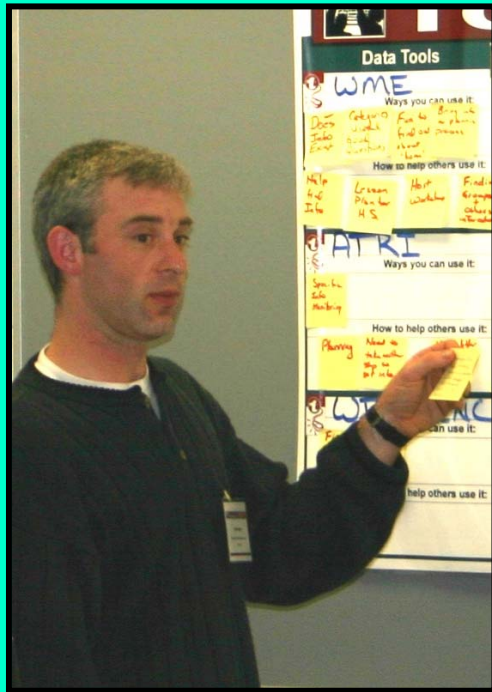


# Webcasting as a Training Method for Internet GIS Resources



Dan Bellrichard and  
Dreux J. Watermolen,  
Wisconsin DNR



# Presentation Outline



- “Internet Tools for Natural Resources: Local Government Webcast Series”
- Webcast survey design and administration
- Results from our evaluation efforts
- Conclusions and implications for using webcasting as a training method for GIS applications

# Presentation Outline

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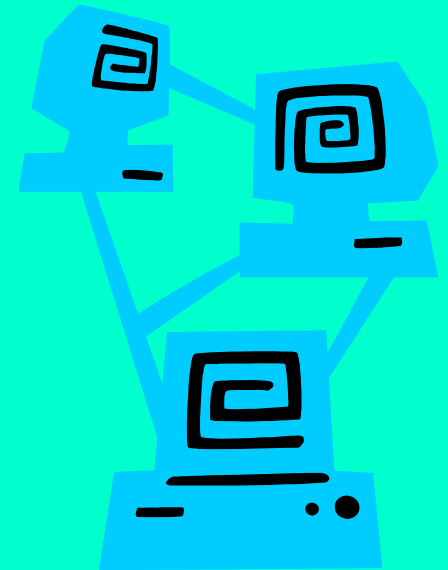
- **“Internet Tools for Natural Resources: Local Government Webcast Series”**
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# Our Approach

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## 2005

- Participation in UW-Extension's Local Government Center WisLine Series.
  - Held "Computer Tools for Comprehensive Planning" session.
- Planned "Internet Tools for Natural Resources: Local Government Webcast Series."



# Local Government Webcast Series

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## 2006

- Internet Tools for Finding Natural Resources Data and Soils Information (Jan)
- Internet Mapping Tools for Water Resources (Feb)
- Internet Mapping Tools for Land and Biological Resources (March)
- Internet Modeling Tools for Predicting Impacts of Land Use Change on Runoff (April)



# Webcasts

- Webcasting feature overview
- Internet tools program overview
- Tool demonstration
- Questions



