Story Maps

ONLINE U.S. SCHOOL
COMPETITION

HELP DOCUMENT

IN THIS DOCUMENT:

ELIGIBILITY

01 Entrants must be pre-collegiate students, registered in grades 4-12 at the time of project submission, from public schools or non-public schools including home schools, who have not yet received a high school diploma or equivalent

02 Entrants must reside and be in school in the United States, including districts or territories, or attending a Department of Defense Education Association school: 50 states, District of Columbia, Puerto Rico, Guam, Northern Mariana Islands, US Virgin Islands, American Samoa, and DODEA sites. (Thus, "state" in this document means one of these 57 units.)

03 Students can work singly or in a team of two, but can participate in only one entry. Teams with one student in middle school (gr.4-8) and one in high school (gr.9-12) must be considered as high school.

04 Entrants may work on the challenge through school, via a club, or independently, but entries must be submitted to the state from a recognized school or home school, their primary school of record in case of engaging in activities at more that one school.

05 Any school or home school program can submit to the state a maximum of five (5) entries total, counting the sum of middle school and high school entries.

ENTRIES

01   Entry forms (student/s to school, school to state) will be made available in fall 2019.

02   Entries must be from an **ArcGIS Online Organization account (not a "public account")**. Any K12 school (public, non-public, or homeschool) or formal youth club can **request for free an ArcGIS School/Club Bundle** (includes an ArcGIS Organization account).

03   Entries must be in the form of a **StoryMap** ("new" template), or a **Story Map** (any of the "classic" templates), or an **ArcGIS web app** (via template or builder).

04   Entries must focus on content within the state borders. The project may reference data outside the state "for context," but may not extend the focus of the study beyond the state borders. For example, broader patterns of environmental characteristics or demographic movements may be referenced for context, but the focus must be on phenomena within the state.

05   Schools must announce their own internal deadlines, in time to complete judging and provide information to the state by its deadline. The Deadline for Florida is **May 1, 2020**.

AWARDS

01   Esri will announce its awards decision by 5pm
Pacific Time on Mon June 1, 2020

02   Esri will provide a travel grant to one HS team and
one MS team, each team consisting of the student(s)
and at least one parent/guardian (could be
teacher/rep). Awardee teams must agree to attend
the Esri Education Summit ("EdUC"), arriving by
10amPT Sat July 11, and staying through at least
4pmPT Tue July 14, 2019. Awardees will be
responsible for handling any tax implications, be
personally identified including name and photograph,
and post a graphic in the Esri User Conference ("UC")
Map Gallery on Mon. Awardees will be recognized at
EdUC and UC Map Gallery on Mon, and may have
additional attention.

03   Because only the top 1 HS+1MS nominees from a state
will be considered for the national competition, schools
must ensure that, if selected, their top nominees are
willing and able to accept the award and attend.

DESIGN/JUDGING CRITERIA

01 ACCOUNT

Entries must be from an **ArcGIS Online Organization account, not a "public account."** This can be an Org operated by, e.g., the student's school or club, the district, the state GIS Education Team, or similar group.

02 LOGIN

Entries must be visible without requiring a login. Entries engaging "premium data" (login required, such as Living Atlas) must set the display to permit access without needing a login. See **helpful note**.

03 ORIGINALITY

Entries must be "original work by students," conceived, created, and completed entirely by the student(s) submitting the entry. Class projects turned into an entry by one student, and teacher-directed projects, are not acceptable. Projects may use data generated by outside persons or institutions, within guidelines of "fair use." (Students are encouraged to use appropriate professionally generated GIS data, but these must be documented, and the integration, treatment, and presentation must be original.)

04 VISUAL SUPPORTS

Because this is meant to be a "map-centric" exploration, analysis, and presentation of a geographic phenomenon, "non-map visuals" (images and videos) are limited to:
- Total up to 60 seconds of video, and
- Total up to two images not created by the project author (e.g. 1 historic portrait photo plus 1 historic landscape photo), and... (see next page).

- Total up to five images created by the project author (replication of project maps as smaller/thumbnail images, and items visible as popups within interactive maps, do not count against these limits).

05 SHORT URL

Entries must provide to the school/state/Esri two links in "short URL" format(e.g. "http;//arcg.is/1A2b3xyz"), where:

- One link goes to the primary display page (the app or storymap), and
- One link goes to the item details page (the metadata page for the app or storymap). (A link to the item details page will require a login if the Org does not permit anonymous access and the link uses the the form "<my_org>.maps.arcgis.com/etc;" to work around this, change the link to the form "www.arcgis.com/etc" before creating a short URL. Ad hoc short URLs can be generated at http://bitly.com.)

06 SCORING

We look for a clear focus/topic/question/story, good and appropriate data, effective analysis, good cartography, effective presentation, and complete documentation.

PROJECT TIPS

01 [Look at previous national winners and honorable mention projects.](#) This is a "map competition." Entries should be analytical in nature, map-centric rather than photo-centric or relying on too much text. Use of videos or static images generated by anyone other than the team members must be carefully documented, and such media should be used sparingly; outside content generally detracts in national judging. The project must emphasize student work; professionally generated GIS data generally does not detract from national scores this way. A good way to judge project balance quickly is to identify the amount of time a viewer would spend consuming the entire project; map-based time and attention should be at least two thirds.

02 Good projects gently help even a viewer unfamiliar with the region know quickly the location of the project focus. Requiring a viewer to zoom out several times to determine the region of focus detracts from the viewing experience. (Pretend the viewer is from a different part of the country, or a different country.)

03 Maps should invite interactive exploration by the viewer, not be static ("images"). The presentation should hold the attention of the viewer from start to finish.

04 Maps should demonstrate "the science of where" -- the importance of location, patterns, and relationships between layers. There is an art to map design; too much data may feel cluttered, but showing viewers only one layer at a time may limit the viewers' easy grasp of relationships.

05 Care should be taken to make "popups" useful, limited to just the relevant information. They should add important information, and be formatted to make the most critical information be easily consumed. These popups can include formatted text, key links, images, data presented in charts, and so forth.

PERSONALLY IDENTIFIABLE INFORMATION (PII)

01   Schools should consider issues around exposing PII. See **http://esriurl.com/agoorgsforschools** for strategies for minimizing PII. Teachers and club leaders should help students minimize exposure of their own PII and that of others, including in map, image, and text.

02   If potential entrants have questions about the level of PII required, please email **flgeoalliance@gmail.com**. Entries submitted to Esri for the top national prize (i.e. 1-HS and 1-MS) must agree in advance to expose student names, school names, and school city/state (homeschool students would be identified to closest city/town name).

03   Esri will not seek, collect, or accept student names for any entrants other than the national prize entrants (1-HS and 1-MS per state). These and only these will have names exposed by Esri.