Digitizing the Past to Empower 21st Century Research
The Year in Review
2010 by the Numbers

2010 was a year marked by a significant shift in providing user access to maps and aerial photography in full-quality TIFF format. The usage totals for 2010 provide clear evidence of the shift to increased usage of Flickr to discover MAGIC’s historic maps. Included below are highlights from 2010.

Keywords
Included below are the most frequent keyword searches and keywords leading to MAGIC from a search engine.

<table>
<thead>
<tr>
<th>Rank</th>
<th>MAGIC Website Keywords</th>
<th>Search Engine Keywords</th>
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<tbody>
<tr>
<td>1</td>
<td>Hartford ▲</td>
<td>UConn MAGIC ▼unch</td>
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<tr>
<td>2</td>
<td>Tolland ▲</td>
<td>MAGIC UConn ▲</td>
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<td>3</td>
<td>New London ▲</td>
<td>.sid file ▼</td>
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<td>4</td>
<td>New Haven ▲</td>
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<tr>
<td>5</td>
<td>Connecticut ▼</td>
<td>UConn Map ▲</td>
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<td>6</td>
<td>Fairfield ▲</td>
<td>CT GIS ▲</td>
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<td>7</td>
<td>Newtown ▲</td>
<td>.sid files ▼</td>
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<tr>
<td>8</td>
<td>Danbury</td>
<td>Connecticut GIS data</td>
</tr>
<tr>
<td>9</td>
<td>Norwalk</td>
<td>UConn Maps</td>
</tr>
<tr>
<td>10</td>
<td>Waterbury</td>
<td>UConn MAGIC Maps</td>
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</tbody>
</table>

Traffic Sources
- 21.3% Direct Traffic
- 42.4% Search Engines
- 36.4% Referring Sites

Most Frequently Visited

<table>
<thead>
<tr>
<th>Rank</th>
<th>Pages Visited</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Homepage ▼ench</td>
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<tr>
<td>2</td>
<td>Connecticut GIS data ▲</td>
</tr>
<tr>
<td>3</td>
<td>Historical Maps ▼</td>
</tr>
<tr>
<td>4</td>
<td>Aerial Photos ▲</td>
</tr>
<tr>
<td>5</td>
<td>SID Help Page ▼</td>
</tr>
</tbody>
</table>

MAGIC Website Quick Facts
- Time on MAGIC’s website: 3:17 minutes
- Number of Visits: 128,554
- Number of Page Views: 197,327
- Number of Average Page Views: 3.22 pages
- Number of Countries: 148 Countries
- MAGIC 2.0 Online Maps Visits: 15,234

MAGIC’s Blogs
- Outside the Neatline Visits: 4,587 ▲
- MAGIC News & Updates Visits: 761 ▼

Flickr Historical Maps
- Flickr Map Views: 130,913 (255% increase from 2009)
- Most Frequently Viewed Map: 2,326

Web Content Views Total
281,283

(Flickr, Facebook, MAGIC 2.0 Online Maps, MAGIC Website, and MAGIC’s Blogs)
On the Line:
An NEH-Funded Grant Partnership with Trinity College
by Jack Dougherty

During the 2010-11 academic year, MAGIC was awarded a $100,800 grant from the National Endowment for the Humanities (NEH) to support collaborative digital research with Jack Dougherty, Associate Professor of Educational Studies at Trinity College in Hartford. Together, MAGIC staff and Dougherty are creating interactive historical maps for a freely accessible web-book, titled On the Line: How Schooling, Housing, and Civil Rights Shaped Hartford and its Suburbs. This grant was the only digital humanities fellowship awarded by NEH in its 2010 competition.

"America's metropolitan history has been shaped by boundary lines," argues Dougherty. His research draws connections between real estate agents who maintained discriminatory color lines, mortgage lenders who engaged in redlining, elected officials who drew exclusionary residential zoning lines, and suburban homebuyers who shopped for more desirable public schools across attendance lines. By integrating maps into the text of this online book, Dougherty documents structural changes in the Capital region during the twentieth century, as well as first-person perspectives from "civil rights activists who fought to cross over, redraw, or erase these lines."

