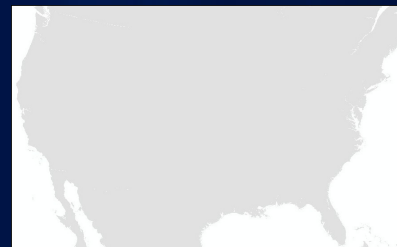
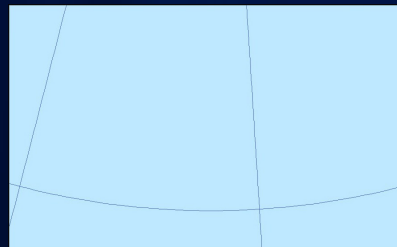
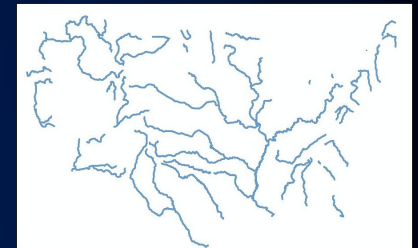
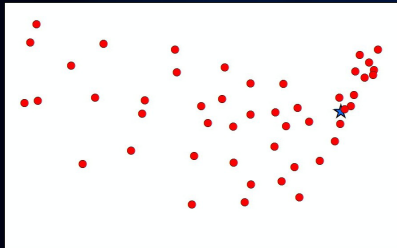


[illegible]

<https://k12.maps.arcgis.com>

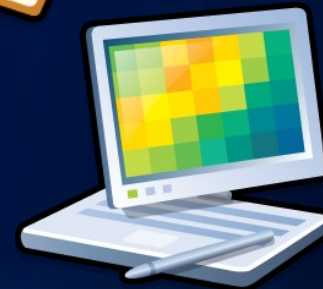
Maps use layers of “like things”



