

Welcome to PolicyMap for Universities and Colleges! This unique license gives you access to over 80,000 indicators of data to create maps, tables, reports, and more. Access at [https://\[Your University Domain\].policymap.com/](https://[Your University Domain].policymap.com/)

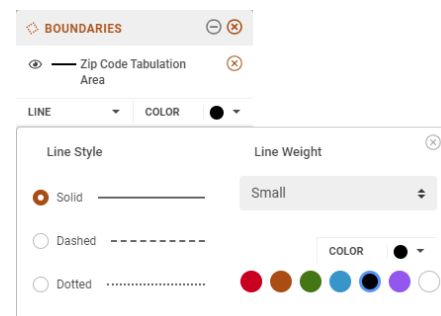
Create an Account – Creating an account in the upper right will give you your own private workspace. Find the login creator in the upper-right.

Search the Map – To start, specify a location using the location search bar. The location search allows you to quickly find and position the map to different locations. Similar to most online mapping tools, you can search for locations by an address, a type of geography (e.g., zip code, city, county, or state), census tract, congressional district, school district, state legislative boundaries, or metro areas.

1. **By Location** – The default search is by Location, so enter an address, city, state or zip code in the entry box and hit Enter/Return or click the magnifying glass icon. If searching by a geography name, like Philadelphia, you will see the map position itself at the location you entered, with a border surrounding the geography. If more than one location in the US has the same name, the map will default to the largest populated location, and a message box will appear listing all matching locations by population. If you are searching by an address, the map will zoom to the address and drop a pin.

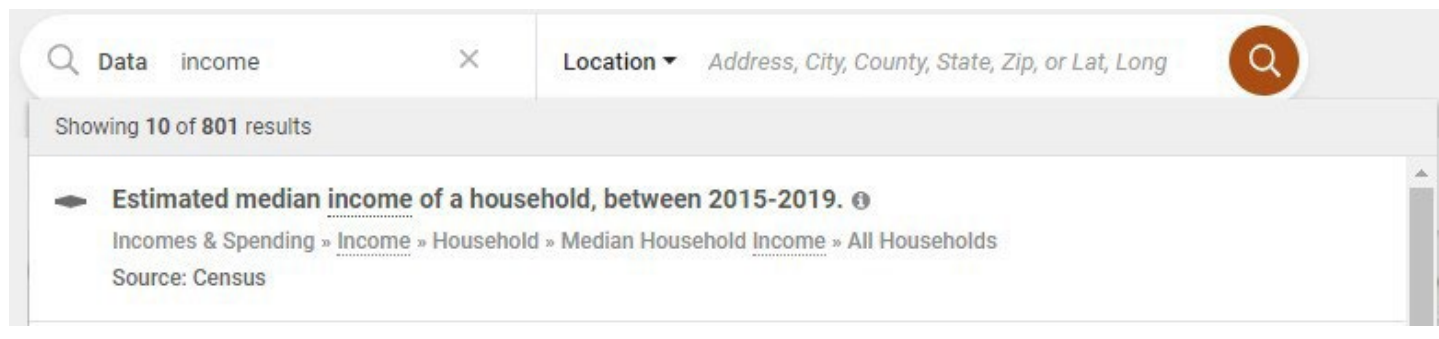
Add Boundaries – Use the Boundaries menu to add underlying boundaries including Census Tracts, Zip Codes, Counties, and more. The Boundaries legend will customize each boundary through line style, line weight, and colors,

Use the  icon add/remove the boundary labels



Search for Data – The data search allows users to search for data on the PolicyMap tool using keywords or a grouping of words to find the data you are looking for.

1. The top of the results bar will show the total number of matches for the keyword. If the results do not match the data you are looking for, try to add additional words or specific keywords.
2. The results will show the data title, where to find the data in the category, and the source of the data. Mouse over the  icon to see the data description.



Viewing the map – Zoom in and out with your mouse wheel or using the +/- zoom buttons on the lower right of the map. To pan the map, click and hold your left mouse button on the map, then drag the map within the map window.

Info bubble – Click anywhere on the map to display an info bubble for that location. Without a data layer added, the bubble will display the geographies in which the point sits. The bolded location is the highlighted boundary on the map.

If you display an info bubble while a data layer is loaded, it will show the value of the selected area, as well as the benchmarks for the larger boundaries that contain the area.

The info bubble will allow users to see trend charts of the benchmarked boundaries. SEE FULL CHART will allow users to compare the trend chart to other locations.

