# ArcGIS Online Organizations for Schools & Clubs

ArcGIS School Bundle: Free (for instructional use)

to any K12 School or Youth Club

**esri.com/schools**

**schools@esri.com**

# Esri's offer to K12 Schools & Clubs

The **ArcGIS School Bundle** is free for instructional use* to ***any*** K12 school (public, nonpublic, or home school), district, or youth club, through July 2025. The Bundle includes:

1. **ArcGIS Online Organization** account, with safe and secure logins for any number of teachers and students in one or more schools/clubs
2. Standard suite of online apps and mobile apps (e.g. Map Viewer, Scene Viewer, StoryMaps, Dashboard, Hub basic, Survey123, Field Maps, app templates and builders, and more)
3. Living Atlas data (curated content)
4. ArcGIS Business Analyst (web+mobile) and Community Analyst
5. Advanced use applications, for the career-minded: high-powered web-based and desktop (Windows) tools (details)

**\*See ArcGIS School Bundle Summary**. Resources may be used **only** for instruction of K12 students, or instruction of teachers of K12 students, or creation of content for exclusive use of K12 students and teachers. Administrative use, commercial use, private use, or use by unlicensed persons is prohibited.

# Why teach with ArcGIS Online?

1. Online = no installs = use on any connected device (computer, tablet, smartphone), anywhere
2. Lots of pre-built content: explore, analyze, modify, save, share
3. Share with specific group/s, the public, or no one at all
4. [Interactive maps, unlimited topics, global to local](#)
5. Usable in all subjects, grades, programs, clubs
6. Use for background content + technical skills + problem-solving and critical thinking skills, and  independent or group projects
7. Rich media: maps, tables, charts, images, video, text
8. Representational environment (e.g., interactive thematic maps, pop-ups with characteristics, dashboard graphs) to help users grasp patterns and relationships as well as detail
9. Ease of use = engagement

# Why teach with an ArcGIS Online *Organization* account?

1. Secure login for each user ([see details](#)) – [ideal for projects](#)

2. Ability to create, save, publish, and share securely – with group/s inside the Org, the entire Org, groups across Orgs, even public (if needed)

3. Generate data, do analysis (geoprocessing), and publish

4. Special software access – Survey123, StoryMaps, Business Analyst, Dashboard, ArcGIS Pro, etc

5. Special data – landscape, demographic, imagery, etc

6. Custom portal – https://*prefix*.maps.arcgis.com = able to organize content and customize presentation

# How does an ArcGIS Online Org work?

1. Org launcher creates the first username (admin #1), sets the Org name, sets unique URL address ("*prefix*"), and creates helper admin/s

2. Org admins set the overall policies, security, and roles and privileges

3. Org admins set login processes (integrating with school network for single sign-on), arrange member logins (= "usernames") for teachers & students, assigning roles with appropriate privileges

4. Org members first just use, then later generate/ save/ share contents

5. Members join Groups in the Org, share items with those Groups

6. Leaders can create Hub sites to present content in a context, organize resources, coordinate activities

7. Admins manage content and coordinate cleanup (prep for next users). Responsibilities are noted in the ArcGIS School Bundle Summary.

8. **Specific startup step suggestions begin on page 15**

# Example Org

**https://*prefix*.maps.arcgis.com**



Custom address

Custom image & name

Custom page design

Custom text for links and info

Org/elements can be set to "public" or "members only."

