



ArcGIS Online Steps for Success

Crystal Dorn

Esri Pacific User Conference

October 13 – 14, 2014 | Sacramento

Workshop 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**
- **Software demonstrations, and Q&A**



Deploy the
complete platform

Create a destination
with Portal

Configure first,
customize second

Create **useful**
information products

Light up everyone
in the organization

Your ArcGIS organization

Your geographic information portal



**Establish the vision
and governance**

1

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**

**Configure your
organization and
establish your brand**

2

Your organization home

HOME GALLERY MAP GROUPS Sign In

INTERACTIVE MAP PORTAL

MANAGING IOWA'S TRANSPORTATION INFRASTRUCTURE

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

MyCity Houston

City of Houston, Texas, Maps and Applications

Address Information **Bikeways** **MyCity Map Viewer** **Recent Crime & Parcel Map**

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

ment and continuing enhancement of an Enterprise Geographic Information System (GIS) for the City of Houston. Through coordinated data development, implementation, and continuing enhancement of an Enterprise Geographic Information System (GIS) for the City of Houston, City of Houston Enterprise GIS seeks to improve access to geographic information that is derived from various sources.

HOME GALLERY MAP GROUPS Sign In

IndianaMAP

IndianaMap Gallery

- Indiana Industrial & Commercial
- 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

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

HOME GALLERY MAP GROUPS Sign In

Welcome to the Belmont GIS Mapping Portal. (Click on a thumbnail below to view a map.)

- Belmont GIS
- Belmont Roadwork Viewer
- Belmont, CA GIS
- Belmont GIS Beta

Belmont Map Viewer | Belmont Roadwork Viewer | Belmont Street Sweeping Viewer | Belmont Parks and Places

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

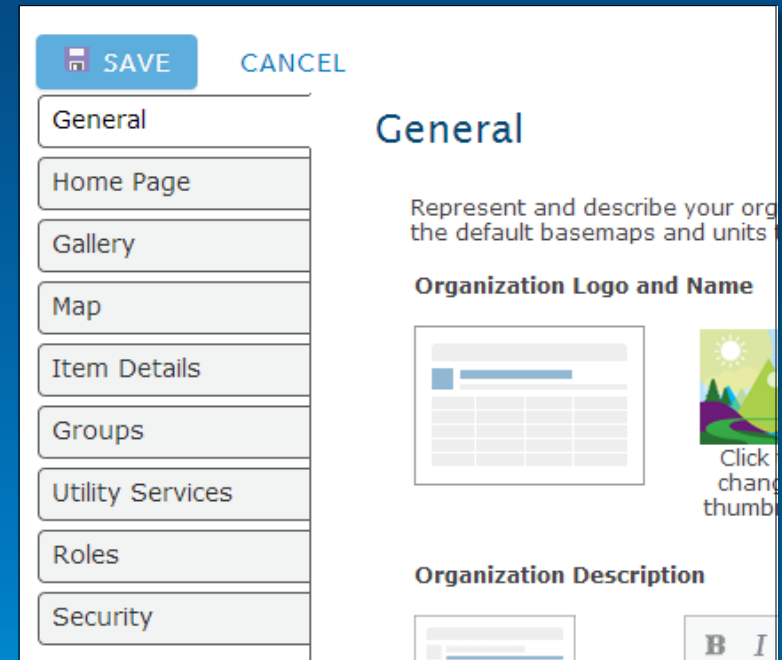
...ride leadership that will inspire: high standards of excellence in the delivery of city services; a spirit of cooperation, pride in achievement, safe and healthy neighborhoods; and, a shared economic prosperity and enhanced quality of life. We are believing and knowing that we can make a difference for future generations.

...ook, Twitter, YouTube, or on the web.

