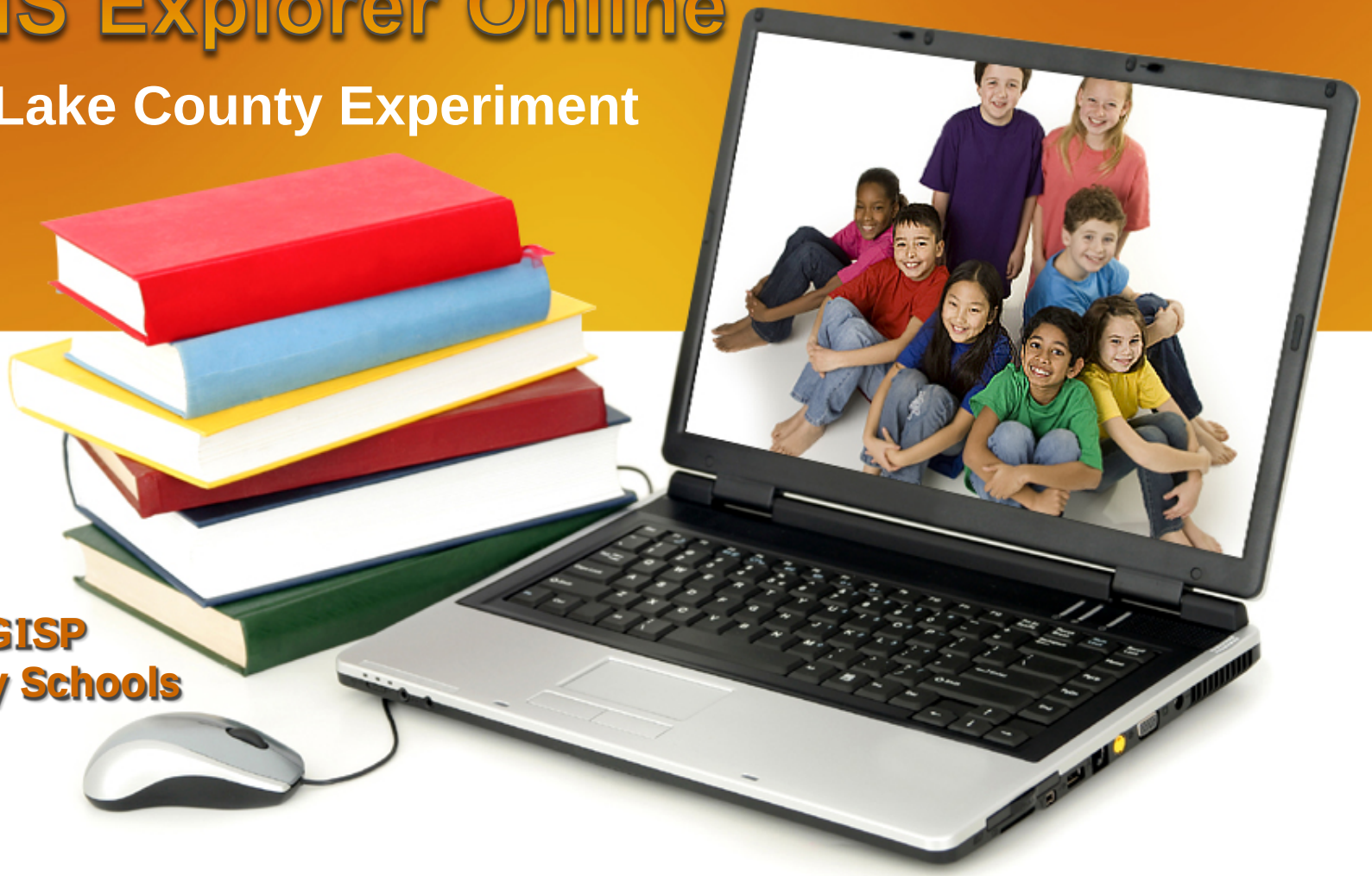
Gaining Student Excitement in GIS with ArcGIS Explorer Online

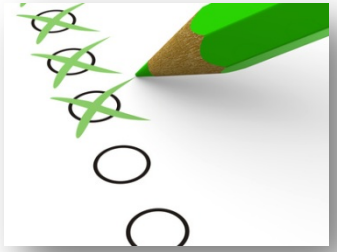
The Lake County Experiment



Will Davis, GISP
Lake County Schools

Where Do You Stand

- **Questionnaire**
  - Who has participated in GIS Day?
  - Why did you participate?
  - Did your participation involve Students?
  - How do you rate your interest in GIS?
    A. It's an interesting career
    B. I enjoy what I do
    C. I'm passionate about what I do



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Setting the Stage

- Past experiences
- Capture their interest
- What's missing
- Where do you start
- Collaboration is key
- Icing on the cake
- Handing out the prize
- What we learned
- For the future
- Great compliments

