Featured Maps
@ MAGIC

Annual Report

2009

Digitizing the Past to Empower
21st Century Research

magic.lib.uconn.edu

MAGIC Transforms into

MAGIC 2.0

In a span of just twelve months, a significant transformation has occurred as maps and geographic data have been transformed into an interactive, searchable, and dynamic user experience, know as MAGIC 2.0. At the very heart of this transformation were the users of MAGIC as we explored website statistics, user feedback and other online map collections for inspiration. A series of themes began to emerge with users preferring easy -to-use tools which do not require special software or plug-ins, the importance of pre-viewing maps and data before downloading, and the ability to search for maps in a Google like search interface. Throughout 2009, each of these user requested features were incorporated into a redesigned MAGIC website, know as MAGIC 2.0.

MAGIC News & Updates Blog

MAGIC 2.0 Website

MAGIC WMS

Historical Mash-up

Links added to Delicious

Create Your Own Mash-up

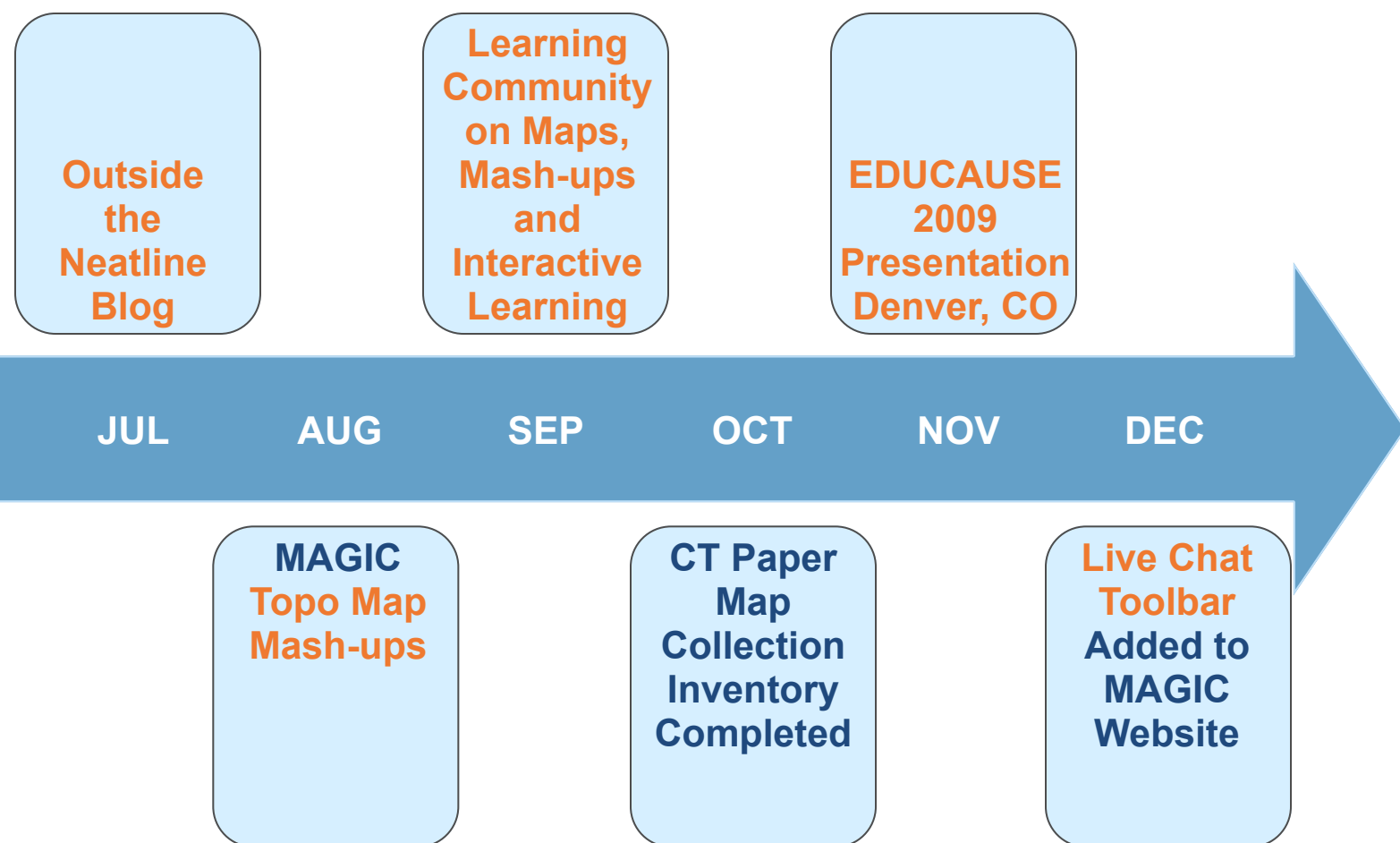| JAN | FEB | MAR | APR | MAY | JUN |

Historical Maps Added to Flickr

Search Options Added to MAGIC Website

GIS Data Page Redesigned

Improving the ability for users to locate maps and GIS data available from MAGIC involves multiple approaches as we strive to make relevant materials more readily discoverable via search engines, as well as, through our website. To facilitate this discovery process, MAGIC uploaded hundreds of historical maps to Flickr, developed a customized search engine for MAGIC's website, and two new blogs were developed to showcase new resources and to share relevant information with MAGIC's users. By increasing the ability to search within our collections, the global community is able to quickly locate maps and GIS datasets for Connecticut. By increasing the discoverability of this information MAGIC is enabling users to expand the role of maps in 21st century research.

Outlined below are a series of milestones from 2009 which range from website enhancements to presentations.

Outside the Neatline Blog

Learning Community on Maps, Mash-ups and Interactive Learning

EDUCAUSE 2009 Presentation Denver, CO

| JUL | AUG | SEP | OCT | NOV | DEC |

MAGIC Topo Map Mash-ups

CT Paper Map Collection Inventory Completed

Live Chat Toolbar Added to MAGIC Website

Data For Everyone!
Data Access Transformed

