

Developing a Website to Communicate Tribal Wetland Importance

Esri Story Maps for Outreach



Presentation Outline

- I. SMUMN & Stockbridge-Munsee
- II. Project Background
- III. Project Goals
- IV. Project Update
- V. What we're currently learning
- VI. What's next?

GeoSpatial Services at SMUMN

- An Integration of Academic Apprenticeship and Professional Services
- Offices in Winona & Minneapolis, MN
- Focus in Wetland - Mapping, Assessment, and Planning Support



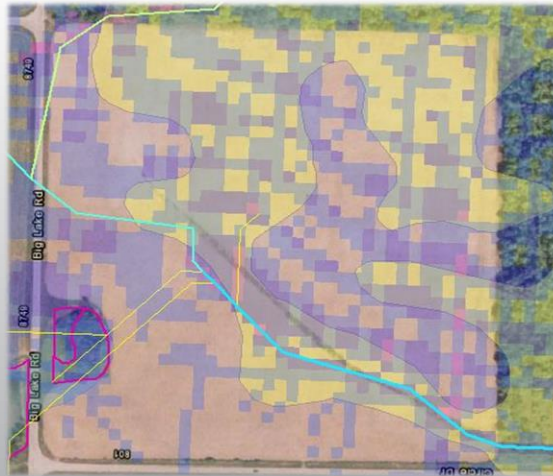
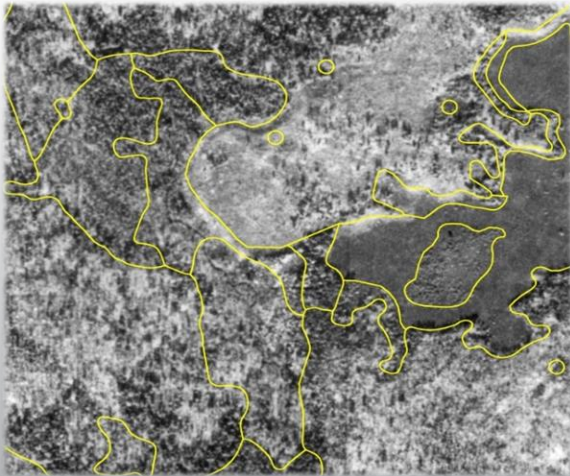
Stockbridge-Munsee Community

- Band of Mohican Indians pushed from eastern seaboard halfway across the continent, moving several and landing in NE Wisconsin.
- Community:
 - 1,200 members
 - led by a tribal council
- Water Resources Program
 - Wetlands
 - Water Quality



Project Background

- 2012 - Wetland inventory & Functional Assessment completed (EPA WPD Grant)
 - Current Wetlands & Function
 - Historic Wetlands
 - Potential Restoration Sites



Water Resources Program @ SMC

- Reviewed Potential Restoration Sites
- Restorations planned, completed & more the works
- Continued Water Quality Monitoring @ Several Locations



Communication/Outreach

- Initial Efforts Not Terribly Effective (Council Meetings, Newsletters, etc.)
- Website – rich Communication Platform, Adaptable, Geographic-based
- EPA Wetland Program Development Grant Funding
- Collaborate w/Saint Mary's
- Project Scoping Completed
- In Design Phase

Project Goals

Create website with Esri Story Maps to:

- Share accomplishments
- Provide public access to and interactive use of local wetlands GIS data
- Provide public access to summary water quality data
- Educate tribal members and the greater public on importance of wetlands

Website in Progress

Five Major Tabs

1. Home (*landing page is a SQUARESPACE™ Site*)



Five Major Tabs (continued)

2. Who We Are (Tribal History – Timeline Story Map)



Five Major Tabs (continued)