Not necessarily
for public access

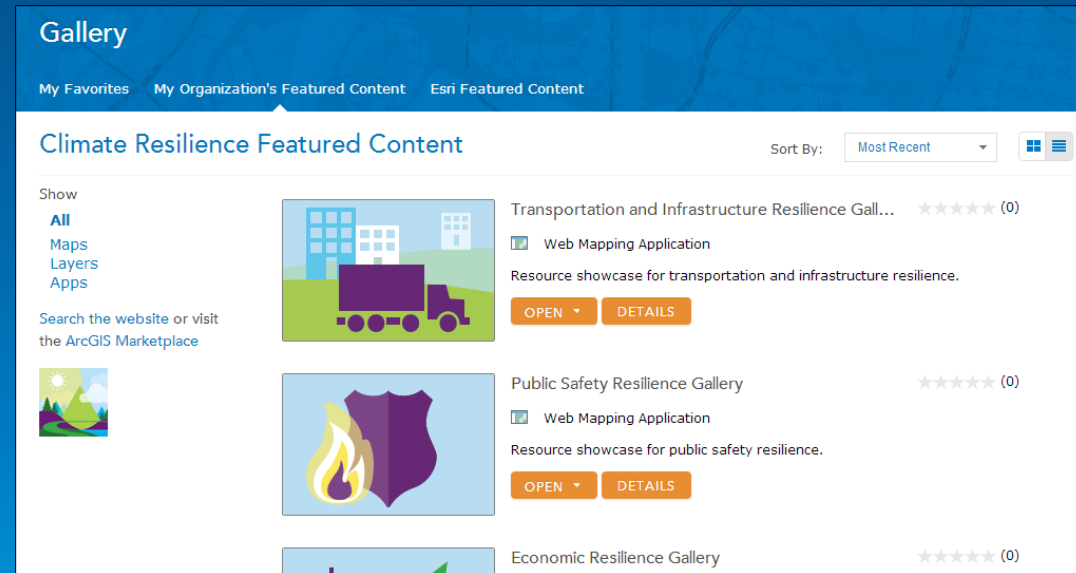
Organization settings

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



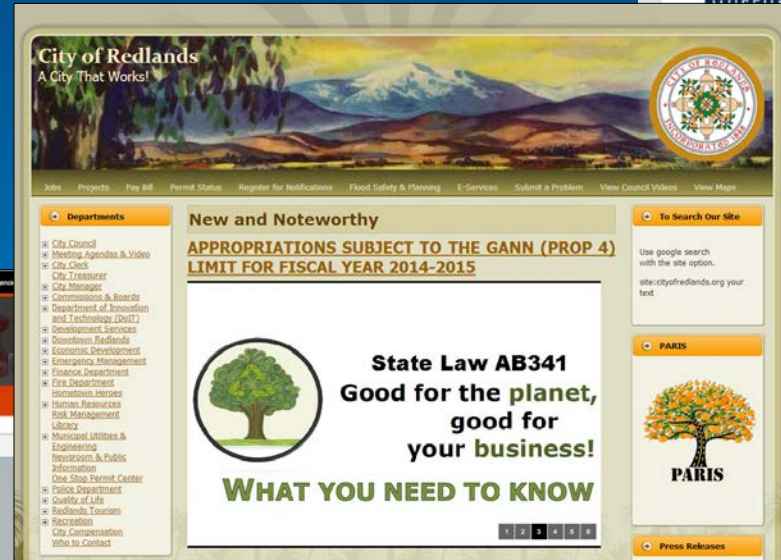
Groups are building blocks

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



Other ways to deliver access to your content

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



Tip: Model Organizations

- For local government, utilities, emergency management, and more
- [Download from ArcGIS Online](#)
 - Group framework outline and descriptions
 - Graphics
 - Documentation
 - Apps
- Also, see [link](#) on GeoNet

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](#) ▾

Great reads!

- **Home page banner tips**

- <http://blogs.esri.com/esri/arcgis/2014/04/27/home-page-tips-banner-featured-content/>
- <http://blogs.esri.com/esri/arcgis/2013/03/14/home-page-banner-redux/>

- **Adding a button to the banner**

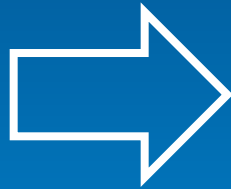
- <http://blogs.esri.com/esri/arcgis/2014/08/25/add-a-button-to-your-organization-home-page/>

**Organize your
organization**

3

Groups are a framework

Supporting departments, projects, and workflows

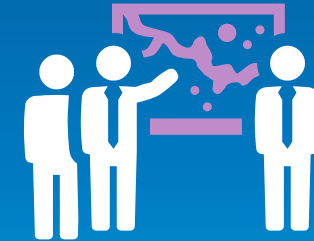
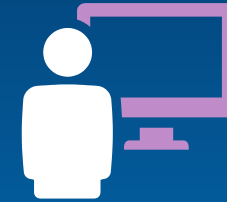


A screenshot of a list of groups, each with a small icon, a title, a description, and a creation date. Each item also has a 'Details' link and a small group icon.