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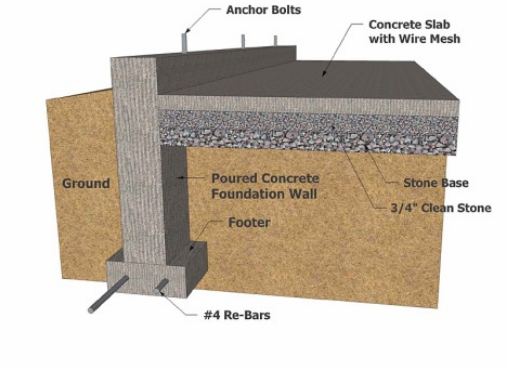
Past Experiences

- **Freshman Foundations**
  - **9th grade students**
  - **Focused on career choices**
  - **The mechanics on how to land a job**
  - **Utilizes business professionals from the community to tell their story**



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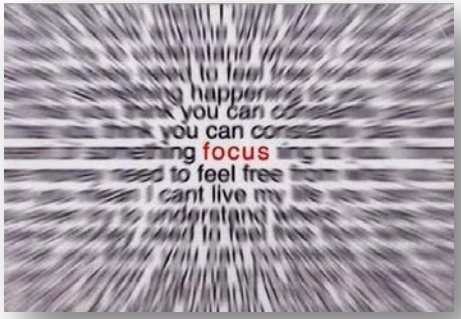
Past Experiences

- **Presentation Focus**
  - **Who uses GIS (professions/businesses)**
  - **What is GIS (parts & integration)**
  - **When & How it is used (Geospatial Revolution Project)**
  - **Where it is used (desktops, servers, tablets & smart phones)**



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Capture Their Interest

- **Attention span**
  - **Attention Deficit Disorder (ADD)**
  - **Sleep deprivation**
- **Generate interest**
- **Force interaction**
- **Solicit questions**
- **Ask for feedback (teacher)**

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What's Missing

- Student engagement
- Hands-on interaction
- Dynamic map application
  - ArcGIS Explorer Online

Where Do You Start

- Create a working group
- Determine your team size
- Understand your capabilities
  - Technical & presentation skills
- Establish your connections
  - Top down or bottom up

LCWA
LCWA.ORG
Lake County
WATER AUTHORITY

LAKE COUNTY
FLORIDA

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Where Do You Start

- Identify site resources
- Define your target audience
- Generate a presentation outline
- Assign tasks to group members
- Practice a run-through (more is better)
- Don't be afraid to change on the fly

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Collaboration is Key

- **Establish a dialogue with Teachers**
  - **Ask about curriculum needs**
  - **Discuss what & where will they be studying at the time of your presentation**
  - **Insist on the use of a computer lab**
  - **Demo ArcGIS Explorer Online**
  - **Help them set up an online global account**
  - **Provide assistance on establishing groups**
  - **Assure access to the Silverlight plugin**

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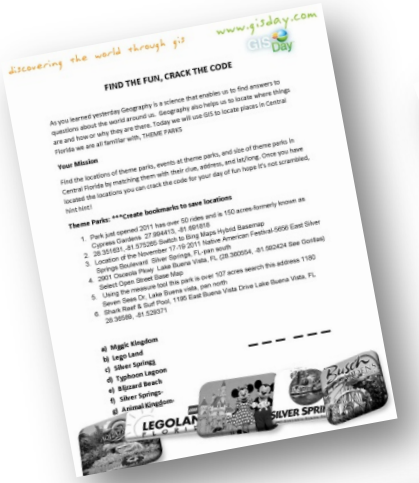
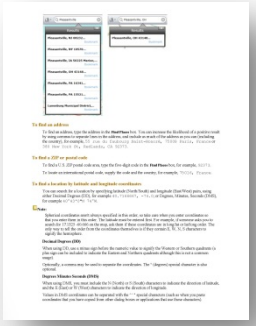
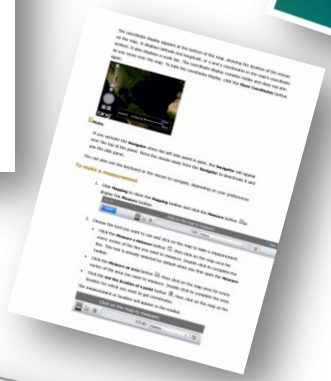
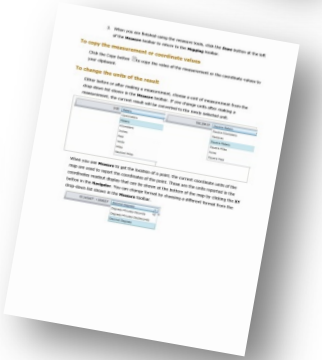
Icing on the Cake

- **Create your materials**
  - **Handouts, tips sheets, web page & exercises**









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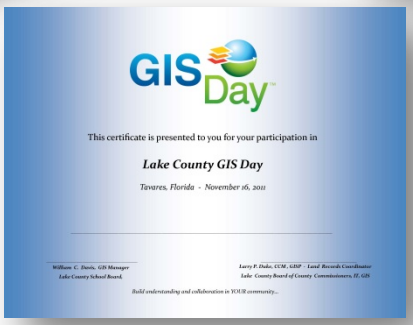
Icing on the Cake

