story maps, including the Map Journal, Tabbed, Accordion, Bulleted, and Swipe/Spieglass templates.

SESSION 3: Story Maps: Before and After Development  June 11, 2015 @ 9AM-12PM
How do I make my photos, videos, audio, and spatial data available so that I can create my story map? What should I do after my story map is complete? You cannot create a story map without content! In this session we will explain the methods for assembling and making story map content (photos, videos, and spatial data) available for use in story maps. We will then discuss how to maintain your story maps in the short- and long-term and provide guidance/recommendations for sharing your story maps online.

What Is A Story Map?
All maps tell a story, whether it be a trend, pattern, relationship, issue, event, or some other tale. With ArcGIS Online, we have the ability to further enhance our “stories” through the creation of a story map. Story maps combine spatial data with multimedia content (such as text, photos, video, and audio) into elegant user experiences. They are easy to create, modify, and update and are designed for general, non-technical audiences. When complete, these maps can be shared with others via the web.

Space is limited! Register today at: http://goo.gl/forms/Suk20hWkvw. View example story maps in our AKR GIS Gallery at akrgis.nps.gov. Questions? Contact Joni Piercy at joni_piercy@nps.gov.
What’s Next?

- Continue to provide technical support for story map authors
  - Online resources
  - One-on-one support
- Prepare remaining story map templates for publishing on nps.gov
  - Efforts driven by park needs
AKR Story Map Workshop - June 2015

What story map templates are you most interested in using?
Contributors

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Questions?
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