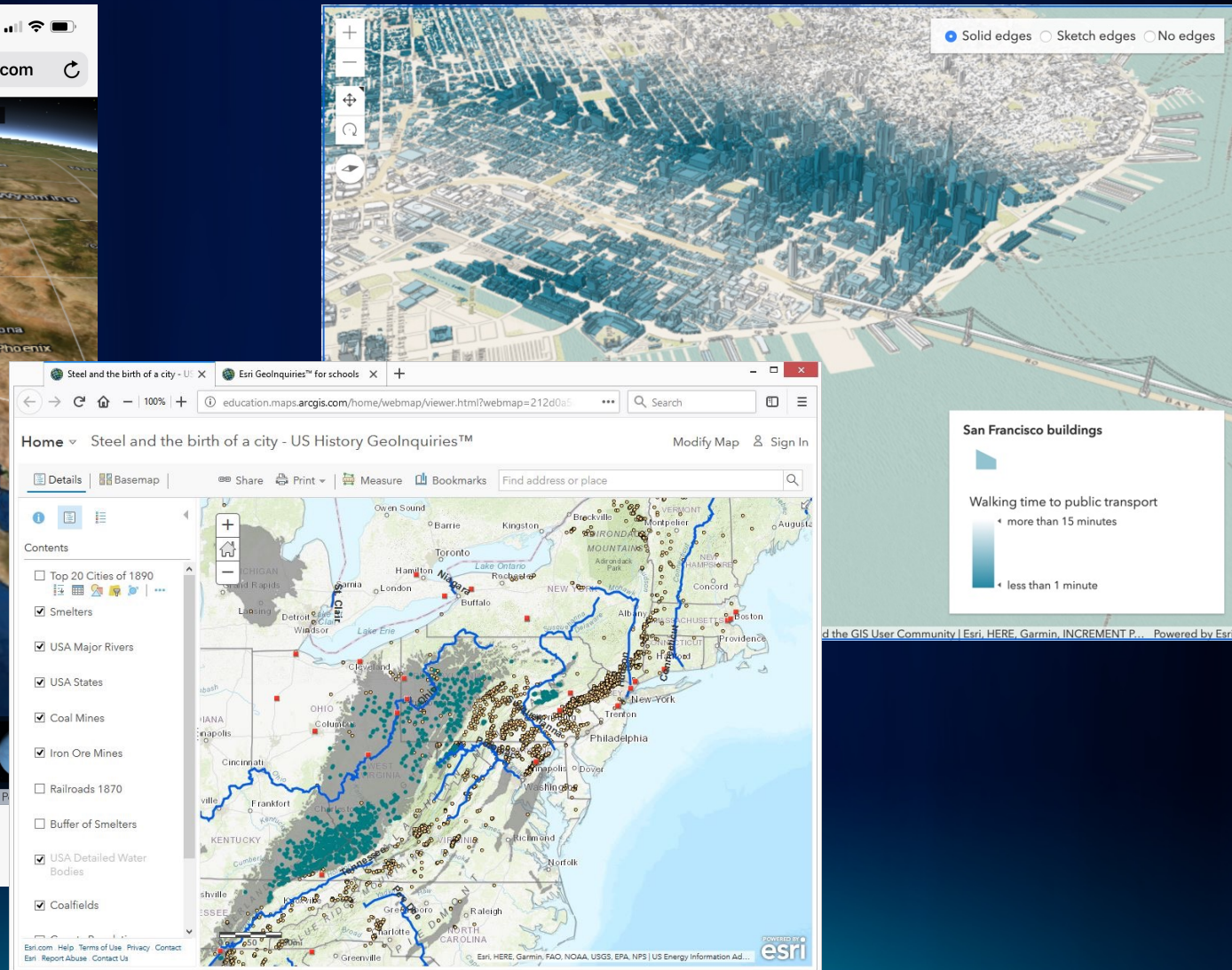
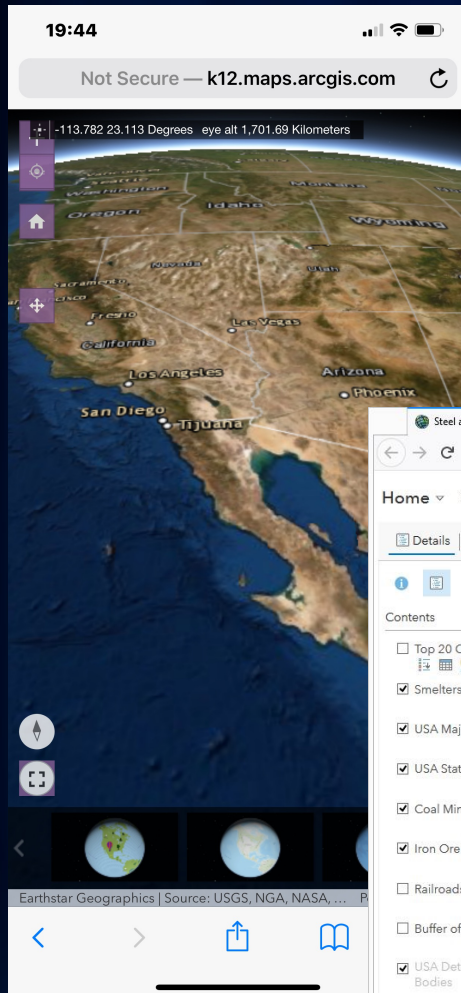
Geographic Information System

GIS =

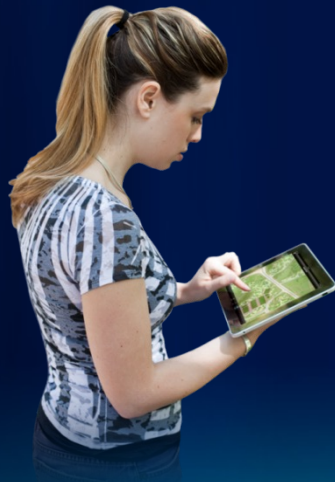
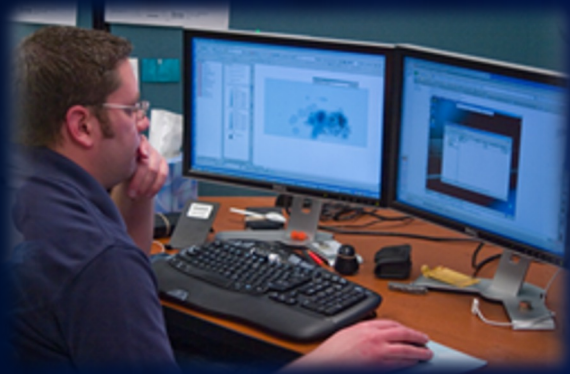
- **Information about the world**
- **Shown as layers of points, lines, areas, & images**
- **For a range of scales**
- **Viewed and analyzed on a computer**