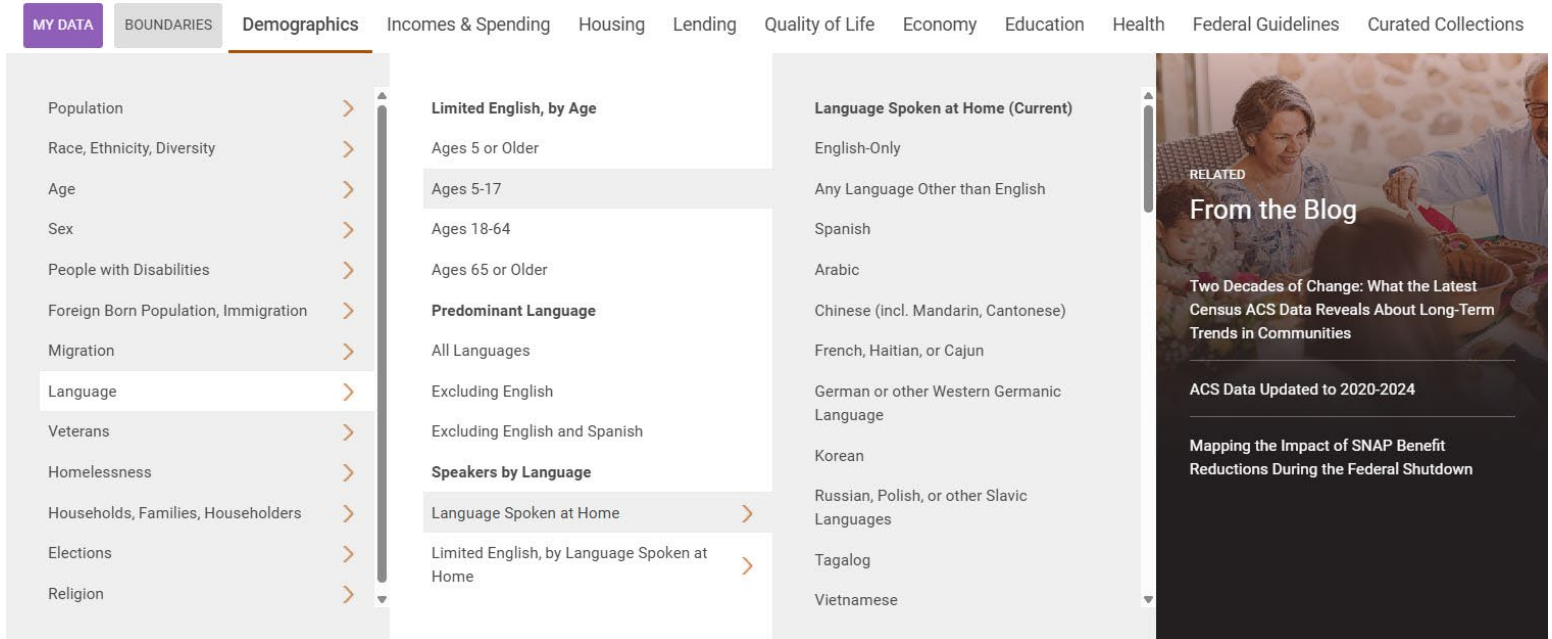
County: Sebastian			
Location	Boundary		
Arkansas	State		
Fort Smith, AR-OK Metro Area	Metro Area		
Sebastian	County		
Upper	County Subdivision		
Fort Smith	City		
72904	Zip Code		
05131000100	Census Tract		

Info Bubble (without data)

County: Sebastian			
Location	Boundary	Population	Change Over Time
United States	National	324,697,795	
Arkansas	State	2,999,370	
Sebastian	County	127,591	
VIEW ALL LOCATIONS (+)		SEE FULL CHART (~)	
Clip	Table	Lists	Download Reports

Info Bubble (with data)

Adding Data – There are two types of data available on PolicyMap: point datasets and data layers. The first sub-category will contain any point datasets for each category if available. The data menus will cascade to corresponding sub-menus.



Data Layers – PolicyMap gives you an innovative and easy way to view data through thematic maps. To add a data layer, select a category from the tabs above the map, navigate through the menu, and select the data to display. We have thousands of data layers to choose from, and you can learn more about each data layer at (www.policymap.com/data/our-data).