- 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
- 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
- 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
- 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
- Crime Analysis Unit**
Group for crime analysts to store and share in-progress analytical products
created by AdminModelLE on April 1, 2014
- Detectives Bureau**
Collaboration group for maps and data associated with caseload management and investigative lead generation
created by AdminModelLE on April 1, 2014

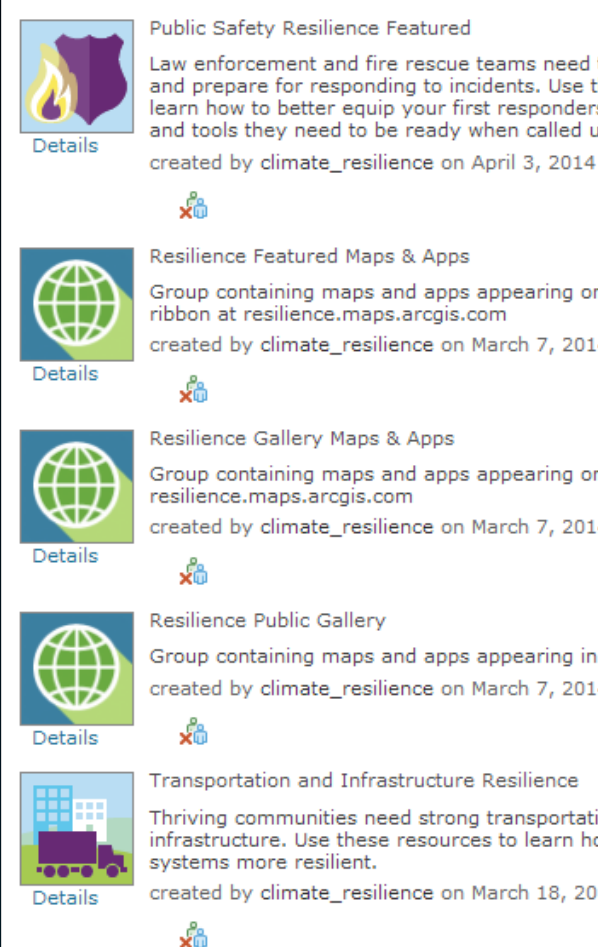
Groups help organize activities

- 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

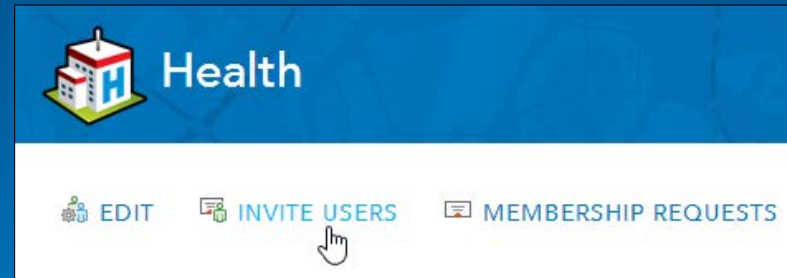


The screenshot displays five ArcGIS Group cards, each with a distinct icon, a title, a descriptive paragraph, a 'Details' link, and a creation date. The cards are:

- 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 building and a truck. Description: "Thriving communities need strong transportatio... infrastructure. Use these resources to learn ho... systems more resilient.". Created by climate_resilience on March 18, 2014.

Group settings

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

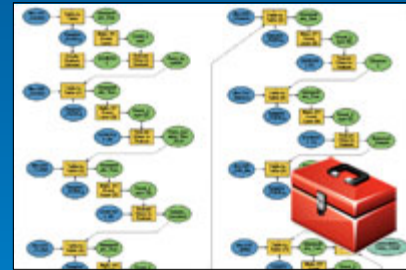
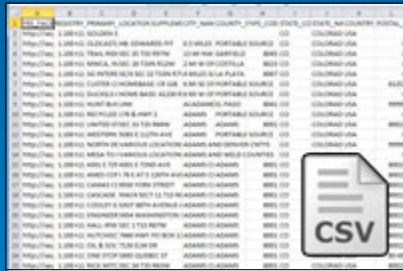