At the very heart of the transformation of MAGIC's Geographic Information Systems (GIS) data pages were the users of MAGIC. With MAGIC serving a diverse range of users, the goal of the redesign of the data pages was to identify areas for improvement that would increase satisfaction from the users perspective. As we prepared for this redesign, we analyzed user feedback, and a series of themes began to emerge:

- Desire for easy-to-use tools which did not require special software or plug-ins
- Ability to preview maps and data before downloading
- Google like search interface
- Ability to add data in Google Earth

Throughout 2009, each of these user requested features were integrated into MAGIC 2.0 via our website and online map viewer. One of the greatest enhancements of the year was the transformation of the Connecticut GIS data page. This page was transformed into a streamlined interface which enables users to download data in 2 commonly used projections, download a KML version for viewing in Google Earth (a Mac and Windows friendly GIS data viewing platform), and the ability to preview datasets in Google Maps. The Google Maps preview also enables users to directly add GIS data to their own customized map via the Google Maps My Maps feature in just one click.

Featured Data

| Layer Name	Type	Year	Scale	Source	Metadata	Download Shapefile (CT State Plane)	Download Shapefile (WGS 84)	Download KML	Preview in Google Maps
State County Boundaries		2008	var	US Census					
Connecticut Towns		2008	var	US Census					

For more details about the revised MAGIC data page visit:
magic.lib.uconn.edu/connecticut_data.html

GeoCommons
Collaborative Learning Space

In July 2009, MAGIC's Map Reading Room was transformed into the GeoCommons Collaborative Learning Space. The GeoCommons space enables students, faculty, staff, and community members to explore MAGIC's digitized resources while also enables the development of new scholarship with a geographic emphasis. This collaborative learning workstation includes software which empowers users to create and incorporate maps and geographic data into videos, presentations, documents, websites and more.
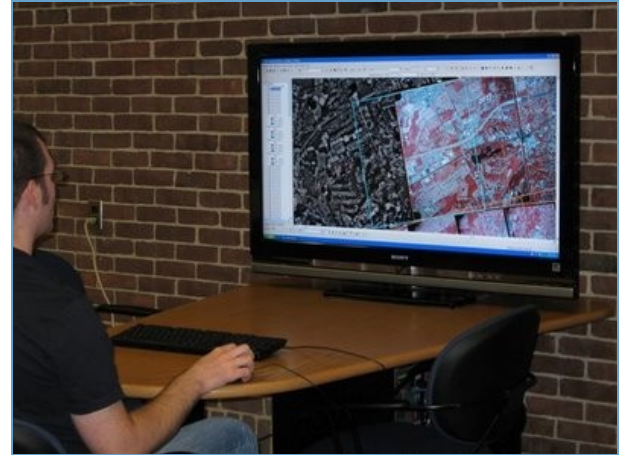
During the fall semester, the GeoCommons was utilized by the public to: create maps for incorporation in a PowerPoint presentation, group poster creation, editing video from a presentation, creating and editing images with Adobe's Photoshop, generating maps, exploring data using Google Earth, and collaborative research. The GeoCommons space is available during all hours the Homer Babbidge Library is open.