# How are Orgs constructed?

**unique**

**https://*prefix*.maps.arcgis.com**

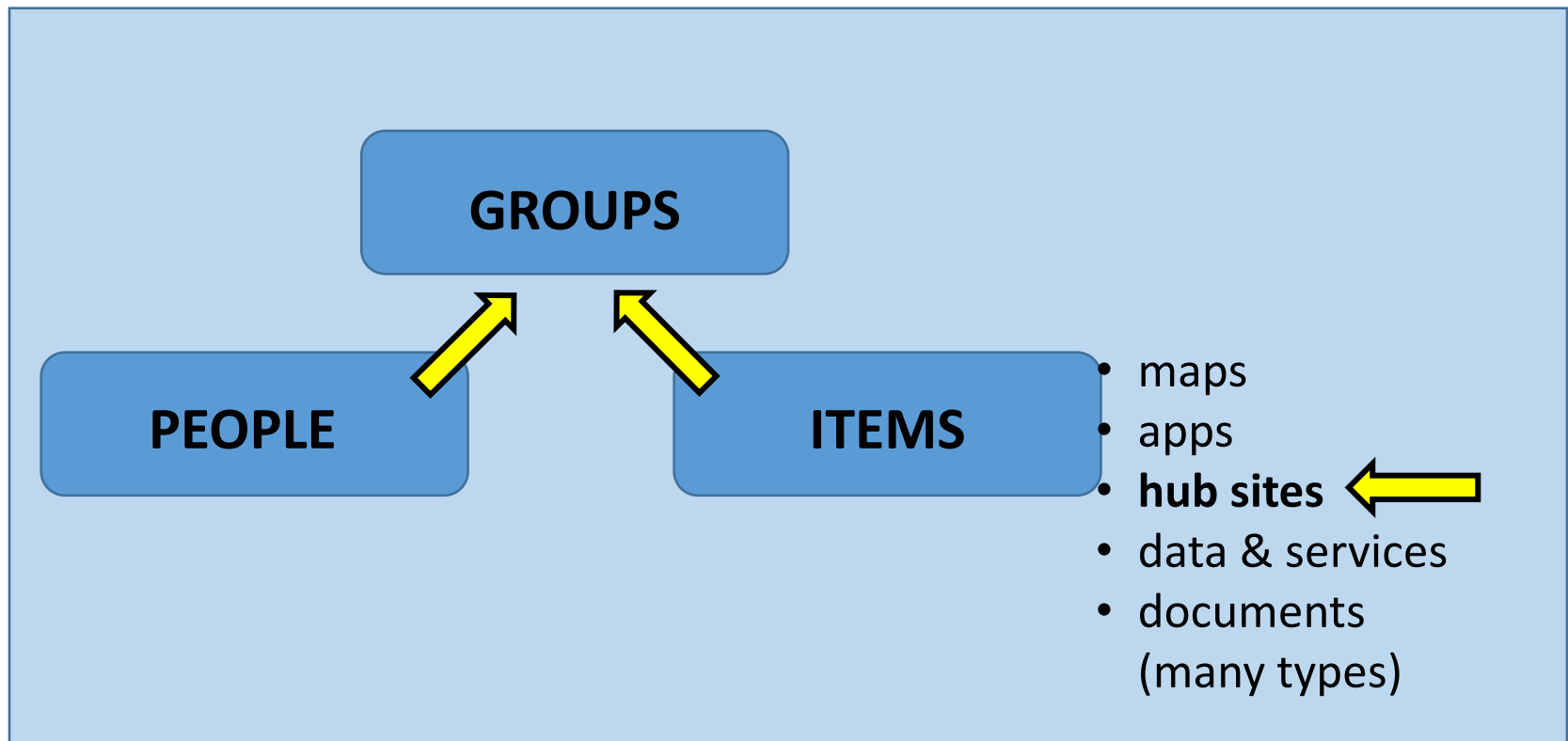| **PEOPLE** | **GROUPS** | **ITEMS** |
|---|---|---|
| • 1 or more admins<br>• 'n' people, with unique usernames, each with defined roles and privileges | • people<br>• items | • maps<br>• apps<br>• hub sites<br>• data & services<br>• documents (many types) |

# How do members find content?

**Groups** (collections) and **Hub sites** ("web pages")
make organization and use easier

# Example Groups in a School Org

- All Teachers
- Science Teachers
- Student Council
- Service Club
- Grade 6, 6a, 6b
- Spanish 1A, 1B, 1C, 2A, 2B, 3
- AP class activity 1, 2, 3 …
- Athletics
- Esri GeoInquiries Links
- *Inter-school Project 1,2,3…*

**Groups**:
**collections of people and items.**

Each group has its own members, items, properties.

People and items can each be in multiple groups.

Admin controls if groups can *invite users from other Orgs*.

# ArcGIS Hub: App for Organizing

ArcGIS Hub is an app in every Org which helps users build "websites within the Org," at **https://{sitename}-*prefix*.hub.arcgis.com**

**Hub sites** are ways of presenting info & items to members (and even to public).

Each hub page has its own address, purpose, and characteristics.

