

Mapping the Bay:

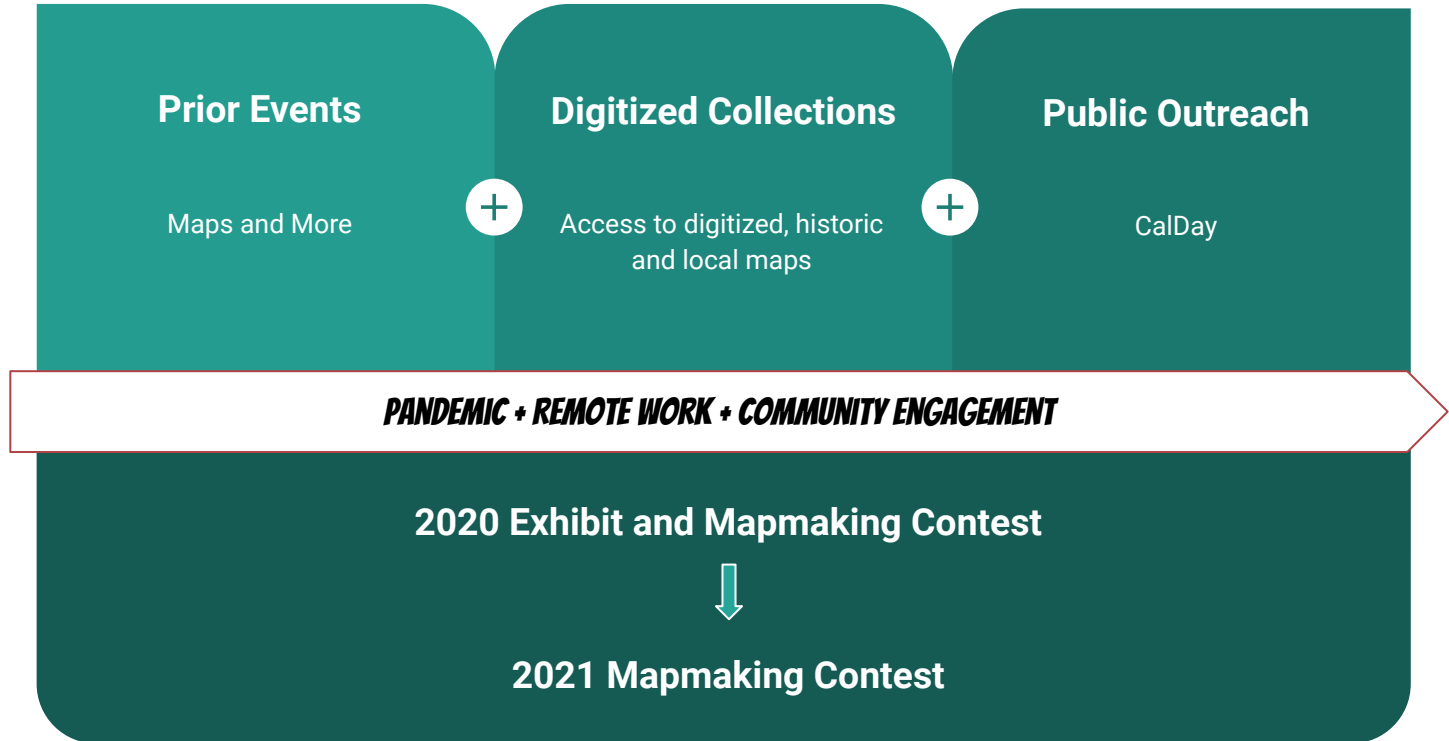
Engaging students and community
during the pandemic and beyond