Included below are just a few of the opportunities the GeoCommons enables along with the relevant software available for each project:

Audio Editing & Podcasts
- Adobe Soundbooth
- Audacity

Data Manipulation
- Microsoft Access
- Microsoft Excel

Image Creation & Editing
- Adobe Fireworks
- Adobe Illustrator
- Adobe Photoshop

Map Creation
- ArcGIS 9.3
- Google Earth
- Google Sketchup

Presentation & Publications
- Adobe Acrobat Pro
- Adobe In Design
- Adobe Photoshop
- Microsoft PowerPoint
- Microsoft Publisher
- Microsoft Word

Video Editing & Podcasts
- Adobe Premiere Pro
- Adobe After Effects

Web Development
- Adobe Dreamweaver
- Adobe Flash

ⓘ For more details about the GeoCommons and future development visit:
magic.lib.uconn.edu/geocommons.html

The Year in Review
2009 by the Numbers

During 2009, MAGIC focused on collecting data in order to determine usage of digitized collections and to focus on expanding content based of user driven data. Outlined below are a few highlights from the year 2009.

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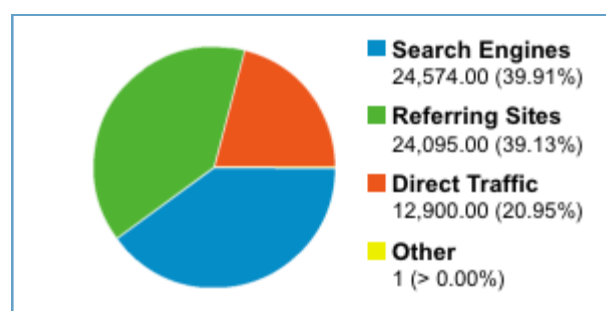Included below are the most frequent keyword searches and keywords leading to MAGIC from a search engine.

MAGIC Website Keywords

Rank	Search Terms
1	Connecticut
2	Hartford
3	Tolland
4	Waterbury
5	New Haven
6	Stonington
7	Mansfield
8	Middletown
9	New London
10	Granby

Search Engine Keywords

Rank	Search Terms
1	uconn magic
2	sid file
3	magic uconn
4	.sid file
5	sid files
6	magic
7	connecticut gis
8	ct gis
9	uconn map
10	wolcottville, conn

MAGIC Website Traffic Sources

- **Search Engines** 24,574.00 (39.91%)
- **Referring Sites** 24,095.00 (39.13%)
- **Direct Traffic** 12,900.00 (20.95%)
- **Other** 1 (> 0.00%)

Most Frequently Visited Pages

Rank	Page Visited
1	MAGIC Homepage
2	Historical Maps
3	Connecticut Data
4	SID Help Page
5	Aerial Photos

MAGIC Website Quick Stats
- Time on MAGIC's Website: 3:31 minutes
- Number of Visits: 139,319
- Number of Page Views: 215,312
- Number of Average Page Views: 3.5
- Number of Countries: 149
- MAGIC 2.0 Online Maps Visits: 20,622

MAGIC's Blogs
- Outside the Neatline Visits: 2,115
- MAGIC News & Updates Visits: 1,158

New & Returning Users
- New: 40,867 (66.37%)
- Returning: 20,703 (33.63%)
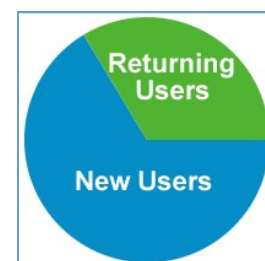
Flickr Historical Maps
- Flickr Map Views: 36,875*
- Most Frequently Viewed Map:1,868

For more details about MAGIC's statistics visit:
magic.lib.uconn.edu/about_magic.html

Outside the Neatline
MAGIC's newest Blog

Outside the Neatline was developed as a result of graduate students at MAGIC looking for an opportunity to showcase maps from our collections and highlight resources of potential interest to the user community. This blog is a collaborative effort between Jeffrey Dunn and Brandon Cramer initially started as an experiment that quickly grew, thanks largely to the promotion of this new blog via Facebook, a social networking site. As this blog continues to evolve, our goal is to provide the public a better understanding of how maps can be utilized within their own research and in the classroom.