- **Acquire your resources**
  - **Videos, prizes & certificates**



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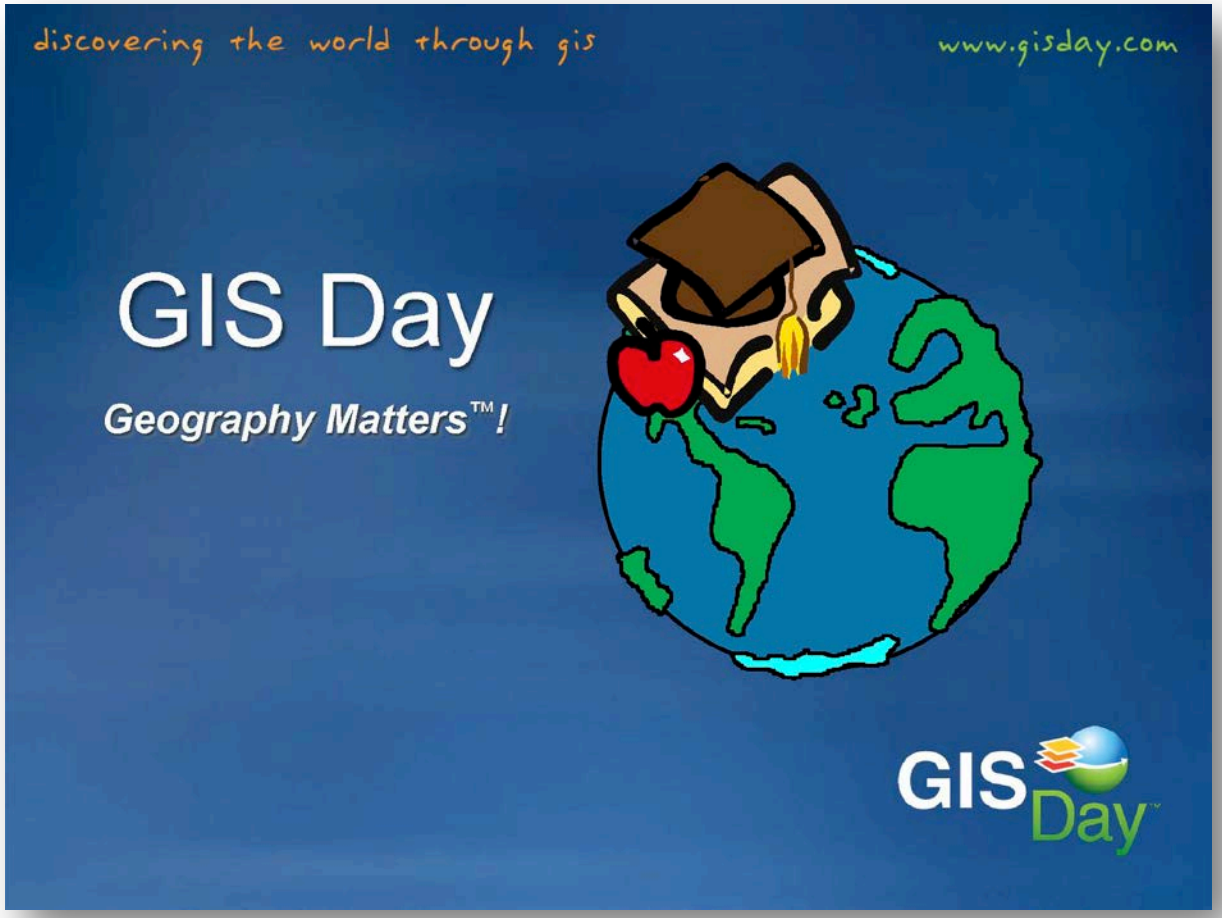
Icing on the Cake

- **Build your presentation**



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Handing out the Prizes

- **Provide your message**

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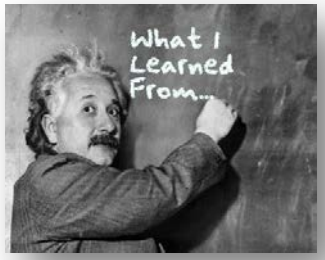
What We Learned

- Provide quick overview of GIS
- Work on setting up accounts
- Highlight functionally of ArcGIS Explorer Online
- Perform a formal class exercise
- Spend time searching local layers
- Provide time to experiment
- Get out of the way



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What We Learned

- One day or two day class model
- High school vs. middle school
- Set the stage and turn them loose
- Keep spatial reference local
- Allow 10 minutes for free style
- Provide access to web resources

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For the Future

- **Utilize Mobile Technologies**

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Great Compliments

"I've rarely seen 100% engagement in any lesson activity as I have with ArcGIS Explorer Online. It was a great success!"

Diane Reid-Goolsby,
Teacher
6th Grade Geography

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Web Resources

GIS Day => http://gisday.com/

Teachers => http://bit.ly/Jr28sU

Students => http://bit.ly/IgJndD

Materials => http://bit.ly/Jw4c0b

Mark the Day: November 14, 2012

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Take Away

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Contact Information

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