Add useful content

4

Add existing content

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



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/USA>

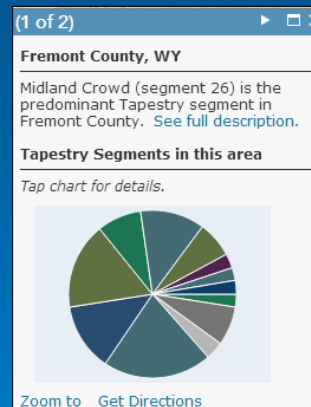
Supported Items

Title: USA 1990-2000 Population_Change

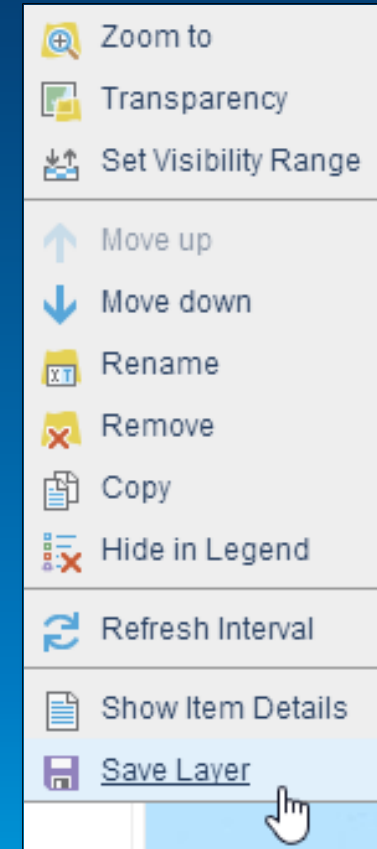
Tags: United States x 2010 x population x demographics x
Add tag(s)

ADD ITEM CANCEL

(1) Add service



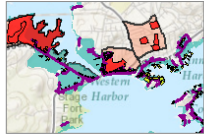
(2) Configure



(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

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

You are a member of 15 groups

- 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
- Climate Resilience App Challenge 2014**