# Webcasting

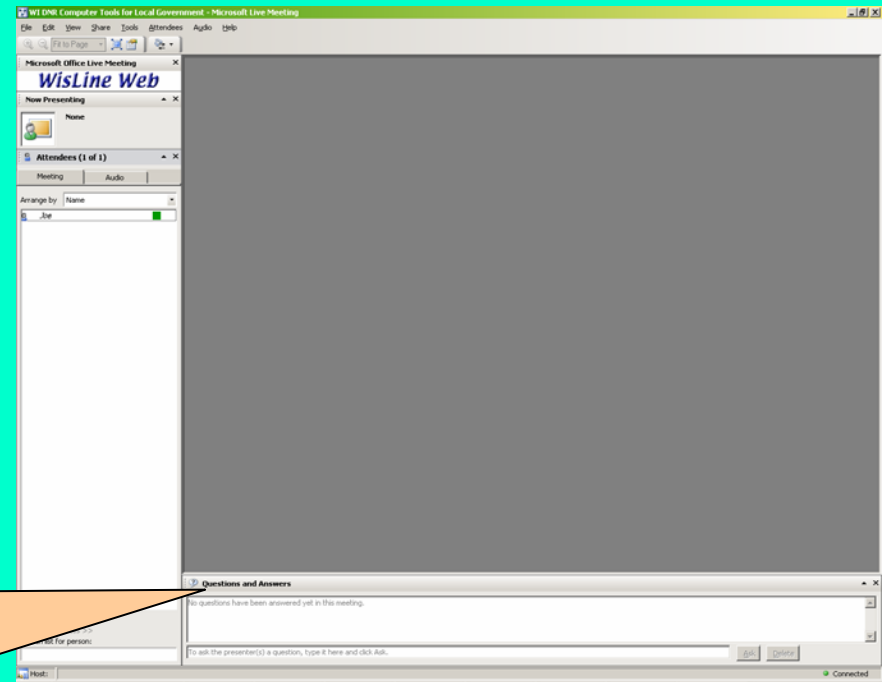
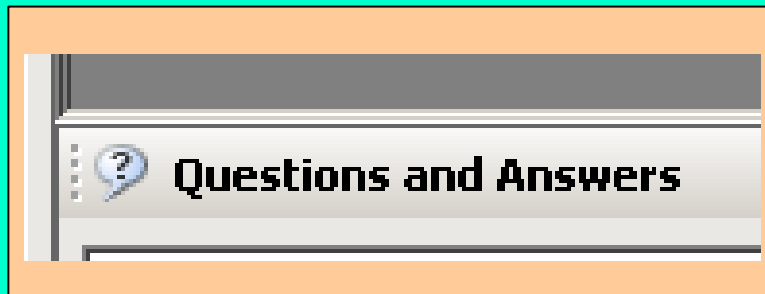


- Capture and record audio, video, and data in one streamed media presentation
- Can be live or recorded and archived
- Interactive
- Cost-effective

# Webcasting

## Asking a question

- 1 question at a time
- Can answer privately
- Can answer publicly





# Webcasting

Communicate  
with us

The screenshot displays a webcasting interface. At the top, there is a dropdown menu labeled "Arrange by" with "Name" selected. Below this, a participant card for "Joe" is visible, featuring a profile picture and a green status indicator. To the right of the participant card is a detailed information panel for "Joe", including fields for "Email:", "Phone:", and "Role: Attendee". A "Mood:" dropdown menu is open, showing several options with corresponding color swatches: "Proceed" (green), "Slow Down" (red), "Speed Up" (blue), "Need Help" (yellow), "Proceed" (green), and "I'm Happy To Be Here" (purple). The "Proceed" option is currently selected.

This screenshot shows a Microsoft Office Live Meeting window. The main content area displays a presentation titled "WisLine Web". On the left side, there is a sidebar with a "Mood" dropdown menu that is open, showing the same options as seen in the larger screenshot: "Proceed", "Slow Down", "Speed Up", "Need Help", "Proceed", and "I'm Happy To Be Here". The "Proceed" option is selected. At the bottom of the window, there is a "Questions and Answers" section with a text input field and buttons for "Ask" and "Cancel".

# Promotion

- Wisconsin Towns Association (WTA) annual conference
- UW-Extension's Environmental Resource Center (ERC)
- WDNR website

**Tuesday, January 24**  
10:30 a.m.-12:00 p.m.  
Internet tools for finding natural resources data and soils information

**Tuesday, February 28**  
10:30 a.m.-12:00 p.m.  
Internet mapping tools for water resources

**Tuesday, March 28**  
10:30 a.m.-12:00 p.m.  
Internet mapping tools for land and biological resources

**Tuesday, April 25**  
10:30 a.m.-12:00 p.m.  
Internet modeling tools for predicting impacts of land use change on runoff

**web · cast** (wēb' kăst) *n.* 1. A live, interactive event – very much like a radio program, with the added feature of viewing visuals on the Internet.  
2. A great opportunity for elected officials!