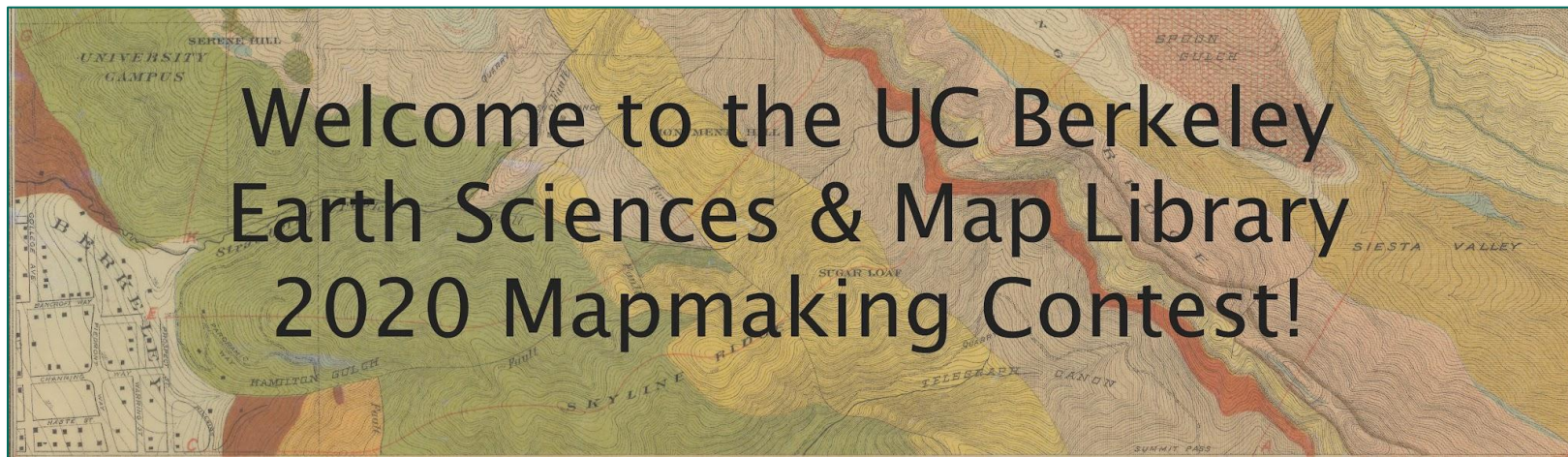
Bonita Dyess, Heiko Muhr, Erica Newcome, Susan Powell, Sam Teplitzky
UC Berkeley Earth Sciences & Map Library
UC Libraries Forum October 27, 2021

Outline

- Background
- 2020 Map Contest
- Mapping the Bay Exhibit
- 2021 Map Contest
 - 2021 - Mock Vote!
 - 2021 Results
- Discoveries
- Next steps
 - Possibilities for collaboration
 - Going forward - broader application for other libraries

Background





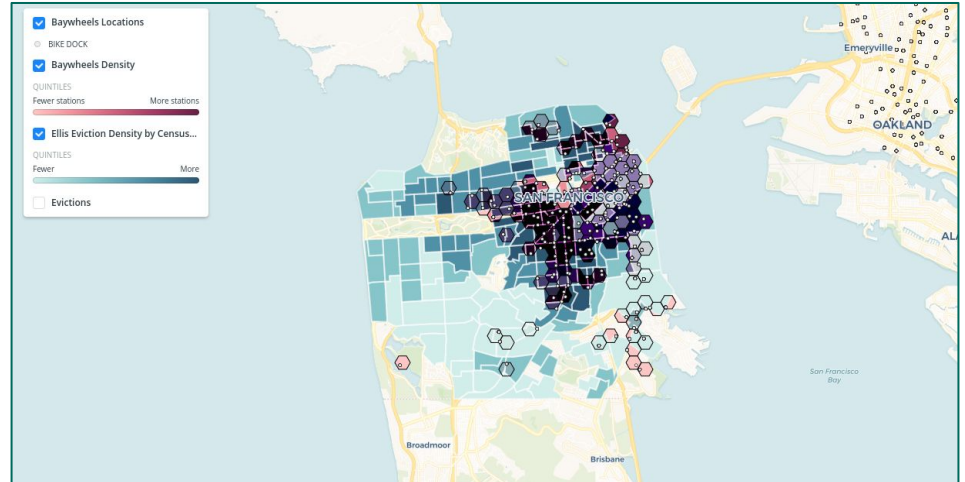
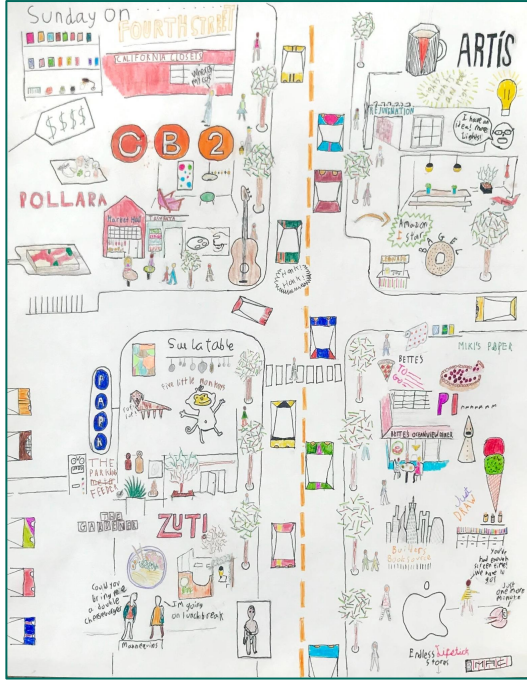
April 17 - May 8, 2020