Midway through their one-year grant period, Michael Hower and Jack Dougherty and colleagues have publicly previewed their work-in-progress for librarians, archivists, public historians, social studies teachers, and technology specialists at UConn, Trinity, Central Connecticut State University, Hartford Public Library, Connecticut Historical Society, the Connecticut Humanities Council, and the Connecticut State Library. Also, students from public high school classrooms in Hartford have explored interactive maps in their classes and offered valuable feedback. Visitors are encouraged to visit the On the Line website and submit their comments online at: OnTheLine.trincoll.edu

MAGIC GeoCommons
Collaborative Space

In Fall 2010, the MAGIC GeoCommons (formerly the Map Library Reading Room) was transformed thanks to funding from the University of Connecticut Libraries Planning Team. The space that was once dominated by large tables with minimal seating was transformed by the addition of new tables, chairs, and the addition of another 46-inch LCD screen.

This new space offers seating for 30 students (instead of the previous 14 seats) and the space can be reconfigured to allow for both collaboration with small and large groups. The new furniture was installed during the last week of the semester before finals and was immediately utilized by undergraduate students. Thanks to the tables being on wheels, the space can be easily reconfigured and each day students customize this space to accommodate collaborative projects.
For the past few years, users that desired to have a full-quality version of a historic map or aerial photograph had to contact us at MAGIC in order to obtain the image in TIFF format. Once a request is received at MAGIC, the image(s) would be located on our archive server and then each image would be sent to the user via a temporary link. While most requests could be fulfilled within 24 hours (Monday - Friday) the need to provide instant, on-demand access to these TIFF images was apparent from our users.

Beginning in the Summer of 2010, MAGIC began to offer users access to TIFF images for the Connecticut USGS Topographic Map Collection by adding direct links to these images on Flickr and MAGIC’s website. In addition to providing TIFF images, each of these topographic maps were georeferenced, thus further increasing the value of these maps to our users.

MAGIC intends to provide access to TIFF images of each of our digitized maps and aerial photographs. By the end of 2010, users had access to TIFF images of the entire Connecticut USGS Topographic Map Collection, most of the Historical Maps Collection, and the entire 1970 Aerial Photography Collection for Connecticut.

This entire service is thanks in large part to the efforts of the University of Connecticut Libraries Information Technology Services staff as they have expanded storage space available to enable MAGIC to offer this service to our users. Additional TIFF maps and aerial photographs will be made accessible over the upcoming year so be sure to check our website: magic.lib.uconn.edu.

Full-quality maps in TIFF Formats
Available 24/7/365

In Fall 2010, the Center for Population Research, the University of Connecticut Department of Geography, MAGIC, and the Office of Policy and Management formed a collaboration to locate the Connecticut State Data Center at MAGIC. The Connecticut State Data Center serves as Connecticut’s contact for U.S. Census related inquiries and assists state agencies, municipalities, media, non-profits, and the general public. Dr. Jeffrey Osleeb (UConn Department of Geography Chair) serves as the principle investigator for the Connecticut State Data Center and Michael Howser (at MAGIC) coordinates the Connecticut State Data Center’s efforts, including graduate assistants that assist with data processing and inquiries. With the upcoming release of the 2010 U.S. Census data in 2011, the Connecticut State Data Center will be able to provide increased public access to data while also providing data in map-friendly formats. Check out the Connecticut State Data Center website at: ctsdc.uconn.edu
Presentations

In 2010, MAGIC provided a number of presentations to increase awareness of new products and resources available from MAGIC. True to MAGIC’s collaborative mindset, several of the presentations involved multiple collaborators ranging from faculty to librarians to graduate students.


Howser, Michael & Miller, Bill. “Maps and GIS Data for the 21st Century” on June 8, 2010 at Fuss & O’Neill (Manchester, CT).

Dunn, Jeffrey & Howser, Michael “The 'Where' in Education: Integrating Curriculum through Spatial Thought” on July 11, 2010 at the ESRI Education User Conference (San Diego, CA).

Dunn, Jeffrey “What is GIS” on August 2, 2010 at the Connecticut Geographic Alliance Teachers Workshop (Storrs, CT).