Orgs can have any number of hub sites.

Hub sites could include:

- Single or multiple pages

- Page/s with live maps & apps, text, pics, videos, navigation

- Content from within the Org and/or from outside it

- Content elements within a page can have sharing set as public, Org only, group only, or author only, all on the same page

# Districts Can Use Bundles & Orgs

Just like schools, **districts** can acquire software. Because districts vary in size, organization, operation, and interests, different approaches deserve consideration:

- **Centralized** (single Bundle serves all) maximizes users and efficiency, facilitates students shifting schools; customize using groups and hubs.

- **Distributed** (one Bundle per interested school) maximizes customization, but can thus be inequitable; operationally inefficient, requiring duplication and collaboration.

- **Banded** (e.g., 7 schools share one Bundle for grades K-8, one for grades 9-12) balances efficiency + creativity or concern over size.

If schools already have multiple Orgs in place, district staff may want to contact schools@esri.com to discuss optimization strategies.

# Members have roles with privileges

| Built-in Roles in School Org >> | Ignore these roles | | Core roles in school Orgs | | | |
|---|---|---|---|---|---|---|
| Privilege | Viewer | DataEditor | User* | Publisher* | Admin | *Custom* |
| Built into School Bundle Org | √ | √ | √ | √ | √ | √ |
| Use maps, scenes, apps | √ | √ | √ | √ | √ | *Optional* |
| Create content | | | √ | √ | √ | *Optional* |
| Share maps and apps | | | √ | √ | √ | *Optional* |
| Join and create groups | | | √ | √ | √ | *Optional* |
| Edit features | | √ | √ | √ | √ | *Optional* |
| Publish hosted web layers | | | | √ | √ | *Optional* |
| Perform analysis | | | | √ | √ | *Optional* |
| Invite users to Org | | | | | √ | *Optional* |
| Manage Org resources | | | | | √ | *Optional* |
| View subscription status | | | | | √ | *Optional* |
| Configure website | | | | | √ | *Optional* |
| Create custom roles, including credit limits | | | | | √ | *Optional* |
| Share *any* Org content with public even if Org is not set for public access (see "Showcase") | | | | | √ | *Optional* |

| OK for students | Use carefully for students | Avoid using for students |
|---|---|---|

**\* User** and **Publisher** are *not ideal* for students or teachers. Customize these.

# Recommended custom* role/privileges

*See guidance on customizing roles.*

| RECOMMENDED CUSTOM ROLES >> (Modify from Publisher template) | Showcase (display) | Teacher-2 (advanced) | Teacher-1 (standard) | Student-3 (advanced) | Student-2 (standard) | Student-1 (intro) |
|---|---|---|---|---|---|---|
| **CONTENT** | | | | | | |
| Create, update, delete: layers, maps, apps | - | X | X | X | X | X |
| Publish hosted features (includes Survey123) | - | X | X | X | X | - |
| Publish hosted tiles | - | X | - | X | - | - |
| Change owner of item, receive changes | X | X | X | X | X | - |
| **GROUPS** | | | | | | |
| Create, update, delete | X | X | X | X | X | X |
| Join organizational groups | X | X | X | X | X | X |
| Join external groups | X | X | X | - | - | - |
| Add external members to groups | X | X | - | - | - | - |
| **SHARING** | | | | | | |
| Share with groups | X | X | X | X | X | X |
| Share with organization | X | X | X | X | - | - |
| Share with public | X | X | X | - | - | - |
| Make groups visible to organization | X | X | X | X | - | - |
| Make groups visible to public | X | X | - | - | - | - |
| **GEOSERVICES** | | | | | | |
| Geocoding | - | X | X | X | X | - |
| Network Analysis | - | X | X | X | X | - |
| Spatial Analysis | - | X | X | X | X | - |
| GeoEnrichment | - | X | X | X | X | - |
| Demographics | - | X | X | X | X | - |
| **ADMINISTRATIVE** | | | | | | |
| Reset passwords, update member info | - | X | - | - | - | - |
| Reassign content ownership | - | X | - | - | - | - |
| Change roles | - | X | - | - | - | - |

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# Optimizing for Both Learning & Privacy

ArcGIS Online is a robust learning environment. Admins are key to keeping students and their content safe and secure while engaging these powerful resources.