The Outside the Neatline blog is focused on a few key areas:

- **Featured Map of the Week** - Highlights maps selected by the staff from MAGIC's collections.
- **How in the World?** - Provides insights into how maps are digitized and transformed to enable new research.
- **Did You Know?** - Provides facts, definitions, and highlights new resources related to maps and GIS.
- **And More!** - We're continuously improving this blog so check often and feel free to suggest additional content for this blog.

Since the first blog entry was published in July of 2009, the blog has received over 2,000 visitors! Featured topics include: 1890s Chicago World's Fair Map, 1911 Montana Map, 1902 Columbus, Ohio Map, 1909 Sleeping Sickness Distribution Map in Africa, Hartford Connecticut 1640 and 1893 Maps, and the Indian Trails of Connecticut Map. Some of these maps include interactive, searchable map mash-ups to enable users to compare changes over time and demonstrate how maps can enhance your research.

> For more details about the Outside the Neatline Blog visit:
> **outsidetheneatline.blogspot.com**

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EDUCAUSE 2009
## MAGIC 2.0's International Début

At the EDUCAUSE 2009 Conference in Denver's Convention Center on November 5, 2009, MAGIC presented to an audience of approximately 70 people, including online participants via a live broadcast. This presentation titled "Mix, Mash and Share: Empowering 21st Century Research with Maps" highlighted the steps that MAGIC has taken to transform the map collection into an online, interactive environment which enables users, regardless of the experience, to explore our collections.

The presentation at EDUCAUSE 2009 highlighted multiple ways that institutions small and large can enable the development of "geo" resources regardless of budget and empower users to integrate maps within their research in new and exciting ways. Participants in this presentation session stated:

"These two were infectious in their enthusiasm, and inspiring in terms of what they saw as their goals and how they put in place tools that could get them, and their faculty and students, to that place."

"This presentation provided clear evidence of how the Horizon Report can not only inform one's thinking but also create a new energy which enhances the users experience."

MAGIC's recent developments have been influenced by the 2009 Horizon Report, co-authored by EDUCAUSE Learning Initiative and the New Media Consortium. This report highlights the emerging need for "Geo-Everything" within higher education over the next few years and MAGIC looks forward to implementing more services and resources which build upon the Horizon Report in the coming years!
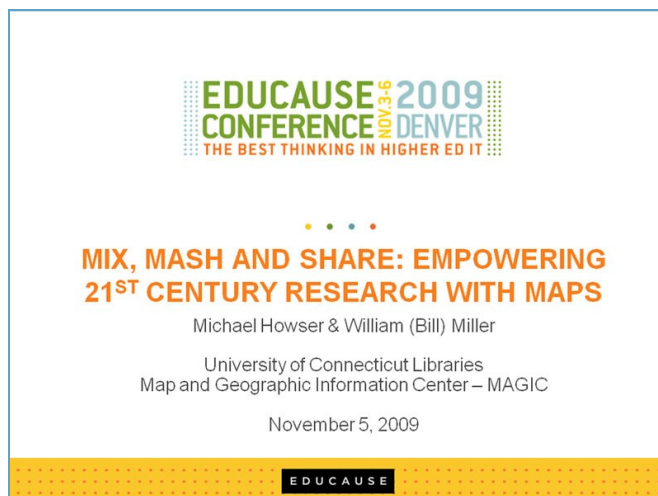
For more details about MAGIC's EDUCAUSE 2009 presentation visit:
magic.lib.uconn.edu/about_magic.html

MAGIC's Staff
Making Magic Happen Everyday

Driving the innovative spirit of MAGIC are the staff that continuously explore ways to improve the user experience with locating and using maps and GIS data. One of our staff innovators, Benjamin Spaulding, departed MAGIC in August 2009 to begin a new job at Progeos, a company which focuses on developing online mapping interfaces. This innovative mindset continues on with all the staff at MAGIC. The staff look forward to providing our users with more innovations and enhancements in the years to come. Included below are all the staff that helped make 2009 a MAGICal year.