Apps can help communities see, understand, and address climate risks. Join the Climate Resilience App Challenge 2014.
created by climate_resilience on April 3, 2014
- 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
- 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

Gallery

Resilient Communities Featured Content Sort By: Most Recent

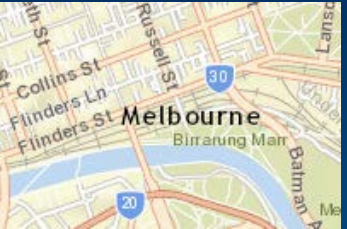
Show
All
Maps
Layers
Apps

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

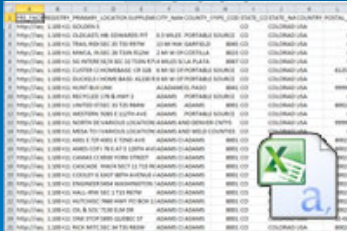


Location hints

Graphic hints



Content hints



Hybrid

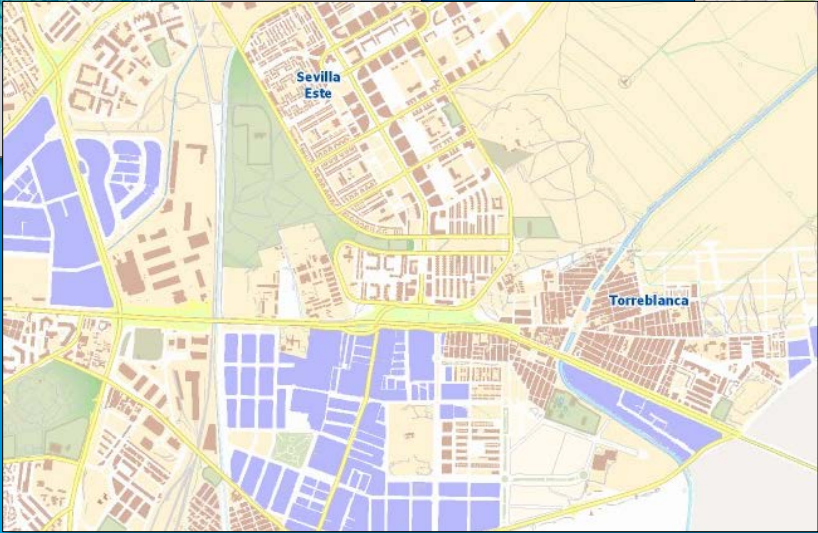
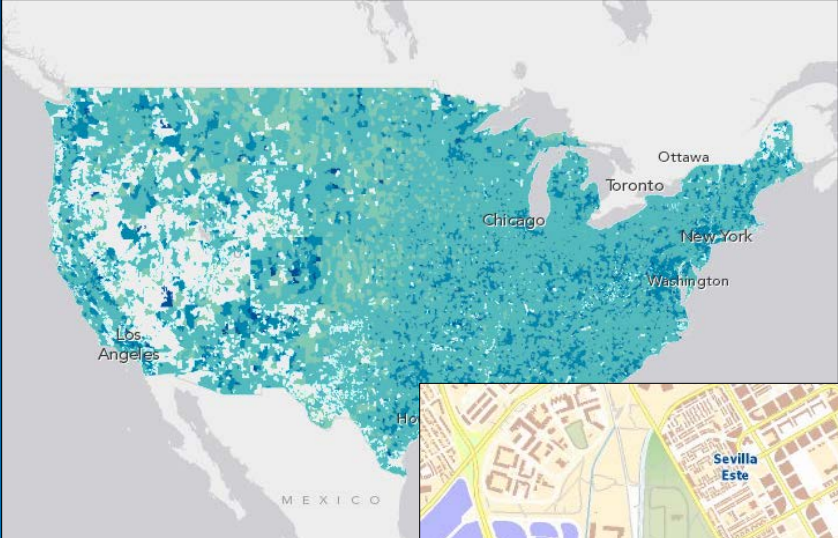
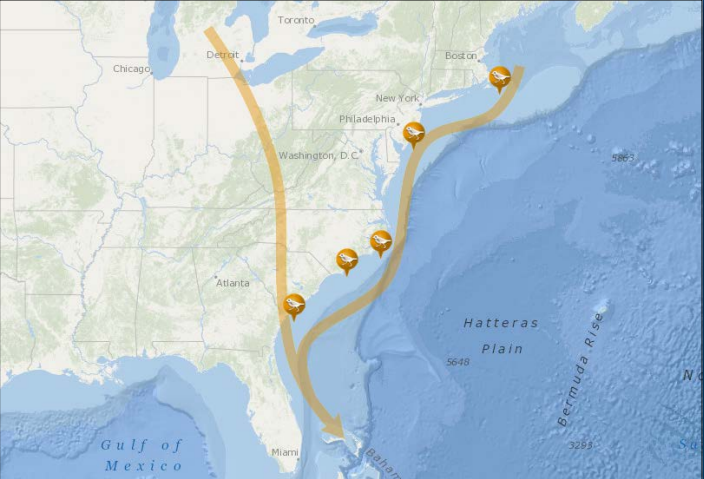