1.  Admins should set the Org as private (no anonymous access), with no option for members of other Orgs to use their credentials to sign in, and no social logins permitted.

2.  Do not use the generic "User" or "Publisher" roles for students. Create the recommended student roles with privileges shown. Use a "Showcase" login to share publicly. Most students need to share only with internal Groups. See guidance on customizing roles.

3.  Enable publishing hosted feature layers for students beyond intro, to use analysis tools, create surveys, and create hosted feature data; these are common tasks even for middle school students. Prevent publishing hosted tile, scene, or imagery layers, or creating notebooks; create new special role/s if needed for these uses.

4.  Do not permit students to join external groups, or to create groups that allow members from other Orgs, or to invite external users to groups.

5.  Student usernames (however they are created) should contain **no** "personally identifiable info" (= "PII": student name, email, photo; see Summary). Admins should instruct teachers and students alike why and how not to expose anyone's PII -- their own or that of others.

6.  Profiles should not be editable by students, nor visible outside the Org.

7.  Students should have "Esri access" only as needed to take Esri Training courses.

# How to Start, Step 1: Learn

**Most direct**: See the QuickStart for the ArcGIS for Schools Bundle

Additional resources:

- Explore the Esri K12 Org which includes content shared publicly; school Orgs should not permit anonymous viewing, and sharing content with the public should be done via Showcase

- Watch some short videos about Org setup and management:
    - ArcGIS Online Admininistration Basics
    - ArcGIS Online Group Basics
    - ArcGIS Online Sharing Basics
  or explore a broad bank of videos on ArcGIS Online

- Explore Set Up An ArcGIS Organization tutorial

- Download an ArcGIS Online Implementation Guide (pdf)

- Download an ArcGIS Online Security Overview (pdf)

# How to Start, Step 2: Decide

Admins are accountable for all activities by users. Orgs need active management by at least two (2) admins to operate well.

- Clarify who will make key decisions and who will conduct necessary procedures

- Decide Org name, address (*prefix*); think about design

- Decide initial policies, security, roles, privileges, usernames, groups, login process (SSO is best, for efficiency, equity, productivity)

- Agree to start without all settings being perfect, because the Org will need to evolve as your background grows, the school's needs change, and the Org's capacities increase.

**Choices influence security and more. See Summary & Trust ArcGIS.**

# How to Start, Step 3: Activate Org

- "Activating the Org" is a 3-step process, after receiving the activation email from Esri (check spam filters; these emails often get caught):
    1. Use the [invitation from Esri](#) to create the first admin. Create a **_brand new username_** to be the admin. DO NOT use an existing username or a social account. DO NOT use an email address as a username. Record exactly all info used, including security info!
    2. Set the Org's "long name" (e.g. the school name)
    3. Set the Org's "short name" (i.e. **_prefix_** - must be unique, and shorter is generally better)

Then …

- Create a [second admin](#) and collaborate on completing the setup
- Complete the basic configuration: settings for security, [roles and privileges](#), groups, plus a test login (username) for each role you'll use.
- Create a test group, create & share maps from each test login
- Set up [SSO](#) connection or create logins for teachers and students

# Org Administrators

- Every Org has at least 1 admin. **Smart management involves at least 2 savvy admins** (more as the Org grows larger), to ensure smooth operation when the main admin is not available. Admins must have clarity on policies and communicate with each other.

- A school or district technician, savvy teacher at another school or club, or outside GeoMentor can be a helpful second admin. All admins should read and understand the School Bundle Summary.

- The initiating admin is the "primary" admin and receives all management notices. **Setting additional admin(s) as "primary" is advisable** and can be set by any admin, within "Organization/ Settings/ General/ Administrative Contacts." (See blog.)

- Org admins and all members are best served by an email alias reaching all admins ("gisadmins@our_domain.edu"). That alias should be used in many places, including being **set as the email for all student usernames**.