- ✓ Learn about free and easy-to-use Internet tools that can help you manage and care for community resources entrusted to you.
- ✓ Log in. We'll show you how the webcast will work. And then we'll show you how to use the featured Internet tool of the month. It's as easy as 1-2-3.
- ✓ You will receive a comprehensive information packet that will help you use the tool long after the webcast.
- ✓ Participate in the one session that interests you or register for them all!

Sponsored by the Wisconsin Department of Natural Resources and University of Wisconsin-Extension's Environmental Resources Center

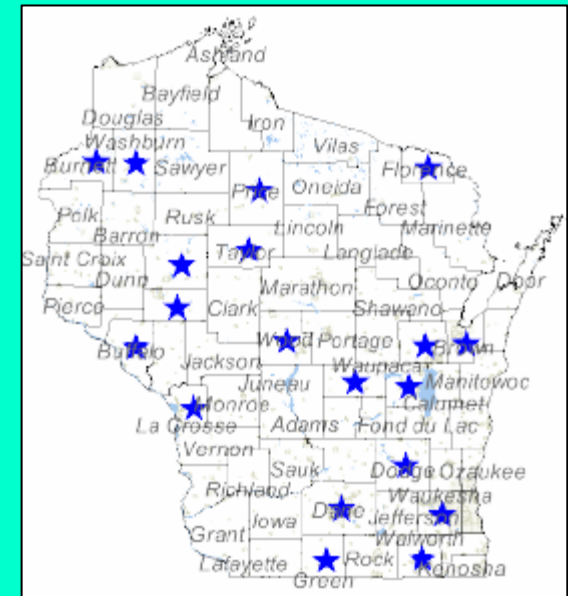
Visit <http://dnr.wi.gov/org/es/science/landuse/CompTools/local.htm> for more information and registration, or contact Dana Lucero at (608) 266-5227 or [dana.lucero@dnr.state.wi.us](mailto:dana.lucero@dnr.state.wi.us)

**Free Training**

*Don't miss this opportunity!*

# Registration

- Online
- Two options to view webcast
  - At county extension office
  - On own computer
- All but one UW-Extension county office agreed to participate



# Webcast Materials

## Instruction E-mail Sent to Participants One Week Prior to Each Webcast

**Tuesday, February 28, 2006**

**10:30 a.m. - 12:00 p.m.** (arrive at least 15 minutes early to start on time)

**Internet Mapping Tools for Water Resources**

In this email you will find instructions on how to connect to the web and audio portions of this Tuesday's webcast. You will also find a contact number for help with technical difficulties. If you have any questions, you can contact me at the number below. \*\*\*Please do not forward this message on to anyone else. We must account for the number of reserved lines.\*\*\*

### To Attend the Webcast

#### WEB PORTION

You may join the web portion up to 1/2 hour prior to the start time. Join the event by clicking on the following link: <https://www.livemeeting.com/c/ws/lineweb/join>

(Note: the "S" in "https" if you type in the web address.)

On the Join Meeting page that appears, enter the following information:

---- Display Name: [Enter your name/county]

---- Meeting ID: **Tools**

---- Meeting Key: [Leave blank]

Click the Join Meeting button at the bottom of the page. The conference window will begin loading.

#### AUDIO PORTION

To access the audio portion (about 5-10 minutes prior to the start of the session) dial the following phone number:

**Toll free: +1 (888) 677-9189**

**(in Madison): 316-0022**

**Participant code: 0938#**

### Technical Support

For help with the audio portion of your conference, call the WisLine Help Line: **1-800-442-4614**. For computer support, please contact your IT support staff.

