



# Using MACLA's Map Tool

This paper presents examples of documenting, displaying, and discussing the social impact of MACLA through the use of geographic maps. Nine cultural arts organizations, all part of the Space for Change award program administered by Leveraging Investments in Creativity (LINC)<sup>1</sup>, participated in this study by providing budgetary data, programming information, and data regarding visitors and programming clientele. We provide examples of how data on community and local support can be mapped geographically and used in various settings from internal management discussions to part of grant applications.

The map tool created for MACLA was developed to assist the organization in documenting and articulating its community setting and support. The map tool can be found on MACLA's 'front page' of our web site at <u>http://web.williams.edu/Economics/ArtsEcon/MACLALINC.html</u>. There you will find a MACLA map option with an overlay of Census variables for Santa Clara County, and a map option with an overlay of Census variables for the five mile (local) area around MACLA.<sup>2</sup> We offer the choice because one geographic region may be of more interest than the other in writing particular types of reports. Sometimes it would be more useful to show where in the county one is developing partners or attracting participants; other times the local area may be of greater interest. In this paper we will work with the Santa Clara County map, but everything presented here also applies to the 5 mile radius map.

We do not provide interpretations of the many interesting aspects of MACLA's online map here. Rather this paper presents a description of how to use the online, interactive map tool to explore questions about MACLA's neighborhood and support systems that might arise. This brief paper provides information on how to use the online mapping tool to:

- change the Census variables displayed on the map;
- change the address lists displayed on the map;
- add new address data to the map; and
- create a copy of the map to include in a report.

## How to change the Census variables displayed on the map

MACLA's interactive map has 23 Census variables available for viewing. The default variable when the map opens is percent poor. Clicking on the drop-down box in the right hand window shows the choice of Census variables, as shown in Figure 1.

<sup>&</sup>lt;sup>1</sup> For additional information on the Space for Change program see <u>http://www.lincnet.net/artist-space/ford-foundation-planning-and-pre-development-grants</u>, accessed 2/21/2012.

<sup>&</sup>lt;sup>2</sup> The Census overlay does not make a perfect circle with 5 mile radius around MACLA. It shows all Census block groups with any part falling within a 5 mile radius; this explains the slightly more jagged display.



Figure 1: Change the Census Variables Displayed on the Map

On the interactive map, select '% Hispanic' from the list. Zoom in a bit to see the neighborhood around MACLA. Figure 2 presents Census block groups shaded according to the percentage of residents who identify as Hispanic.



Figure 2: MACLA's Neighborhood and Percent Hispanic

#### How to change the address lists displayed on the map

Four lists of addresses were mapped for MACLA: its 2011 mailing list; its 2007 mailing list; new additions to the 2011 mailing list; and deletions that occurred from the 2007 mailing list. The default when the map opens is that none of the lists of addresses are displayed. To choose an address list click the "on" button next to the list name. Turn 'on' the 2011 mailing list. The result is shown in Figure 3.





MACLA is a community-based arts organization promoting multicultural arts as a vehicle for civic dialogue and social equity. Rooted in the Chicano/Latino experience, MACLA intersects many communities, cultures, and aesthetic approaches. Given that MACLA's mailing list is based on audience attendance and supporters, Figure 3 shows that not only has MACLA developed a strong following in San Jose but its support extends northward up through San Francisco and to Berkely. For a relatively small cultural arts organization, its visibility in California is significant.

#### How to add new address data to the map

In order to describe how to add new data to MACLA's map, we must work with a hypothetical situation. For our hypothetical case, let us say that MACLA wants to develop an arts initiative with local area public high schools. As a first step, MACLA might want to know the locations of the high schools in the San Jose Unified School District. It is possible to do this using the "Geocode" button included on MACLA's map page.

Click on the "Geocode" button and a new window opens. Addresses of high schools in the San Jose Unified School District can be copied and pasted into the Geocoder box from many sources such as an Excel spreadsheet or a Notepad text file. For the example below we pasted addresses of the 8 high schools in the district.<sup>3</sup> The addresses do not need to be formatted in a special way, just one address per line. Within the Geocoder box, choose whether you want large markers or small for the addresses (we chose large) and the color of the markers (we chose red). Figure 4 shows the program at this point.