**Create useful
and compelling
information products**

5

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.](#)

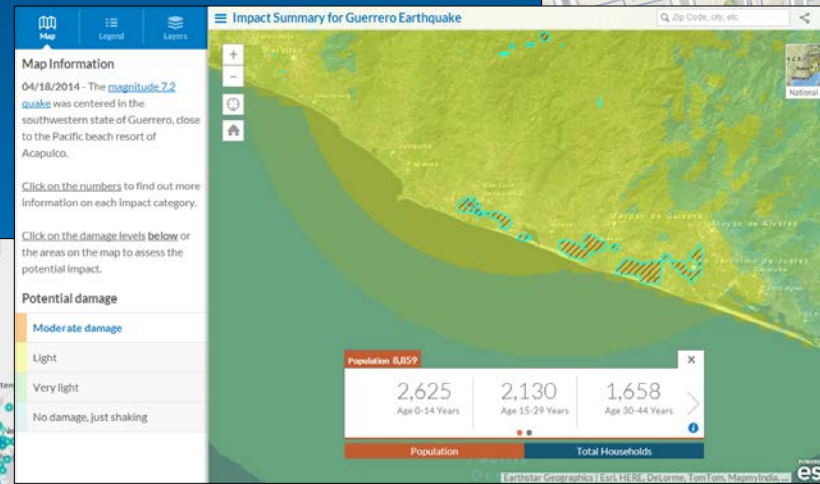
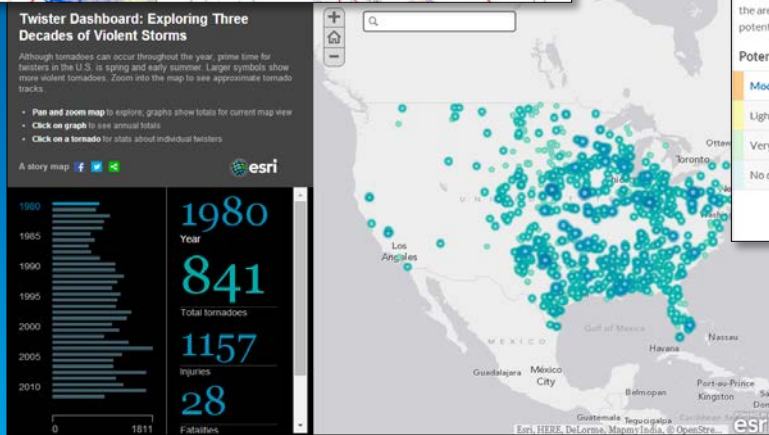
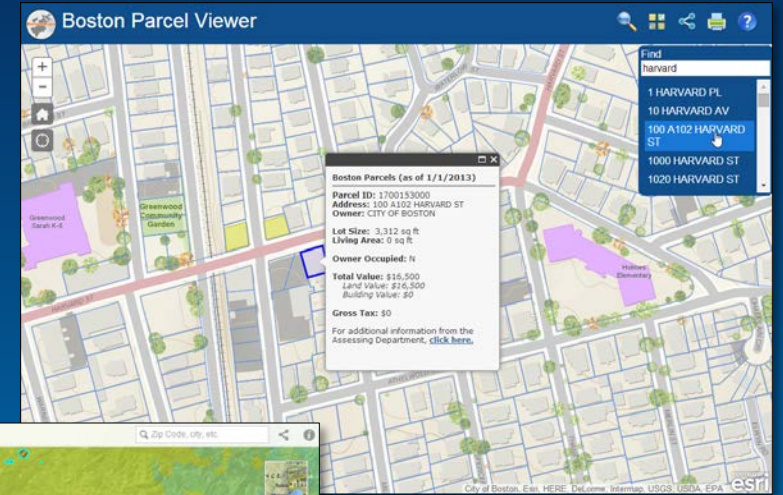
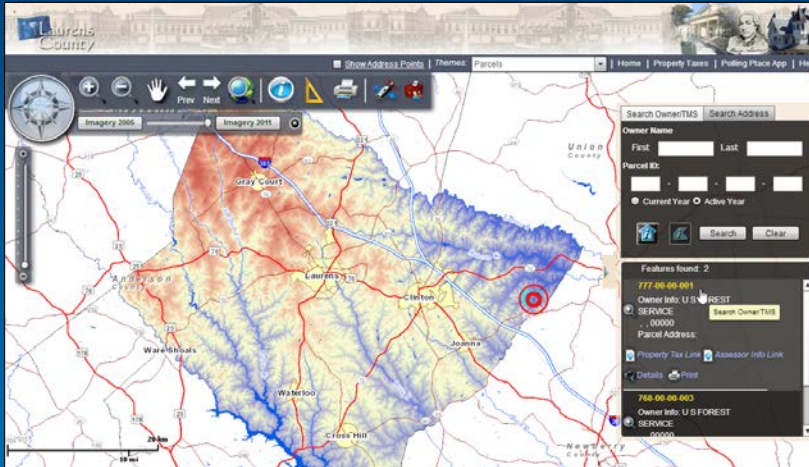
Tapestry Segments in this area