### Web Conference Tips and System Requirements

For webconferencing tips and tutorials, links to the browser check, and a complete list of system requirements: <http://www.uwex.edu/ics/wweb/tips.htm>

## Instruction E-mail Sent to Participants One Week Prior to Each Webcast

**Tuesday, April 25, 2006**

**10:30 a.m. - 12:00 p.m.** (arrive at least 15 minutes early to start on time)

**Internet Mapping Tools for Land and Biological Resources**

In this email you will find the materials to accompany the tools to be featured during this Tuesday's webcast session.

-- Instructions for using Long-term Hydrologic Impact Assessment (pdf)

-- Instructions for using Digital Watershed (pdf)



DigitalWatershed\_I\_THIA\_Instructions... pdf(386 KB...

In addition, the following attachments provide information and links to more resources for free, web-based computer tools you can use for planning, conservation, and environmental protection.

-- Resources for Computer Tools (pdf)

-- Using Computer Tools to Find the Information You Need (pdf)

-- Using Computer Tools for Make the Maps You Need (pdf)

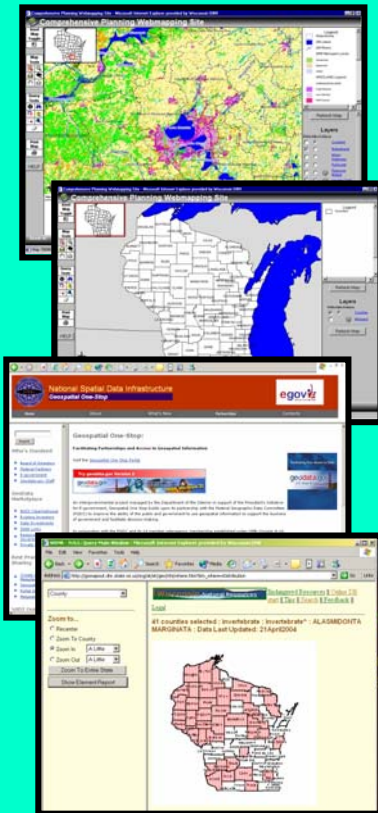


Resources for Computer Tools.p... Tools to Find t... Tools to Make t...

For more information and resources about Internet tools, visit <http://dnr.wi.gov/org/es/science/landuse/CompTools/>. For questions about this Tuesday's webcast, do not hesitate to contact me.

Dana Lucero, Land Use Planner  
Wisconsin Department of Natural Resources  
Integrated Science Services, SS/BW  
P.O. Box 7921, Madison, WI 53707-7921  
608-266-6227; 608-266-6226 fax  
dana.lucero@dnr.state.wi.us

# Featured GIS/IMS Tools



- WiscLINC (US)
- Web Soil Survey (US)
- WDNR Surface Water Data Viewer (WI)
- WDNR Web View (WI)
- Natural Heritage Inventory Database (WI)
- Comprehensive Planning Web Mapping (WI)
- Long-term Hydrologic Impact Assessment (US)
- Digital Watershed (US)

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# Webcast Survey

- Evaluate effectiveness of webcast
- Six months after first webcast
- Email-based
- Met with social scientist

SURVEY  
April 25th, 2006  
Internet Modeling Tools for Predicting Impacts of Land Use Change on Runoff

In the April 25th session we told you about a tool called L-THIA. An overview of the tool was provided as well as a live

1) Did you participate in this session?  
 Yes  
 No → Please send a blank reply to this e-mail and we will send a survey for a different session you registered for

2) After the webcast, how interested would you say you were in trying L-THIA?  
 Very interested     Somewhat interested  
 Not too interested     Not at all interested

3) What would you say is your understanding of how L-THIA can be applied to your work? Would you say you  
 Very good     Good     Fair     Poor     Unsure

4a) Before the webcast we sent you an instruction sheet for L-THIA. Do you recall receiving the instruction sheet?  
 Yes     No → Please go to question 5.