Number of participants: 10

Number of winners: 3

Number of votes: ~ 400

2020 Map Contest



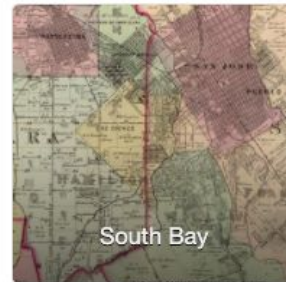
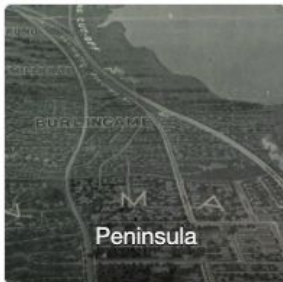
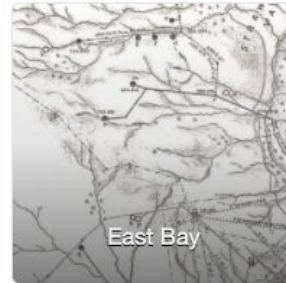
<https://exhibits.lib.berkeley.edu/spotlight/mapthebay/feature/map-contest-2020>

Mapping the Bay Exhibit

Introduction to Mapping the Bay: Exhibit & Student Mapmaking Contest

The maps in this online exhibit include highlights from the Earth Science & Map Library's [Historic Maps of the Bay Area Collection](#), supplemented with additional historic and modern maps. They are organized loosely by region (Bay Area as a whole, East Bay, North Bay, Peninsula, San Francisco and South Bay) and by theme. You will also see several different types of maps—nautical, topographic, geologic, road maps, census maps and more.

The exhibit is complemented by our [Mapmaking Contest](#) where Bay Area students are invited to map the bay using their own creativity, imagination and sense of what makes this region home. At the end of the contest their maps become part of the exhibit. We hope these maps, both new and old, inspire you to see the Bay Area in a new light.