Tap chart for details.

Zoom to Get Directions

Apps

Putting together the entire information experience



Tip: Explore what's possible in the [Esri Featured Gallery](#)

Invite members

6

Invite users

Invite Users to WDC

Step 1 of 3

How would you like to invite users to your organization?

- Pre-establish new ArcGIS logins for the users to be invited.
- Have invited users join using either their existing ArcGIS login.

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.

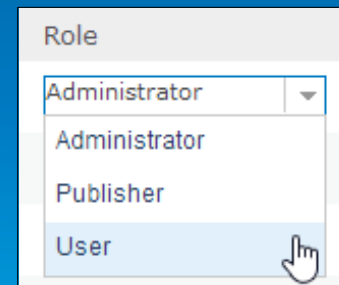
File: No file chosen

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

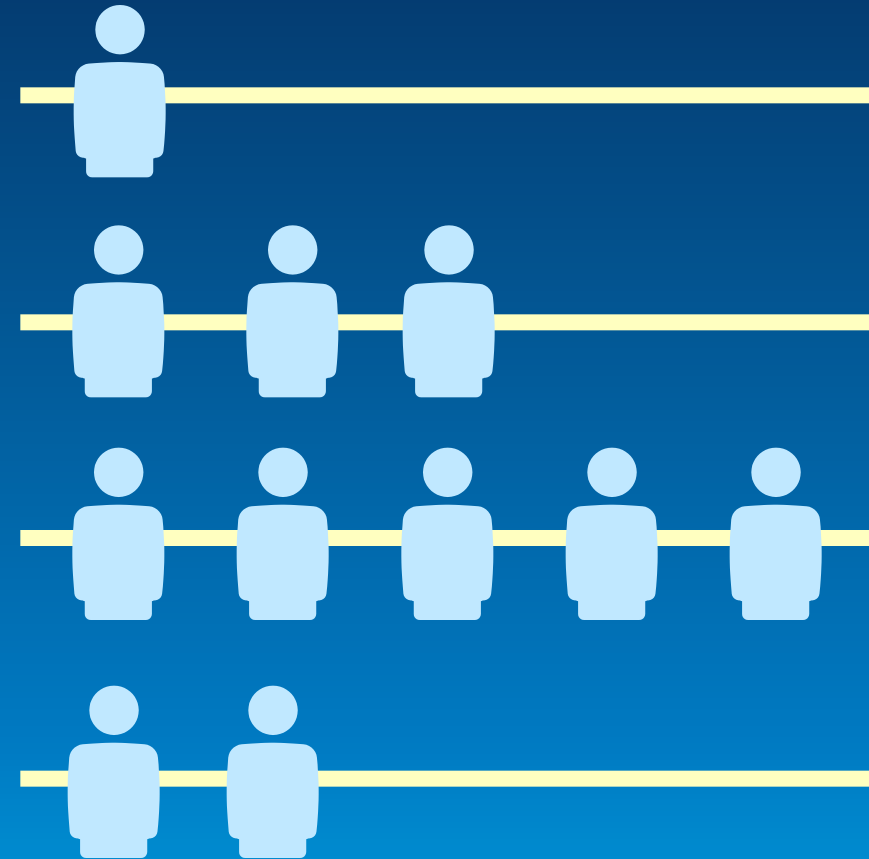
Organization roles

- **Built-in roles**

- Administrator
- Publisher
- User

- **Custom roles**

- Based on templates
- Created by an administrator

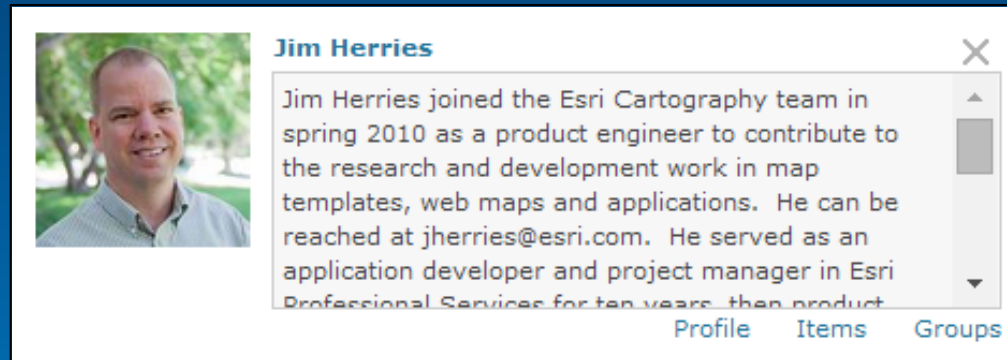


Role privileges

	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



Member profiles

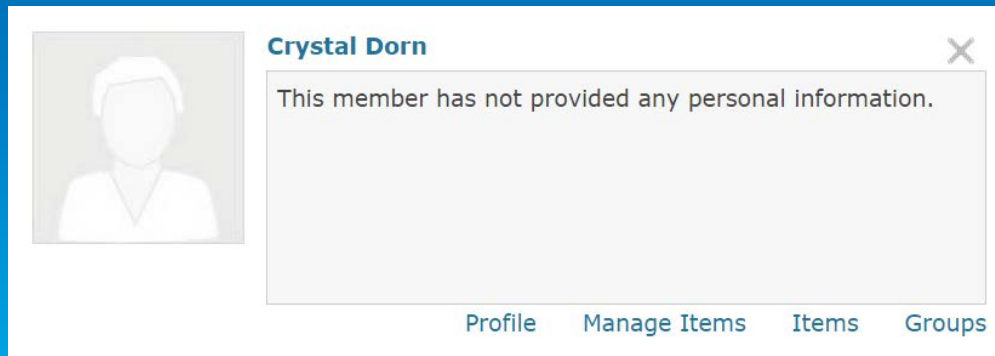


Jim Herries ✕

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](#)

This profile card for Jim Herries features a square profile picture of a man with short hair and a light-colored shirt. To the right of the photo is the name 'Jim Herries' in bold blue text, followed by a close button (✕). Below the name is a text box containing a paragraph of biographical information. At the bottom of the card are three navigation links: 'Profile', 'Items', and 'Groups'.



Crystal Dorn ✕

This member has not provided any personal information.

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

This profile card for Crystal Dorn features a square placeholder icon for a profile picture. To the right of the icon is the name 'Crystal Dorn' in bold blue text, followed by a close button (✕). Below the name is a text box containing the message 'This member has not provided any personal information.' At the bottom of the card are four navigation links: 'Profile', 'Manage Items', 'Items', and 'Groups'.