4b) Would you say the instruction sheet was:  
 Very helpful     Somewhat helpful  
 Not too helpful     Not at all helpful

5) How confident do you feel in using L-THIA on your own?  
 Very confident     Somewhat confident  
 Not too confident     Not at all confident

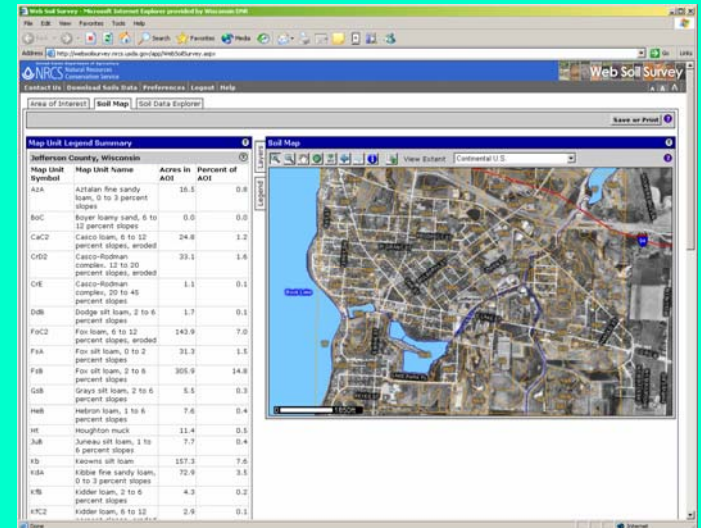
6) How confident do you feel that you can show others how to use L-THIA?  
 Very confident     Somewhat confident  
 Not too confident     Not at all confident

7) Are there opportunities to use L-THIA in your work?

13 questions

# Webcast Survey

- Surveyed only one of the tools demonstrated at each webcast
- Sent equal number of surveys for each session





# Webcast Survey

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Administered to all participants registered for one or more sessions.

Questions:

- Assess interest in using
- Assess understanding of application
- Assess prepared materials

# Webcast Survey

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Administered to all participants registered for one or more sessions.

Questions:

- Assess current use
- Assess ability to teach others to use
- Assess likeliness of future use
- Assess preference in training method



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# Evaluation Results

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## Return Rate

63%

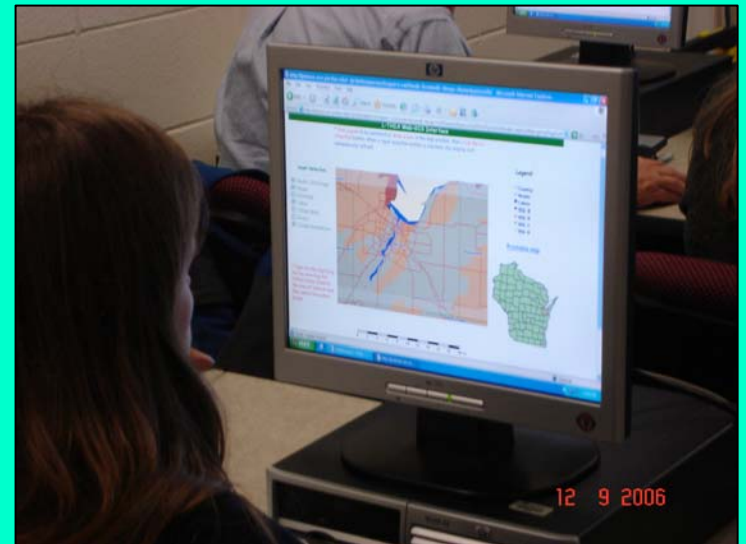
- 40 out of 64 returned the survey
  - 12 did not attend the webcasts
- Earlier webcasts received a higher rate of return



# Webcast Evaluations

93% of webcast participants stated:

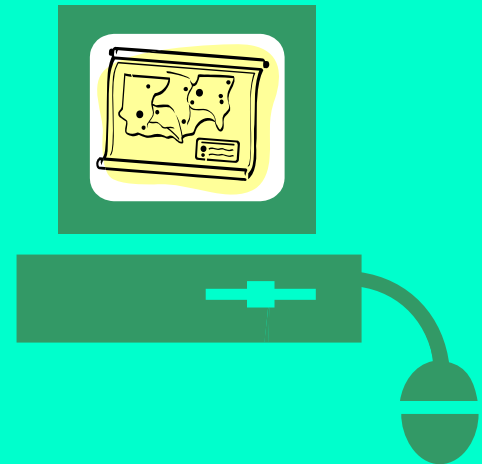
“After the webcast I was somewhat or very interested in trying the tool.”