3. Water Resources

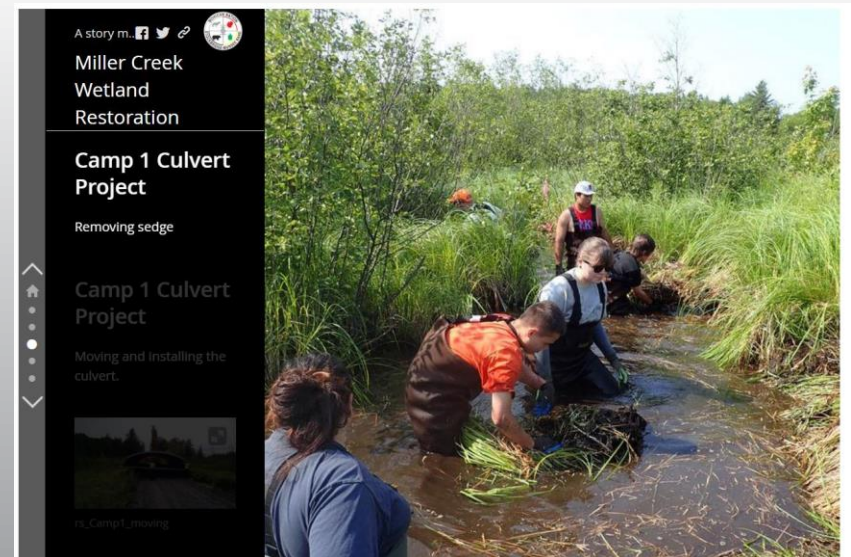
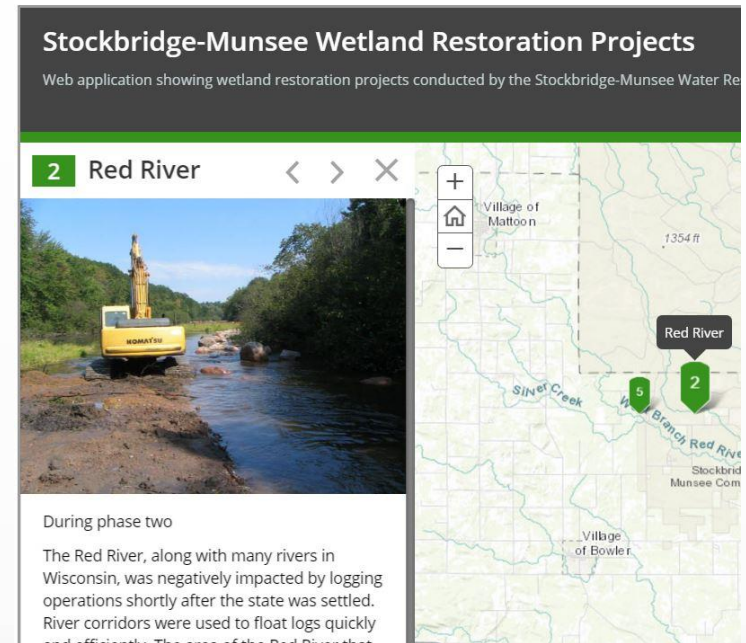
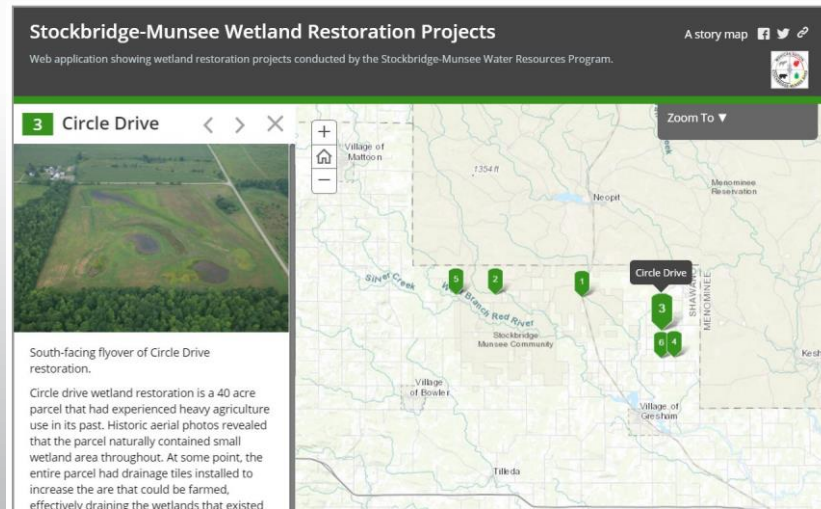
- Description of Program
- Water Resource Stats.
- Nonpoint Source
Pollution
Management
Plan



Five Major Tabs (continued)

4. Success Stories (Story Maps)

- Wetland Restoration
- Miller Creek
- Restored Wetland Functions



Five Major Tabs (continued)

5. How You Can Help

- Complete Our Survey
- Links To Partners
- Contact Us
(direct form to email)

Email *

Name *

<input type="text"/>	<input type="text"/>
First Name	Last Name

Are you attending? *

Who else is coming with you? *

Song suggestions?

SUBMIT

Brief Website Demo

<https://roger-meyer-kgdh.squarespace.com/>

Learned/Learning

- Organization & Wire Framing to Start
- Content is Critical!!!
- Design for Multiple Platforms
 - Consistently Check Phone After Desktop Changes

Next Steps

- Continue making edits
- Continue to get feedback
 - How to solicit it?
- Explore Testing with a Group of Testers (e.g., in-house, lay people, etc.)
- Launch it
- Maintain/Transfer

Questions?

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