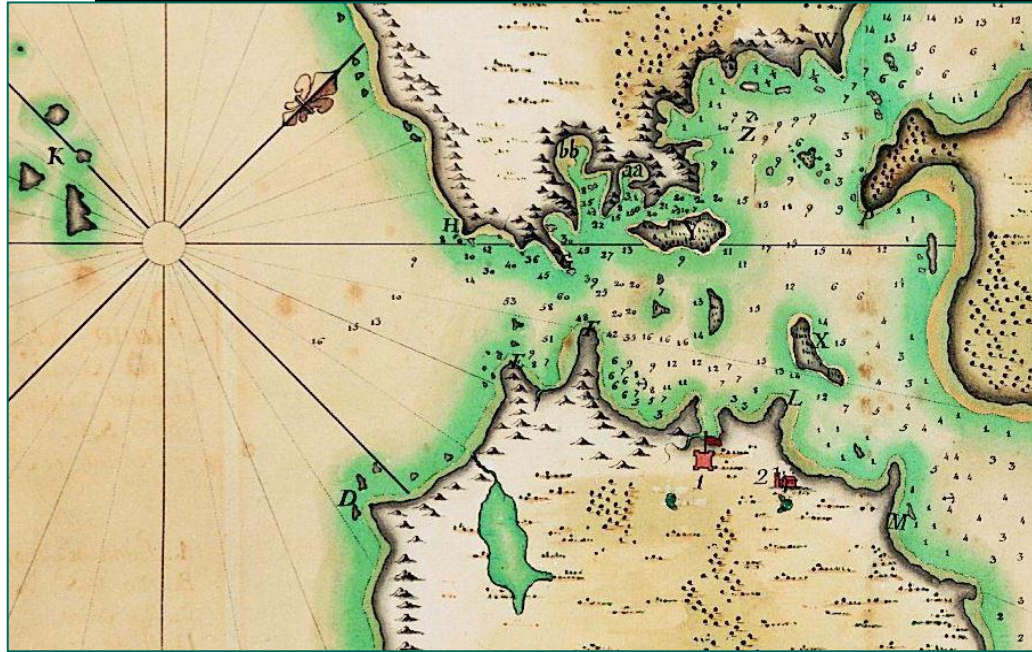
The Bay as a physical system

*Map of the region adjacent to the
Bay of San Francisco, 1873*



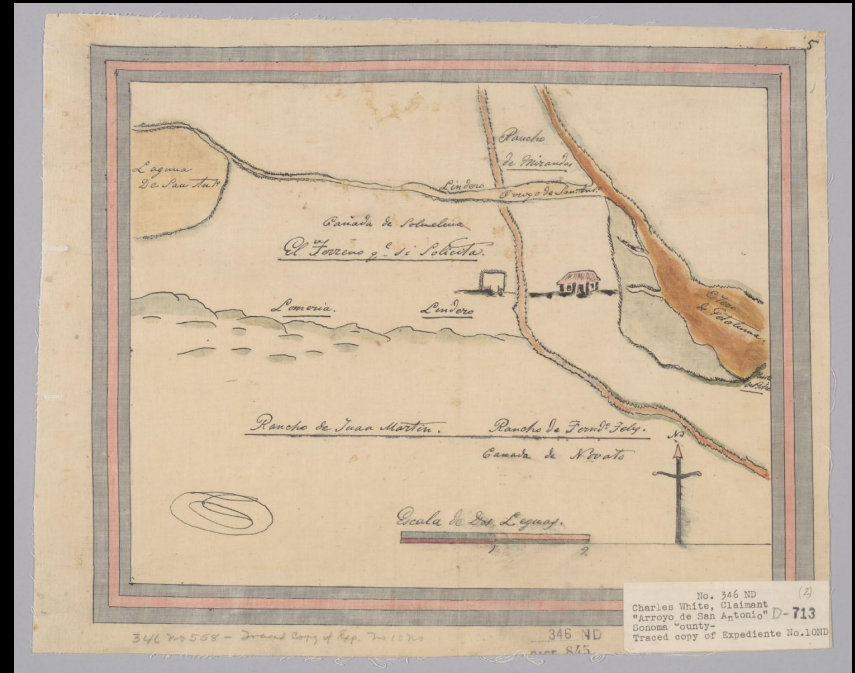
Historic representations

*Plano del puerto de Sn.
Francisco, 1776.*



Historic representations

*Diseño del Rancho Olompali :
Marin County, Calif., 184-?.*



2021 Contest

Preparation & Planning

- EART Meetings
- SPA email account
- Task list

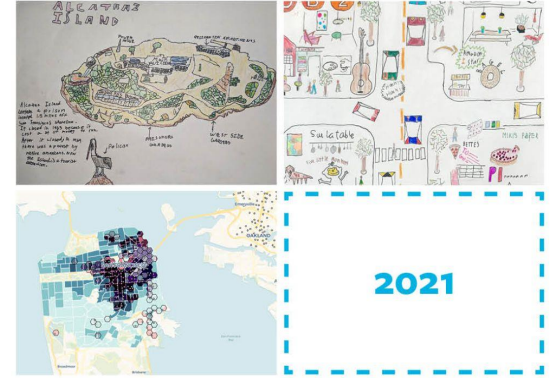
Outreach Efforts

- Blog post on Library Website
- Schools, colleges, public libraries, and STEM associations for BIPOC and LGBTQ+ members
- Library Communications Dept.

Map the Bay

Student Mapmaking Contest

Online submissions welcome
March 1-April 9, 2021!



Contest details at
ucblib.link/mapcontest
[@geolibrariyucb](https://twitter.com/geolibrariyucb)
[#MapTheBay](https://twitter.com/MapTheBay)

Berkeley Library
UNIVERSITY OF CALIFORNIA

Outreach: Library Communications team

You Retweeted
UC Berkeley Library @UCBerkeleyLib · Mar 24

BAY AREA STUDENTS!

Unleash your creativity. Submit YOUR work to @geolibrariucb's mapmaking contest!

Entries can be:

- Digital or hand-drawn
- Fantastical or realistic
- From students of ALL ages

ucblib.link/mapcontest #MapTheBay



UC Berkeley and 8 others

5 Retweets 8 Likes

You Retweeted
UC Berkeley Library @UCBerkeleyLib

LAST CHANCE!


You still have time to submit YOUR work to @geolibrariucb's mapmaking contest!

Entries can be:

- Digital or hand-drawn
- Fantastical or realistic
- From students of ALL ages

The contest closes at midnight!

ucblib.link/mapcontest #MapTheBay



You and 9 others

9:51 AM · Apr 9, 2021 · Twitter Web App

3 Retweets 3 Likes

You Retweeted
UC Berkeley Library @UCBerkeleyLib

VOTE NOW!