The Legend – After adding a data layer, the Layer legend will display the data title, Year, Variable, Range Values, etc., and the values for each color on the map. The legend also gives you the ability to fully customize the map by changing the year, how the data is displayed, or making your own custom shaded ranges.

Legends can be dragged to any location on the map. Select the bar on top of the legend to select, and then drag. The (-) symbol on the right will minimize the legend, which will be replaced by a (+) to maximize the legend.

Data Layer – The Data Layer title will display as well as the source of the data layer. The source will link to our Data Library for more information. The X symbol to the left of the title will remove the data layer from the map.

Data Description – Select the ⓘ icon to see a longer description of the data layer as well as a link to the data source for more information about the data.

Year – Depending on the data layer added, you can toggle between available years, quarters, and months.

Variable – Changing the variable will change how the data is displayed on the map. You can toggle between different variables, including the number, currency, percent, or even the change across years depending on the Data Layer displayed.

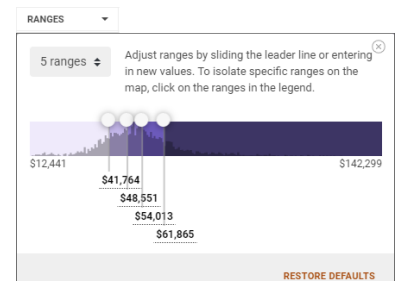
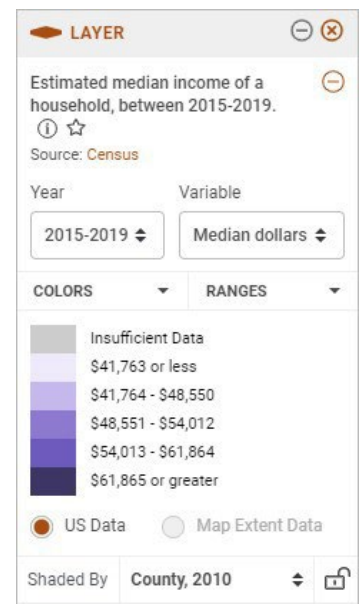
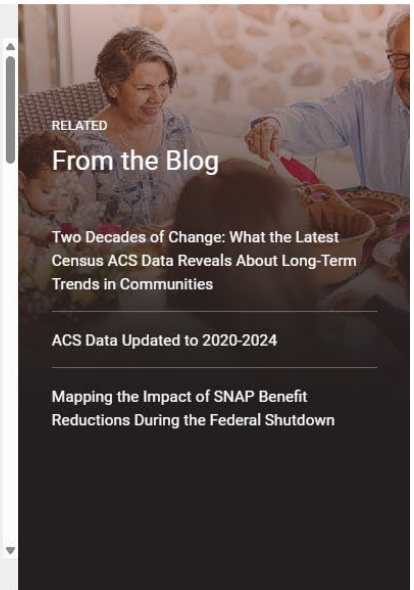
Ranges – Select Ranges to change the number of ranges and slide the points, or edit the values for each range.

- On the legend, select a color range to isolate the range value on the map or select multiple ranges together.

Shade by – PolicyMap displays data at different geography levels; the zoom level determines what geography the map is shaded by. For example, when looking at the nation, data is shaded by state or county. As you zoom in, shading might change to the county, zip code, census tract, and finally block

group level - depending on the availability of the data at that geography. Use the 🔒 to prevent the Shade By from automatically changing based on the zoom level.

Select the geography to change the Shade By at which the current data layer is aggregated.



Data Points – Data Points allows you to view point-level datasets, like addresses, on a map. You can view these datasets by themselves or on top of a data layer. Users can add multiple point datasets to your map.

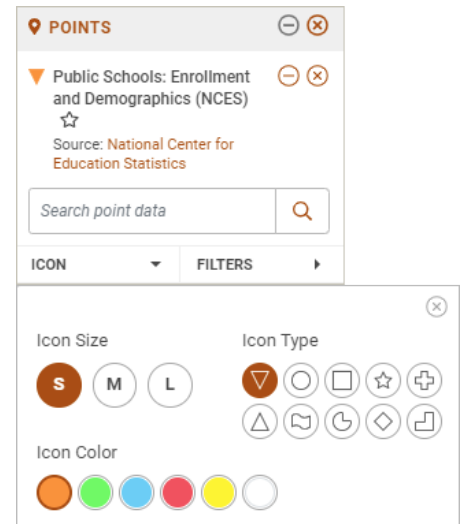
The legend can be dragged to any location on the map. Select the bar on top of the legend to select, and then drag. The (-) symbol on the right will minimize the legend, which will be replaced by a (+) to maximize the legend.