# Webcast Evaluations

78% of workshop participants stated:

“I have a good or very good understanding of how the tools can be applied to my work.”



# Webcast Evaluations

96% of workshop participants stated:

“I am somewhat or very confident in using the tool on my own.”

67% of workshop participants stated:

“I am somewhat or very confident in showing others how to use the tool.”



# Webcast Evaluations

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Since the webcast:

82% visited the tool within 1 week after the webcast.

42% bookmarked the tool's website.





# Webcast Evaluations

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Since the webcast:

54% have used the tool for work two or more times.

75% stated "It is somewhat or very likely I will use the tool in my future work."



# Webcast Evaluations



Preference in training method:

44% would rather participate in a webcast.

30% would rather participate in a workshop.

11% didn't have a preference between the two.

15% were not sure what they preferred.

# Webcast Evaluations



## Reasons for preferring **workshops**

- Workshops would give a greater chance at interaction on what I need.
- If nether distance nor computer access were an issue, I would prefer workshops.

# Webcast Evaluations

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## Reasons for preferring **webcasts**

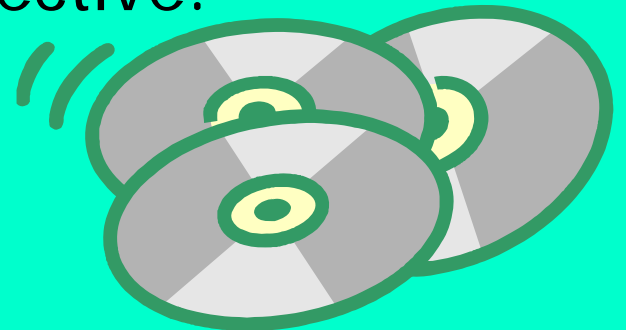
- Travel funds are very limited.
- It's just too difficult to get to an in-person workshop.
- Webcasts work fine, especially if there are others receiving it at the same site so that there is some in-person discussion.

# Webcast Evaluations

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## Reasons for preferring webcasts

- More staff can receive the training.
- Webcasts are more convenient, unless the workshop was onsite.
- Webcasts are more time and cost effective.
- Webcasts save time and are effective.

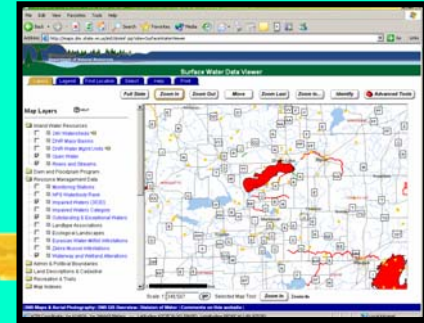


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# Conclusions



- There is significant interest in Internet GIS applications in the work of local government decision makers.
- Webcasting is an effective way to demonstrate Internet GIS applications.
- There is application of Internet GIS resources in the work of local government decision makers.

# Conclusions

- Local government decision makers prefer webcasting over workshops for introducing Internet GIS applications.
- Participants find it helpful to have an instruction sheet for future reference.

**COMPUTER TOOLS** for Planning, Conservation & Environmental Protection

Resources for Computer Tools

**Midwest Spatial Decision Support System Partnership**  
www.sds.uschisrc.com

This group develops, promotes, and disseminates web-based spatial decision support systems to help manage watersheds in the Midwest, and makes these systems freely available via the Internet.