Thomas Bachant
Specialty: Mobile Applications

Jacqui Boothroyd
Specialty: Data Migration & Management

Brienne Boss
Specialty: Aerial Photo Digitization

Joel Cinteron
Specialty: Scanning & Collections Management

Brandon Cramer
Specialty: Scanning & Collections Management

Diana Deng
Specialty: Aerial Photo Digitization

Steven Daniels
Specialty: Scanning & Collections Management

Jeffrey Dunn
Specialty: Aerial Imagery & Dataset Creation

Tia Hogan
Specialty: Mobile Applications

Michael Howser
Specialty: Web Development & GIS Data Research

Anna Kuziara
Specialty: Data Migration & Management

Cary Lynch
Specialty: Georeferencing Maps

Kate Miller
Specialty: Scanning & Collections Management

William (Bill) Miller
Specialty: Cataloging & Historical Research
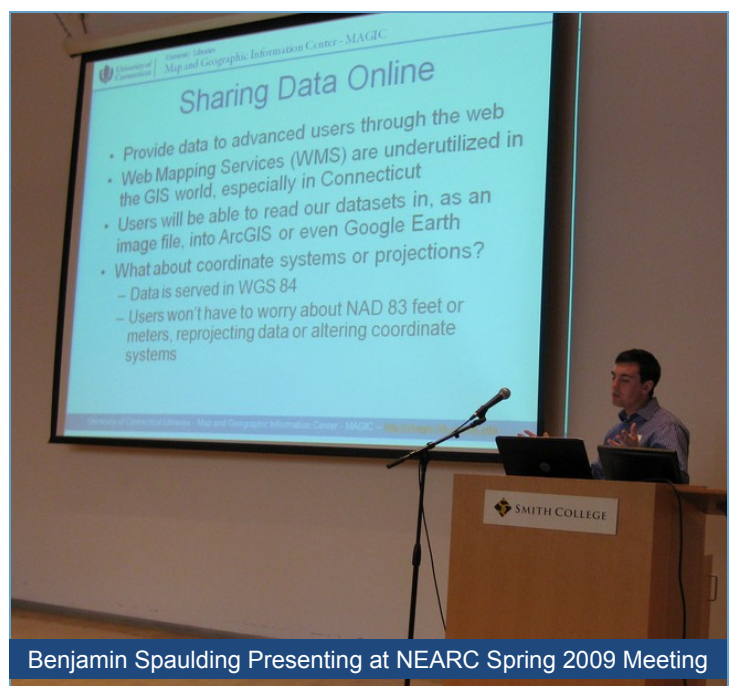
Devin Paige
Specialty: Scanning & Collections Management

Doug Sands
Specialty: Metadata Creation & Quality Control

Benjamin Spaulding
Specialty: Web Development & Data Creation

Benjamin Spaulding Presenting at NEARC Spring 2009 Meeting

Presentations

Dunn, Jeffrey J. "MAGIC 2.0 Overview" on November 18, 2009 at Connecticut GIS Day 2009 (Hartford, CT).
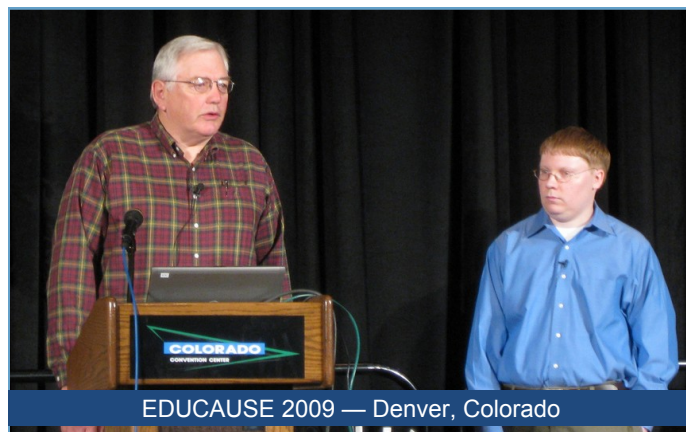
Howser, Michael & Miller, Bill. "Mix, Mash, and Share: Empowering 21st-Century Research with Maps" on November 5, 2009 at EDUCAUSE 2009 (Denver, CO).