When you load a point dataset, the Points legend will appear. The legend will display what icon the dataset is represented on the map, the optional ability to search, and the filter points. Click on any icon to display information about that site in the info bubble.

Filters – Use the filters to show a specific group of points. Filters are dependent on the point dataset.

- Adding multiple filters from the same category will use an OR query, while filters from different categories will use an AND query. Users can combine and use both OR and AND functions.
- Some filters have unique color-coding options.
- You can remove any site dataset or a filter(s) by clicking the X symbol next to the name.

Icon – The legend allows users to customize the points by changing the icon size, icon color, and icon type (shapes)

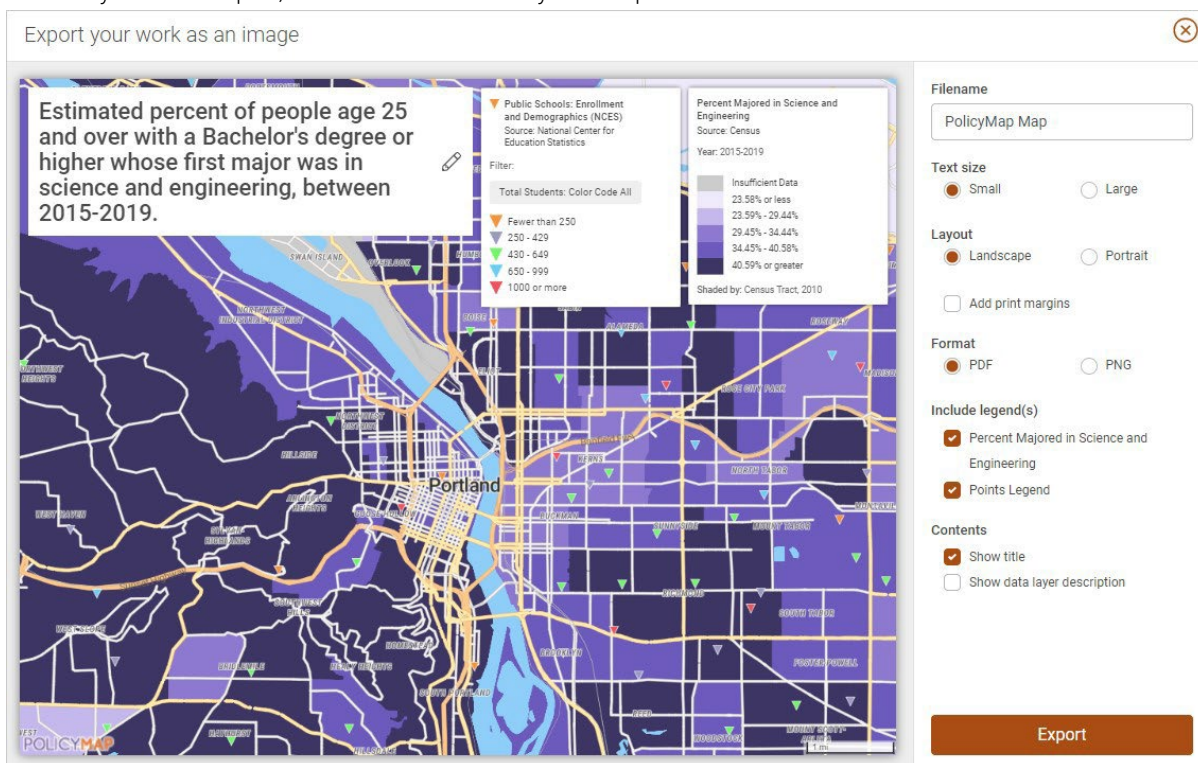


Finally, when you have a map with your location, data layer, adjustments from the legend, and any sites added, you can print and share your maps. Use the icons on the right of the map;



Print – The print icon will open a print preview page with options for customization, including;

- custom text for the filename, map title, and data description,
- increasing the font size to the legend and map title,
- removing the map title and legend completely,
- rotating the map layout,
- add margins to the printout.
- after you select Export, the file will download to your computer



Please Note: The quick start is a great way to learn the basics of PolicyMap, but we always suggest you attend an online training. Dates and times are available on our blog: <https://www.policymap.com/blog/>. For any questions regarding PolicyMap, please email us at info@policymap.com or call us at 1-866-923-MAPS (6277).