**Using Computer Tools to Make Maps You Need**

Internet mapping tools allow the resulting customer to:

- the development and availability of web mapping software to the public. This opened a publication of historic data that would otherwise be inaccessible.
- local environmental protection and planning. The resulting information mapping tools allow you to access, download, and share maps that data is spatially aware in a way that would otherwise be difficult to do. This means "real time" data and means the most current information is available to you. The data and distribution used to create the maps are updated and changed, as do the maps.

**Wisconsin Land Information Clearinghouse**

View and find the WISCLINC at [www.dnr.wisconsin.gov/wisclinc](http://www.dnr.wisconsin.gov/wisclinc)

With WISCLINC you can access:

- ✓ Other land information websites
- ✓ Geospatial data
- ✓ Links to variable map services

The Wisconsin Land Information Clearinghouse (WISCLINC) is a portal to land information websites, geospatial data, variable map services, and more. WISCLINC, maintained by the Data Cartographer's Office, is a registered node in the national network of the [Digital Spatial Data Infrastructure](http://www.dnr.wisconsin.gov/digital) (DSI) geospatial clearinghouse.

WISCLINC is a first door to geospatial data discovery and dissemination in Wisconsin. It is a starting point and navigation aid to those searching for or searching with spatial data in Wisconsin.

**What's Inside?**

**WiseMap Viewer** is an online mapping application that shows open geospatial data. From different online sources and disparate data into a single view.

**Geodata Catalog** is a section where users can search for land information websites, geospatial data, and variable map services.

Additional information and links to the Wisconsin Land Information Program's Annual Survey, how to create and contribute your website, and background history about WISCLINC.

**To Use WISCLINC**

Click "OnData Catalog"

To begin your search, either use the County Map to jump directly to a county's data, or use the Search Boxes on the left for a more specific search.



# For More Information

For more information on webcasting with UW-Extension go to:

<http://www.uwex.edu/ics/webcast/about.htm>



The screenshot shows the website for Instructional Communications Systems (ICS). The header includes the ICS logo and the text "Instructional Communications Systems" with a search bar. A navigation menu contains links for Home, Services, About Us, FAQs, and Contact Us. The breadcrumb trail reads "Home > Webcast > About ICS Webcast". A sidebar on the left lists various services: Audioconferencing, Classroom/AV Support, Instructional Design, ExtendLMS@ICS, Multimedia Services, Videoconferencing, Web Development, Webcasting, and Webconferencing. The main content area is titled "About ICS Webcast" and includes a sub-heading "What is ICS Webcast?". Below this is an image of a computer monitor displaying a webcast interface. To the right of the image, there are two paragraphs of text explaining the system's capabilities. At the bottom left of the page, there is a small ICS logo and the word "Interactivity".

**ICS** Instructional Communications Systems | News & Information | Search |

Home Services About Us FAQs Contact Us

Home > Webcast > About ICS Webcast

**About ICS Webcast**

What is ICS Webcast?

It's a fully integrated system that allows the capture and recording of audio, video and data, such as PowerPoint slides, in one streamed media presentation. It automatically syncs a speaker's video with the delivery of his or her support data - such as graphics, slides, videotapes or DVDs - into one single, seamless presentation.

Presentations created with ICS Webcast can be presented live, so attendees can log in to an event URL and see and hear the presentation as it is happening, or presentations can be recorded and archived for later, on-demand viewing and distribution, either on CDs or on the Web.

Interactivity

# Acknowledgments



## **Dana Lucero**, Wisconsin DNR and **Elaine Andrews** UW-Extension:

- Developed the webcast series.
- Helped conduct the webcasts.

## Educators in **UW-Extension's County Offices**:

- Hosted webcast viewings for local participants.
- Promoted webcast series through the Environmental Resource Center.

## Wisconsin Towns Association:

- Promoted webcast series through their annual conference.

## **U.S. Environmental Protection Agency** (Office of Wetlands, Oceans, and Watersheds, Great Lakes National Program Office, and Region 5):

- Funded our efforts.

**We appreciate their assistance!**

# Thank you!



Questions?

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