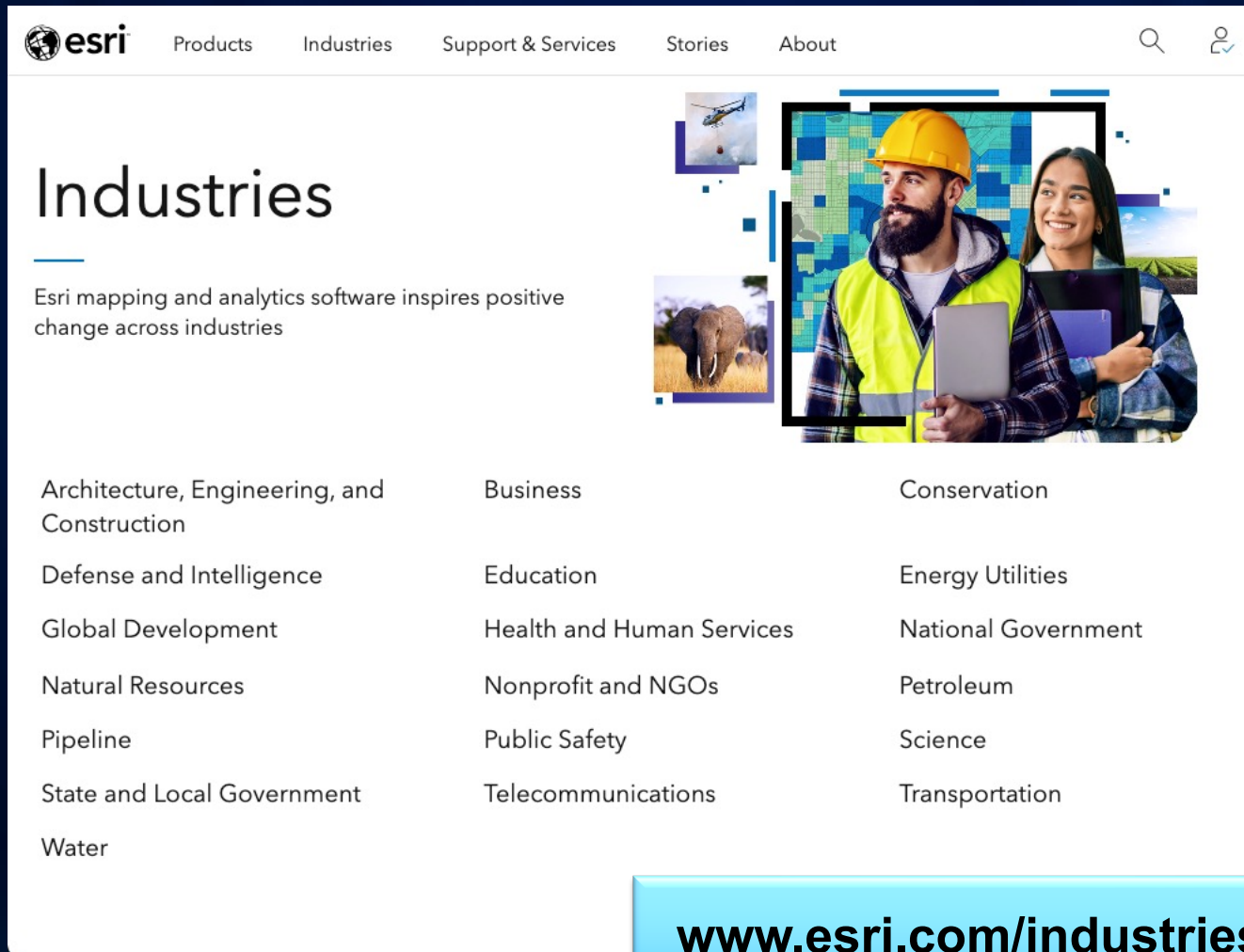
GIS illuminates patterns and relationships



GIS users mix & match tech, data, maps, apps



Who uses GIS?