Howser, Michael & Miller, Bill. "Library Collections Meet Web 2.0 – Tools for "Wow!, Cool!, Awesome!" User Experiences" on June 5, 2009 at the New England Library Instruction Group (NELIG) annual program (Portland, ME).

EDUCAUSE 2009 — Denver, Colorado

NEARC Spring 2009 — Northampton, Massachusetts

Howser, Michael. "MAGIC 2.0: Discovering Research Resources in New and Exciting Ways" on April 24, 2009 at the University of Connecticut Geography Department (Storrs, CT).

Howser, Michael. "MAGIC 2.0: Maps and Geographic Data meet Interactivity" on April 17, 2009 at the Educational Technology Meeting (Storrs, CT).
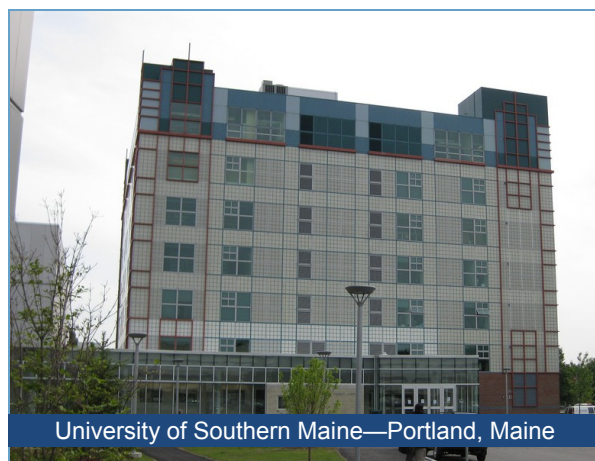
Spaulding, Benjamin. Northeast Arc Users Group Spring Meeting, 2009. "Creating WMS Google Mash-Ups using Historical GIS Data from MAGIC" on May 12, 2009 (Northampton, MA).

Spaulding, Benjamin. Geospatial Infrastructure and Technology Association Annual Meeting, 2009. "Developing Online GIS Technology for Historical GIS" on April 21, 2009 (Tampa, FL).

University of Southern Maine—Portland, Maine

ⓘ For more details about MAGIC's presentations visit:
magic.lib.uconn.edu/about_magic.html

Awards & Grants

Howser, Michael & Miller, Bill. "Office of Long Island Sound Projects (OLISP) Digital Aerial Photo Compression and Indexing" funded by the Connecticut Department of Environmental Protection for May 1, 2009 to May 1, 2011.

Dougherty, Jack (Trinity College), Howser, Michael & Miller, Bill. "Integrating Spatial Mapping with Civil Rights History in Metropolitan Connecticut" pending approval from the National Endowment for the Humanities (NEH) for June 1, 2010 to May 31, 2011.

Dougherty, Jack (Trinity College), Howser, Michael, & Miller, Bill. "Living and Learning on the Line: Integrating Spatial Mapping with Northern U.S. Civil Rights History" pending approval from the American Council of Learned Societies (ACLS) for June 1, 2010 to May 31, 2011.

Dougherty, Jack (Trinity College), Howser, Michael, & Miller, Bill. "Living and Learning on the Line: Integrating Spatial Mapping and Simulations with Civil Rights History" pending approval from the National Endowment for the Humanities (NEH) for June 1, 2010 to May 31, 2011.

Miller, William. "New Haven, Hartford and New York Railroad Valuation Map Digitization Project" funded by the University of Connecticut Libraries Digital Collections Team for December 15, 2009 to June 30, 2010.

Cooke, Thomas, Zhang, Chuanrong & Howser, Michael. "Online Mapping and Data Access" pending approval from the Intermediate Research Equipment Competition at the University of Connecticut for February 1, 2010 to June 30, 2013.

Publications

Dunn, Jeffrey & Howser, Michael. Having Fun with Maps: A Faculty Learning Community Approach. University of Connecticut Libraries Newsletter, 2.

Howser, Michael. MAGIC 2.0: Interactive, Collaborative, and User Friendly. University of Connecticut Libraries Newsletter. 2.

McLeod, N.(2009, October). Case Study - Geospatial Data Distribution Cadcorp web-based GIS software drives the MAGIC in Connecticut. GEOconnexion International Magazine, 40-41.

> ℹ If you are interested in collaborating with MAGIC on grants and/or publications contact us at: **magic@uconn.edu**

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