## Figure 4: Adding High School Locations

<sup>&</sup>lt;sup>3</sup> We used addresses of high schools in the San Jose Unified School District available at <u>http://www.sjusd.org/school/district/info/C237</u>, accessed 2/23/12. The list of addresses is provided in Appendix A so you can practice with the Geocoder.

Now click the "Show Geocoded Addresses" button. The Geocoder box closes and the new addresses are visible on the map. If you click on one of the red markers, typically it opens a bubble with the name of the school and its address. In some cases there is the additional option of viewing archived photos of the area through Google Maps Streetview. The new addresses can be shown by themselves or with the MACLA mailing lists.





Unlike address maps created by us as part of MACLA's online map tool, the address markers created using the Geocoder will not save permanently when the map is closed. You will want to save a copy of the addresses as an Excel spreadsheet or other file so that you may use them again in the Geocoder. You will also want to capture images of the map when it is made, so that you have copies for inclusion in reports. We discuss next how to do this.

#### How to prepare a map for inclusion in a report

Lastly, we describe how to prepare a map created with the interative map tool for inclusion in a report.<sup>4</sup> We will discuss the map of MACLA's 2011 mailing list in Figure 3 above. We have already provided the step by step instructions for creating that map.

Once the map is created, you will see a minus sign in brackets [-] in the corner of the right hand window of the computer screen. Click on this [-]. The window collapses such that the map key is now inside the map itself. It is possible to position both the map and the key for the best display. The F11 function key will expand the map so that it fills the screen, hiding your Internet toolbars.

On your keyboard press the Control key (Ctrl) and Print Screen key (Prt Scr) simultaneously. This command will capture a copy of your screen as you see it. Now press F11 again to have access to your toolbar and Word document. Paste the image you copied into the document. You can adjust the size of the map by grabbing a corner of the image with your mouse and pulling or pushing diagonally on the corner.

Finally, right click on the map image and choose 'Borders and Shading.' Choose 'Box' and Word will draw a box border around the figure in your document. This is how Figure 3 above was formatted.<sup>5</sup> When you have completed these steps, return to the online interactive map. Click on the [+] in the key. The screen will return to its default state and you will have all the options of the navigation buttons at the top.

## <u>Summary</u>

The information and examples provided here demonstrate how to use the interactive map tool created for MACLA. The map tool is meant to be an additional resource for MACLA to explore the demographics of its community and its support in the region. The tool is free, publicly available, and interactive.

With the discussion here to guide you, you can go to MACLA's interactive map tool on our web site at <u>http://web.williams.edu/Economics/ArtsEcon/MACLALINC.html</u> and explore Census variables in relationship to MACLA's supporters. You can create dozens of maps and prepare relevant ones for inclusion in reports. The interactive map tool will be available to MACLA in the future, and it will be possible for addresses related to new initiatives to be mapped.

<sup>&</sup>lt;sup>4</sup> These instructions are for a PC.

<sup>&</sup>lt;sup>5</sup> There are differences not only between PC programs and programs for Mac, but also differences in different versions of Word and differences that may occur depending on the Internet browser you use. The instructions here are meant to give you a general idea of how to format the completed map. You may have to do an Internet search for equivalent actions depending on the configuration of programs on your machine.

# Appendix A

# Sample data to use in Geocoder at <a href="http://web.williams.edu/Economics/ArtsEcon/mappages/MACLA/MACLACountyMap/MACLACountyMap.htm">http://web.williams.edu/Economics/ArtsEcon/mappages/MACLA/MACLACountyMap/MACLACountyMap.htm</a>

Gunderson High School	622 Gaundabert Lane San José, CA 95136
Leland High School	6677 Camden Avenue San José, CA 95120
Lincoln High School	555 Dana Avenue San José, CA 95126
Pioneer High School	1290 Blossom Hill Road San José, CA 95118
San José High School	275 North 24th Street San José, CA 95116
Willow Glen High School	2001 Cottle Avenue San José, CA 95125
Broadway High School	4825 Speak Lane San José, CA 95118
Downtown College Prep - Charter School	1460 The Alameda San José, CA 95126