# Teacher & student usernames

**Usernames are unique across AGO universe and used constantly. Use no "personally identifiable info" (= PII: emails, names, photos) in student usernames, whether built via SSO (best) or manual/CSV. See ArcGIS School Bundle Summary.**

**FOR EXAMPLE, in a district,
↓ these elements … could turn into ↓**

- Student name: **G**isele **F**riendly
- Student number: 123456**7890**
- Grad Year: 20**24**
- School: **Wo**rldly High School
- District: **Mytown**

- Org = **mytown**.maps.arcgis.com
- Fname = **WO24GF7890**
- Lname = **mytown**
- Username = **WO24GF7890.mytown**
- Email = **gisadmins@mytown.org**
  (email required only in manual/csv)

# Creating Usernames: Single Sign-on

1. See AGO Help and use "Add members without sending an email." Do this one at a time for first few to build familiarity. Creating usernames with a carefully built CSV is acceptable practice and works even alongside SSO.

2. "*Best* practice" for usernames is single sign-on ("SSO" or "enterprise") strategy, to minimize setup work and maximize easy access. (**See special info for schools.**) SSO lets the school/district identity provider create usernames in a standardized fashion as needed, automatically, and manage the day-to-day authentication. This eliminates username/ password issues for students (and thus teachers). The more the potential users exceed about 25 usernames, the more useful it is to engage SSO, but it helps even with just a few usernames.

3. Org admins and school/district tech leads must work together to prevent any personally identifiable information (PII) from being used in the usernames.

4. Set "User Type" as "GIS Professional Advanced" if using ArcGIS Pro, otherwise either Creator or GIS Professional Advanced is ok. See also "Esri Access."

5. This process adds users via a single configuration; see New Member Default. Change adults and strong users to more appropriate roles, as needed.

6. Adding SSO to an Org with pre-existing usernames may create "second logins" for previous users. For assistance shifting non-SSO username content and settings to the SSO username, contact schools@esri.com.

# Creating Usernames: CSV

1. SSO is "best practice," but a carefully-built CSV works (even *alongside* SSO).

2. See AGO Help and use "Add members *without* sending an email" process. Do one at a time for the first few for testing, then use "From a file" for the rest (max = 200 at a time).

3. For the file, create your spreadsheet (CSV or TXT file) exactly as shown below, with the **exact headers (including spaces and capitalization).**

4. Email for students should be an alias going to admins. "User Type" must be "GIS Professional Adv." for ArcGIS Pro use; otherwise either is ok. Password is temporary, so generic is ok, but must be "strong enough;" users are forced to change it immediately upon their first access. See "Role" and "Esri Access."

| Email | First Name | Last Name | Username | Password | User Type | Role |
|---|---|---|---|---|---|---|
| gisadmin@school.edu | 1234 | Prefix | 1234.Prefix | Scramble_1 | Creator | Student1 |
| gisadmin@school.edu | 1235 | Prefix | 1235.Prefix | Scramble_1 | Creator | Student2 |
| gisadmin@school.edu | 1236 | Prefix | 1236.Prefix | Scramble_1 | GIS Professional Advanced | Student3 |
| teacher1@school.edu | T101 | Prefix | T101.Prefix | Scramble_1 | Creator | Teacher1 |
| teacher2@school.edu | T102 | Prefix | T102.Prefix | Scramble_1 | GIS Professional Advanced | Teacher2 |

**Best Practice:** Avoid using "_*prefix*" in any Username; it is a key string for the system to have available exclusively for itself. The example above minimizes personally identifiable info (PII). The same process works using actual names and user emails, but use these only for adults. Users must log in, create new password, and provide security info to finish. See also Managing Orgs.

# New Member Default

- Admins can see "New Member Default" in Organization/Settings. When creating a new member in manual *ad hoc* fashion, these default settings are assigned unless specifically changed by the admin in the process for this user. (Any settings not covered by a CSV's required fields will also receive these.)

- The same process holds true with SSO: When a new member granted entry by the SSO is recognized by the Org, the New Member Defaults are assigned. Thus, all Orgs, but particularly SSO-based Orgs, should set these defaults with care, according to expectations for the most likely new members -- typically "Student-2" user type & role (and thus privileges), groups, licenses, Esri access setting, and credits.