Avery, David “Augmenting the Reality of the Classroom: Integrating Location-Based Concepts Within the Curriculum” on October 15, 2010 at EDUCAUSE 2010 (Anaheim, CA).

Miller, Bill "Navigating the World through Online Map Sources" on October 15, 2010 at the Osher Lifelong Learning Institute (Waterbury, CT).

Dougherty, Jack & Howser, Michael “On the Line Project Preview and Feedback” on October 19, 2010 at Trinity College (Hartford, CT).


Dougherty, Jack, Howser, Michael & Tatem, David “Mapping Connecticut History and Spatial Inequality with On The Line” on November 17, 2010 at GIS Day 2010 (New Britain, CT).

Dougherty, Jack, Howser, Michael & Miller, Bill “On the Line: A Preview and Feedback Session” on December 13, 2010 at the Hartford History Center (Hartford, CT).
Workshops & Publications

To meet the needs of our users, MAGIC offered multiple workshops in 2010 to encourage participants to integrate maps and geospatial data in their research and within the classroom. In addition to workshops, through a collaboration between the Connecticut Geographic Alliance and MAGIC, a series of publications were developed for the Hartford Courant that included maps created by Jeffrey Dunn, a PhD student in the UConn Department of Geography.

- Creating Custom Maps using ArcGIS
- Geo-everything - NERCOMP Workshop
- Georeferencing Maps - Basics
- Geotagging: Putting Your Photos on a Map
- Google Earth - Basics
- Google Maps - Basics
- Google Maps Mash-ups - Basics
- Google Maps Mash-ups - Advanced
- Incorporating Maps within a Presentation
- Making Maps Online
- Transforming Data into Maps

Collaborations are key to the ongoing success at MAGIC. In 2010, the Connecticut Geographic Alliance and MAGIC developed a one-day interactive workshop for Connecticut’s K-12 teachers to explore maps and geospatial data to incorporate within the classroom. This workshop provided teachers with an opportunity to explore Google Earth, Google Maps, and multiple online map resources to provide students with engaging interactive resources that can strengthen geo-literacy skill development.

This workshop featured presentations by Jeffrey Dunn, PhD student in the UConn Department of Geography, and Jack Dougherty, Associate Professor of Educational Studies at Trinity College. Participants received continuing education units (CEUs) and participants developed potential plans for integrating the information from the workshop into the classroom.

Special thanks to the Connecticut Geographic Alliance for promoting this workshop and to the UConn Libraries for sponsoring lunch for the participants.

Publications

Dunn, Jeffrey J. Cartographer for Hartford Courant News In Education "Geography Is On The Map" Series
- September 24, 2010 "Gulf Oil Spill"
- October 8, 2010 "Food Exchange"
- October 22, 2010 "Connecticut Watershed"
- December 10, 2010 "Ring of Fire"

MAGIC Internships
An Undergraduate Experience

The MAGIC internship program offers undergraduate students in the University of Connecticut Libraries Map and Geographic Information Center - MAGIC. The internship experience at MAGIC is designed to provide students with an opportunity to enhance their geospatial skills and a customized project is developed based on each participants interests. This program began in January 2010 with Chelsea Leiper and Joshua Strunk being the first undergraduate students to participate in the program. Chelsea’s internship focused on digitizing and georeferencing historical maps from MAGIC’s collections, Joshua’s internship focused on developing geospatial datasets as well as developing FGDC metadata for each dataset.

Each project results in additional datasets and maps which are then made available to the public via the MAGIC website (magic.lib.uconn.edu). Special thanks to Dr. Jeffrey Osleeb, Dr. Robert Cromley, and Dr. Anji Seth for supporting the MAGIC internship program and we look forward to providing additional internship experiences!
Want to know the latest from MAGIC? Follow us!

The University of Connecticut Libraries Map and Geographic Information Center - MAGIC continues to expand our online offerings of maps and geospatial data. To keep current on the latest news, resources, and offerings follow MAGIC on Twitter, become a fan of MAGIC on Facebook, and view our Blog at outsidetheneatline.blogspot.com

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