Organization profile



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, 2012

★★★★★ (2 ratings, 2 comments, 24,804 views)

Open ▾ Details



Greenville Cemetery Viewer

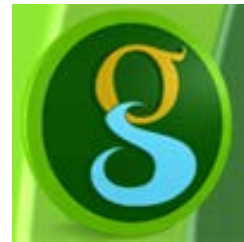
The City of Greenville's Cemetery Viewer allows easy access to locate specific interments (graves) or deeded lots in the Springwood and Richland cemeteries. You can search interments by name or death date, and search plots by name or number.

Web Mapping Application by CityOfGreenvilleSCGIS

Last Modified: December 10, 2013

★★★★★ (1 rating, 2 comments, 469 views)

Open ▾ Details



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



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/>

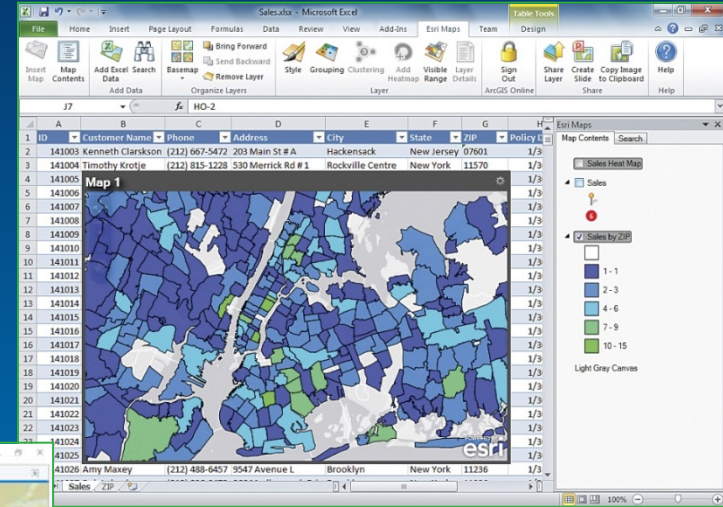
Profile Items Groups

**Connect with
enterprise workflows
and systems**

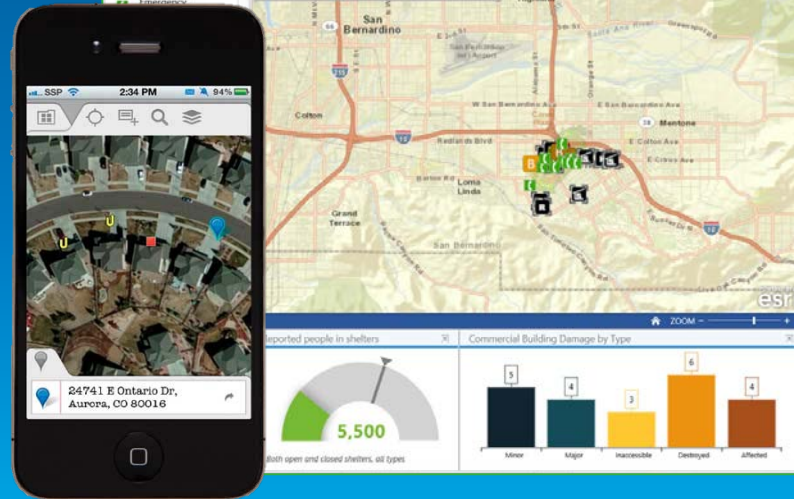
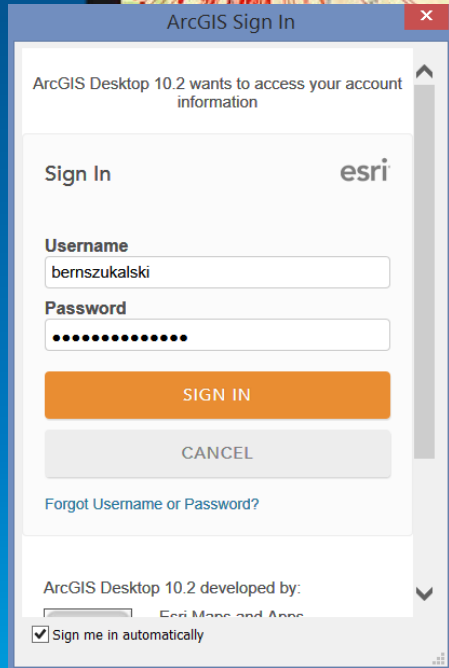
7

Your ArcGIS organization serves everyone

ArcGIS for Desktop



Esri Maps for Office, Cognos, SAP, etc.



Collector for ArcGIS
Dashboard for ArcGIS
Explorer for ArcGIS

**Promote your
organization**

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>



Questions?

Thank you!



Understanding our world.