The screenshot shows the Esri Industries page. At the top is a navigation bar with the Esri logo and links for Products, Industries, Support & Services, Stories, and About. There are also search and user icons on the right. The main heading is 'Industries', followed by the text 'Esri mapping and analytics software inspires positive change across industries'. To the right of the text is a collage of images: a helicopter, an elephant, a man in a yellow hard hat and safety vest holding a laptop, and a woman holding a tablet. Below this, there is a grid of 15 industry categories arranged in three columns.

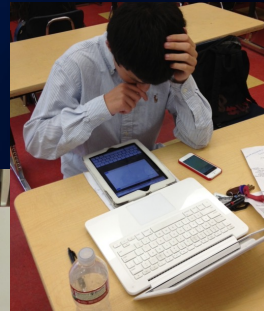
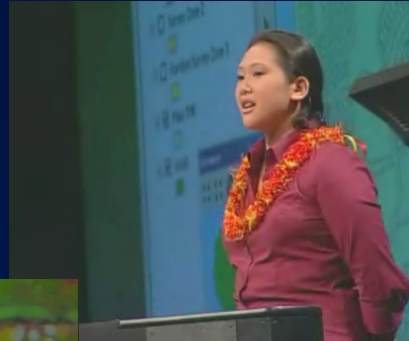
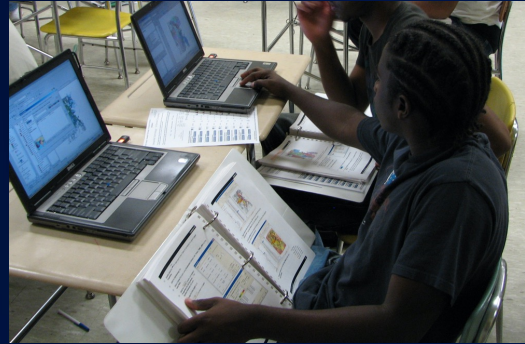
Industries

Esri mapping and analytics software inspires positive change across industries

Architecture, Engineering, and Construction	Business	Conservation
Defense and Intelligence	Education	Energy Utilities
Global Development	Health and Human Services	National Government
Natural Resources	Nonprofit and NGOs	Petroleum
Pipeline	Public Safety	Science
State and Local Government	Telecommunications	Transportation
Water		

www.esri.com/industries

Many teachers + students use GIS



ArcGIS School Bundle

ArcGIS Online

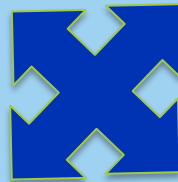
cloud-based infrastructure hosting
Organizations with logins, storage, content

Mapping + analysis tools,
e.g. Map Viewer

Data collections,
e.g. Living Atlas

Data creation tools,
e.g. Survey123

Presentation tools,
e.g. StoryMaps













Easy but powerful classroom activities

[esri.com/geoinquiries](https://www.esri.com/geoinquiries)


GeoInquiries

Collections

GeoInquiries™ are short, standards-based inquiry activities for teaching map-based content found in commonly used textbooks. Each activity is designed using a common inquiry model and can be presented quickly from a single computer and projector or modified for students' hands-on engagement. Collections of 15-20 activities per topic complement your curriculum throughout the year.

			
American Literature	Earth Science	Environmental Science	Government
			
Human Geography	Mathematics	Upper Elementary	US History
			
World History	World Geography		

Schools and clubs can get software for free!



The image is a screenshot of the Esri website's K-12 Education page. At the top, the Esri logo is on the left, and navigation links for Products, Industries, Support & Services, Stories, and About are in the center. A search icon is on the right. Below this is a dark navigation bar with 'K-12 Education' on the left, and 'Overview', 'Role', 'Events', 'Community', and 'Contact' on the right. The main content area has a large heading 'K-12 Education' and a subheading 'Online maps for primary and secondary schools'. Below this is a line 'GIS for instruction and school administration'. To the right of the text is a collage of images: a map with red and blue arrows, a student looking at a globe, and a teacher at a desk. At the bottom, an orange banner contains text about interactive maps. A blue button with the URL 'esri.com/schools' is in the bottom right corner.

esri

Products Industries Support & Services Stories About

K-12 Education Overview Role Events Community Con

K-12 Education

Online maps for primary and secondary schools

GIS for instruction and school administration

Interactive maps make your school a better place. From promoting student engagement in the classroom and driving projects that get students involved in their communities to improving administration of your school and district, maps

esri.com/schools