- After admission, changes can be applied to new users who should have different student or teacher settings. This is most efficiently done with a script on a calendar, time, or *ad hoc* basis. Contact a GeoMentor or schools@esri.com if you need assistance with this.
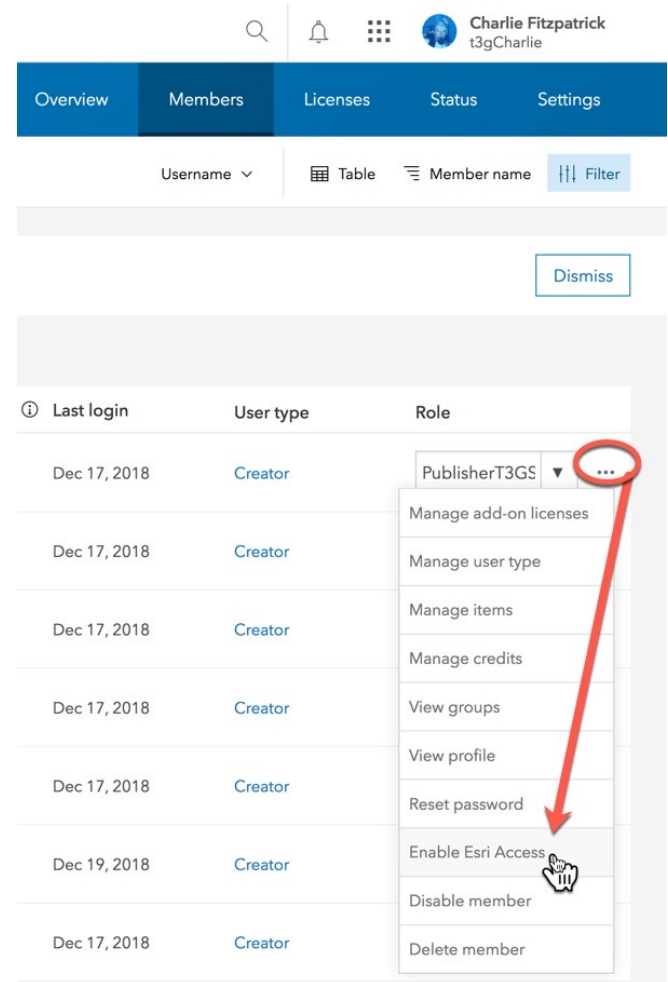
# Showcase Role and Username

- To share student content with the public without exposing personally identifiable info (PII), make a "showcase" username to which content can be transferred and then shared. (See guidance on customizing.)

- Admin sets a "Showcase" role that **can share publicly**, creates (e.g.) "*Prefix* Showcase" username, and builds a proper profile: descriptive text, contact info, and an appropriate logo. Optimize with a special Showcase group. (In this example, click "Esri Inc".)

- For any content to be shared as "from the Org" instead of "from a specific user," the admin changes item ownership of resource/s from the creator/s to the Showcase login, then shares.

# "Esri Access"

"Esri Access" controls if the user may use the ***arcgis.com*** login to sign into ***esri.com***, and thus may take courses on Esri Training, sign into Esri Community, reply to posts on esri.com, etc. **By default, Org usernames have "Esri Access" disabled**; disabled users may still make maps, publish data, and share items. Admins can set (enable or disable) Esri Access during username setup or manually later (right).

# Troubleshooting One's Login

[www.arcgis.com](www.arcgis.com) ➔ "Sign In"

