In this exercise you will work with Microsoft Excel to create a useful information product, and publish it on ArcGIS Online (AGOL). Esri Maps for Office (EM4O) is a tool to allow Excel and PowerPoint users to access the ArcGIS Online platform, create maps, add content, and share it with your organization. This exercise requires that Microsoft Office 2010 be installed on your computer.

You will play the role of an economic advisor to the mayor’s office. Using Excel, you are to prepare a web map showing locations of schools in our city. The map needs to visually display the school’s state report card status, an informational pop-up containing relevant data, and a link to the state board of education web site. This map will be shared with groups in our city, as well as the public.

Steps to this exercise include the following:

- Create a map in Excel.
- Add data from the spreadsheet.
- Style the map.
- Configure the pop-up.
- Share the map within your ArcGIS Online Organization, and the public.
- Review the map in ArcGIS Online.

☐ Step 1 – Locate the School_Report.xlsx in the Exercise04 folder and open it in Excel. Note, the first row contains column names. It contains the School District, School Name, School ID Number, the Street Address, City, State, Zip Code, and Phone Number. It also has columns for the state’s report card score for the school, whether or not they met their goals, and a link to the state’s web site for more data.
Step 2 – Sign in to your ArcGIS Online Organization.

- On the Excel menu bar, note the **Esri Maps** menu. Click this to activate the ribbon.

  ![Esri Maps](image)

- On the ribbon, select the Sign In tool.

  ![Sign In](image)

- Enter your login information, and click **Sign In**.

  ![Sign In to ArcGIS](image)

Step 3 – Create a map.

- Along the top left of the ribbon, click the **Insert Map** tool.

  ![Insert Map](image)
• You will see a default map, called *Map 1*, using the World Topographic basemap. Click the top right corner of the map, on the gear-shaped tool, to configure the map name.

• Call the map, *2012 School Map*, and click the gear again to close the dialog.
Step 4 – Add data to the map.

- Along the top left of the ribbon, select the **Add Excel Data** tool.

- In this dialog, you will enter the information for the location of the cells. This can be a free-form range of cells that you select, or a pre-defined named range in Excel. The top row should contain the column names. You can change this later if desired. In our case, we have defined a named range of cells called *Report_Card*, which should have been automatically selected. We will also be defining the location of our data via a street address, so take the default selection for **Location Type** as *Address*. Click **Next**.
In the next dialog, take the default, which indicates that the top row contains the headers for your columns of data. They are already matched up for you. If you had no headers, you could define them by selecting the Excel column name (A, B, C, etc.), and matching it to the correct location fields. Click **Add Data To Map**.
- As the data is located by AGOL, you will see a status display in the **Map Contents** tab of the **Esri Maps** panel on the right. There will be a brief display showing how many locations were created. If there were any that could not be located, you would have a chance to correct them. You should see the data on the map as well.

- Right-Click the **Report_Card** entry in the **Map Contents** tab. This will bring up the context menu. Select **Go To**. This will zoom the map to your data.
Step 5 – Style your map.

- Next, we will change the symbology to reflect the information we wish to communicate with the web map. Along the top middle of the ribbon, select the **Style** tool.

- This will open the *Style Configuration* dialog, where you can decide how to symbolize the data in your web map. We are currently using a simple style with a pin symbol. We will group our schools to reflect if they have met or not met, the criteria set by the state at the beginning of the school year. Select the **Grouping** tab.
• Under *Do you want to group your data*, select **Yes**. Set the column to group to be **Met**.

![Style Configuration Window](image)

- If a school did NOT meet their target score for the year, the *Met* column has a value of **No**. If a school DID meet their target score for the year, the *Met* column has a value of **Yes**. We will use a green symbol to indicate schools that met their target, and a red symbol for those that did not.
Click the pull-down menu under No to change the symbol. Select Color, and use a red square to indicate that this school did not meet its required score, as set by the state. Use a green square to symbolize the schools that did meet the score, using the pull-down under Yes. Click OK.
These symbols are a bit large. Click the Style button on the ribbon, as before, and use the slider at the bottom of the dialog to set the size to something a bit smaller, like 14. Click OK.
- Your map should look like this:

![Map Image]

- Step 6 – Configure the pop-up.

  - Click on one of the schools. You will see a pop-up on the map. We need to configure this a bit better to convey the important information. Use the X to close the pop-up.

![Pop-up Image]
- Right click on **Report_Card** to bring up the context menu. Select **Pop-ups**.

- In the dialog, set the **Header** to be **School Name**, and uncheck the boxes for **District Name**, **School Name**, **School ID**, **City**, **State**, and **Image**. Click **OK**.
• Click on a school symbol again, and note how the pop-up now only shows the needed data. Click on the IIRC Link address to go to the state report card web site to see all the details about this school. Close the pop up window with the X.

□ Step 7 – Share the web map.

• On the ribbon, click on Share Map.

• In the Share Map dialog, set both the Title and Description to 2012 School Report Card Map. Tag the map with schools, report card, special projects. Share the map with Everyone (Public), and any other group you would like. Click Next.
• In the next dialog, you will note that the Topographic Basemap does not need to be shared, but the Report_Card layer will be. Click Share Map.

![Share Map on ArcGIS Online](image)

• There will be a message indicating the map is being published:

![Publishing Map](image)

• Then, another displaying that the map is published successfully. If you click on View the published map, it will take you to ArcGIS Online, where you can see the finished web map that you just created and shared!

![Map published successfully!](image)

☐ Exercise End.