You showed us your incredible cartographic creations for @geolibrariucb's mapmaking contest.

Tell us: Which maps are your favorites?

ucberk.li/map-voting-2021 #MapTheBay



You and 9 others

9:30 AM · Apr 28, 2021 · Twitter Web App

4 Retweets 1 Quote Tweet 12 Likes

2021 Contest

- Instructor Collaboration
 - Cartography lecturer and undergraduate student participated as volunteer judges to determine the finalists
 - 11 Finalists selected (all categories represented)
 - Connections with classes can improve engagement
 - Evident with Maps and More exhibit series
- Prizes
 - Prizes this year: with a limited budget
 - Five \$50 gift cards

Results

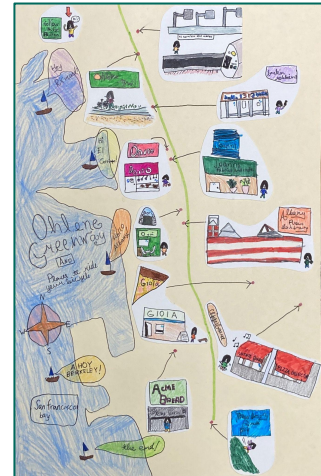
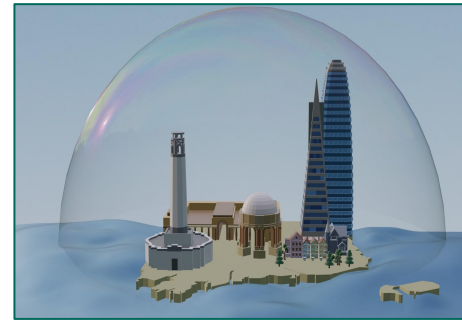
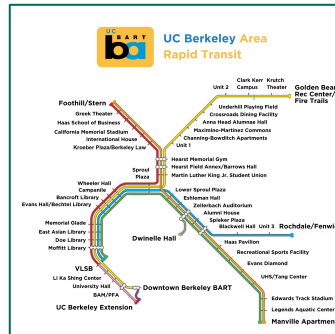
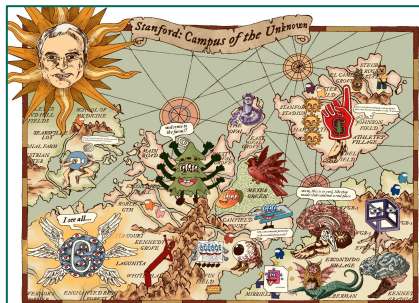
Number of submissions: 53

Number of winners: 5

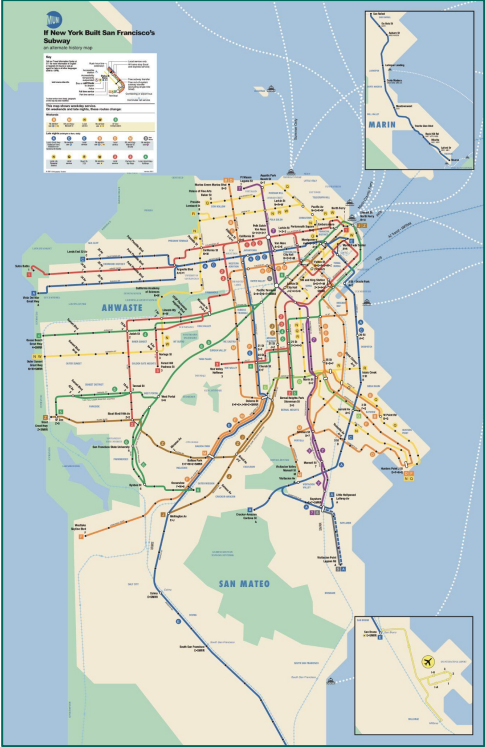
Number of votes: 845

Compared to
2020:

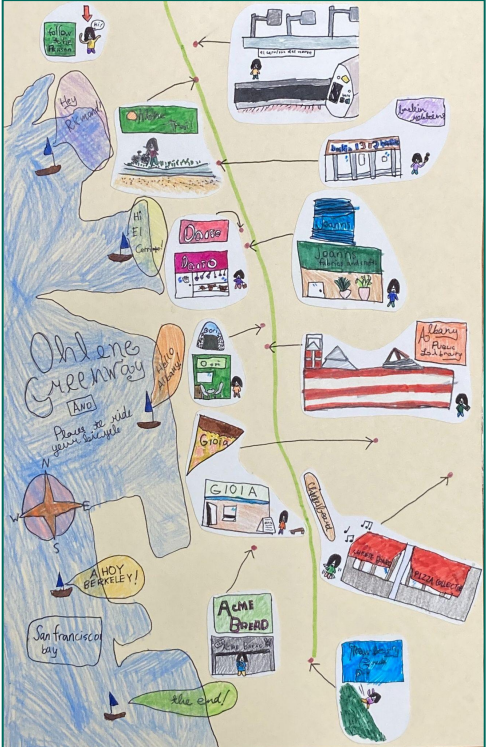
5X submissions,
dramatic increase



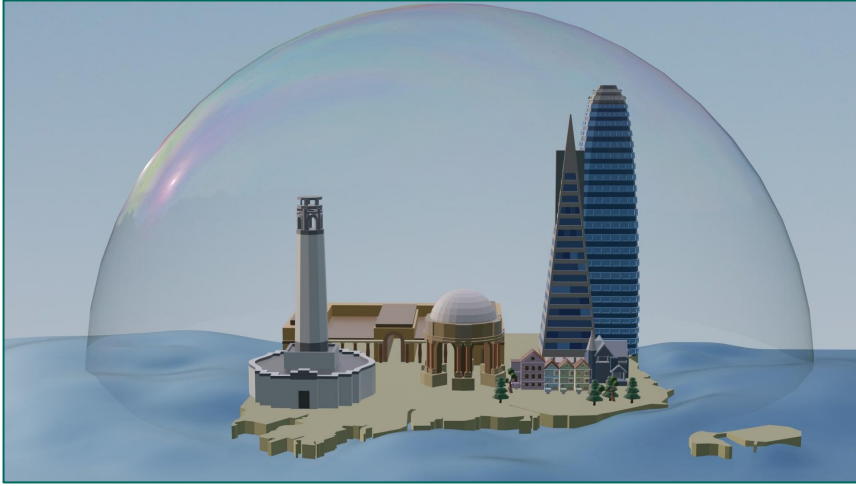
Pick your favorite map



A



B



C

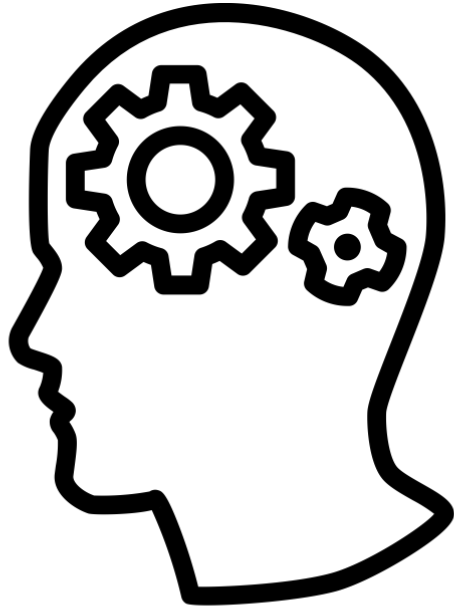


D →

A black magnifying glass is positioned horizontally against a light green background. The lens of the magnifying glass is centered and contains the word "Discoveries" in a white, serif font. The handle of the magnifying glass extends to the left.

Discoveries

Lessons Learned



- Categories for voting
- Outreach is crucial
- Deadlines during work hours
- Momentum takes time
- Encourage geological maps

Virtual Adaptations

- **Exhibit** - Spotlight
- **Collaboration** - Google Doc/Drive
- **Outreach** - shared email account
- **Contest Information** - LibGuide
- **Entries** - Google Form & Email
- **Voting** - Qualtrics





Outreach: Cal Day 202X?

Hybridize Map Contest

In-person → Map making workshop

+

Virtual → Zoom ArcGIS Online workshop



What is something special (digital or physical) from your library collection?

Add your answer into the chat.



This can be done at any UC Library!



“Thank you to you and the rest of the Earth Sciences and Map Library Staff for all the work you’ve done to put this competition together! It was a pleasure to compete and though I will no longer be a student next year, I look forward to seeing what next year’s contestants come up with!”

-K.A., UC Berkeley Undergraduate

Questions or Interested?

Please contact us at: eart@library.berkeley.edu



Pre-2020

Judges

2020

- ❑ Library Staff

2021

- ❑ Geography instructor
- ❑ Student
- ❑ Library Staff

2022?

- ❑ ↑ Faculty
- ❑ ↑ Students
- ❑ Library Staff