Users signing in via username/password who forget their credentials can **click** to (1) retrieve the username(s) attached to a given email, and/or (2) identify a specific username needing an email with a "reset password" link. (Emails come to the email address attached to the username. See [more info](more info).)
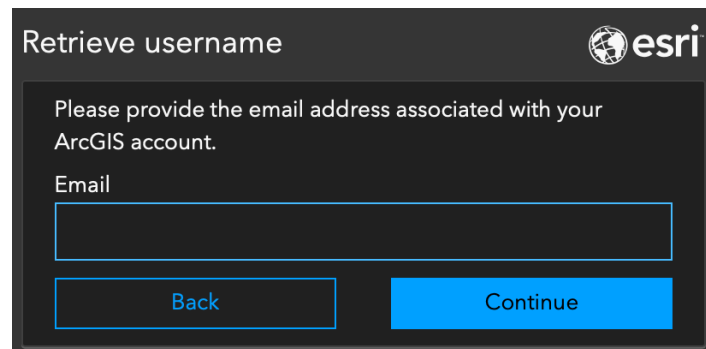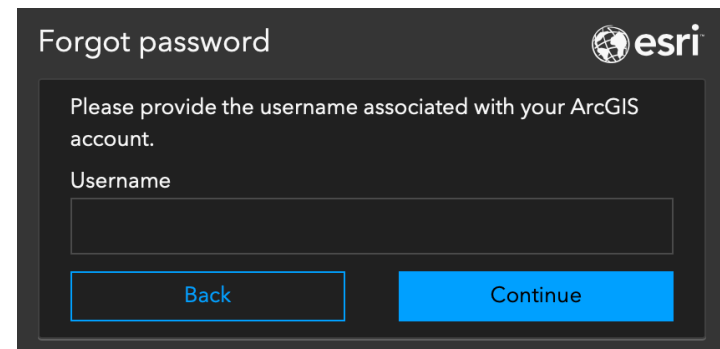
# Manage the Org: Minimize Chaos

1. Admins setting and enforcing good guidelines for users is important from Day 1, but better late than never. Predictable naming schemes promote ease of use. Teach and use good metadata practices, so users can find properly configured items quickly, and eliminate clutter.

2. Over time, Org users create content, share it, and move on. Expired content and outdated users disrupt searching and consume credits. Proper Org management minimizes clutter.

3. Instruct all users to share content with the fewest people possible (none, group, Org, ~~public~~) and shortest duration needed to do the job.

4. Value important content. Use a "Showcase" account to hold key content. Delete-protect essential items.

# Counting Credits and Usernames

- Orgs get 'n' usernames, which represent unique named users (no sharing permitted). Professional institutions pay for additional logins; these have real value.

- Orgs get 'n' credits, which are consumed by storage, using premium content, and computation (analysis or service creation). Professional Orgs pay $100 for 1000 credits.

- "Instructional" Orgs get special treatment. Admins should use roles, privileges, and credit limits to manage for "informed consumption," and users should practice it, to prepare members for Org operation in the wider world. "Organization/ViewStatus" offers key usage data to admins.

- Most school users can do all they need in <10 credits/year. "Student-3" and "Teacher-2" (or similar) roles may engage processes needing more.

- If in need of logins or credits, contact schools@esri.com.

# Key ArcGIS Online Help

1.  **ArcGIS Online Documentation:** Detailed, up-to-date guidance on all topics

2.  **Admin Tools for ArcGIS Online:** Powerful and useful web app by GEO Jobe that provides many key management tools plus video guidance. The free "standard" level is a very valuable app for admins of all school Orgs.

3.  **ArGIS Online Assistant, version1 and version2:** Apps that allow a user to copy (i.e., duplicate, not move) content from a username in one Org to a username in another Org, change URL of a service in a map, and other tasks.

Contact schools@esri.com with questions, puzzles, or issues.

# Organization Licenses Available

- **Standard**: Usernames and credits vary according to user license – commercial, government, nonprofit, education, individual personal. These Orgs are "under maintenance agreements," which provides users certain rights. (The ArcGIS School Bundle Org is a "standard" Org but with special features because it deals with minors.)

- **Trial**: 1-5 logins, 200 credits, 21 days (limit of 1 trial per email address).

- **Developer**: Build skills or run a business. Free plan has 1 login, 50 credits (no rollover) per month, meant for exploration and learning. This is useful for every educator: you can maintain capacity despite changes in employment, and create your own private group with which to connect your personas in other Orgs and share key resources.

# Resources for Learning

**ArcGIS School Bundle** includes free access to a vast and growing bank of instructional materials:

- https://www.esri.com/schools

- https://esriurl.com/gettingstartedforeducators

- https://www.esri.com/mapmaker

- https://esriurl.com/mapmakergeoinquiries

- https://www.esri.com/geoinquiries

- https://esriurl.com/geoprojects

- https://k12.maps.arcgis.com

- https://www.esri.com/training/catalog/search (KEY TIP: Type "teachers" into the search box; login with Esri access required)

# ArcGIS Online Organizations for Schools & Clubs

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