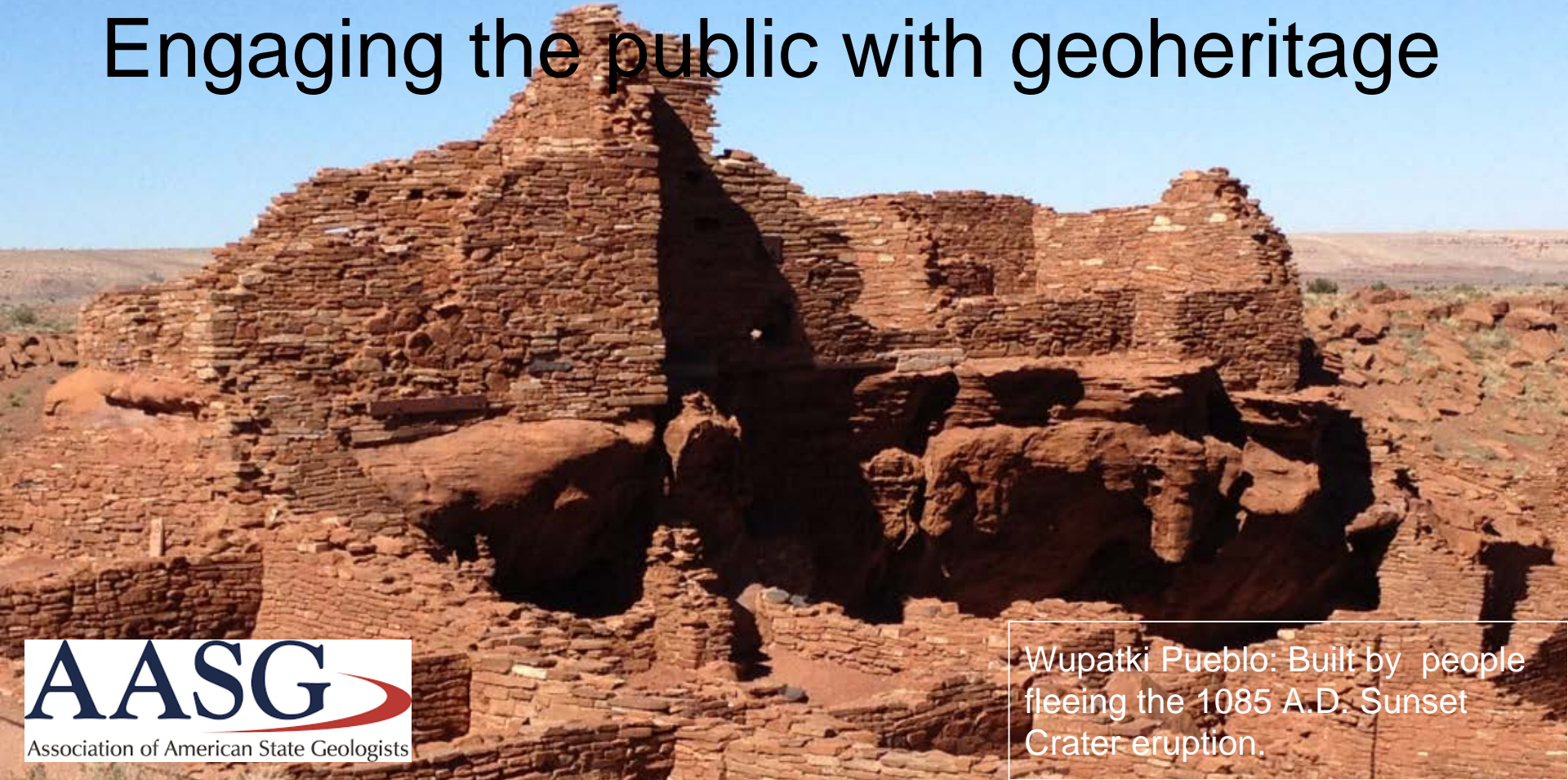


# Group 6A: State Geological Surveys

## Engaging the public with geoheritage

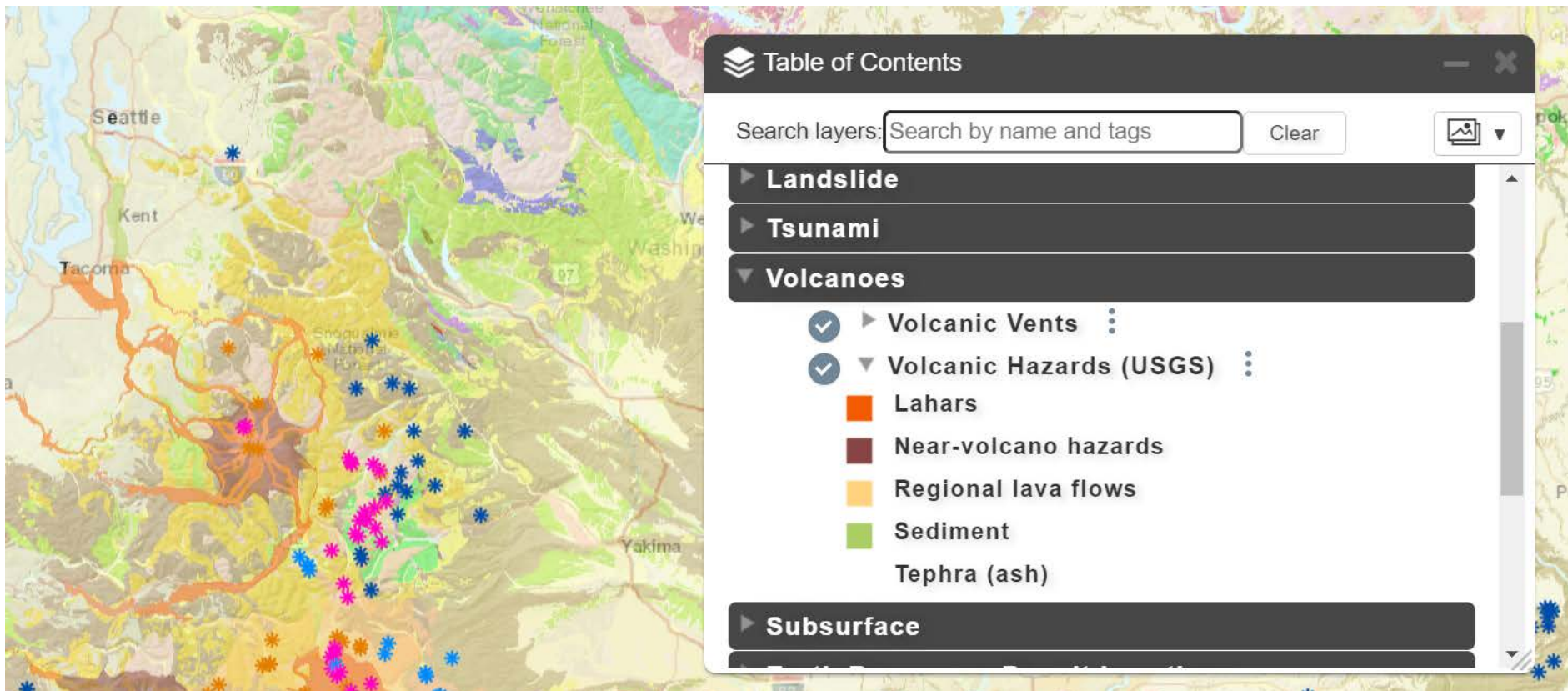


# State Geological Surveys:

- Vary in their structure, resources, context, partnerships, and stakeholders
- Share common goals of mapping, science, and service
- Have missions that position them as front line practitioners of "geoheritage"
- Have not consistently recognized geoheritage as "Geoheritage"

# Mapping is a fundamental mission of state geological surveys

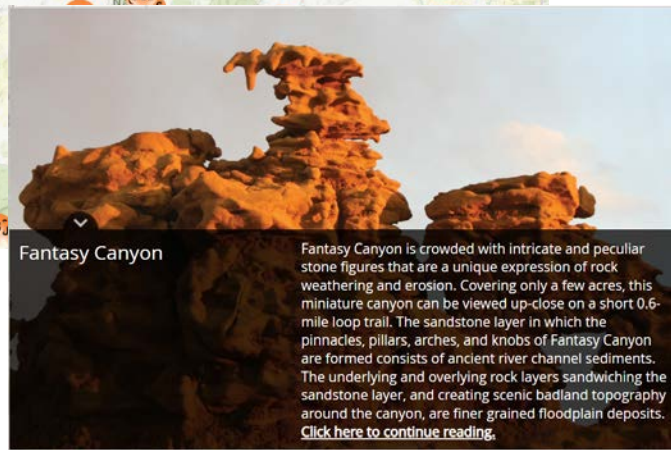
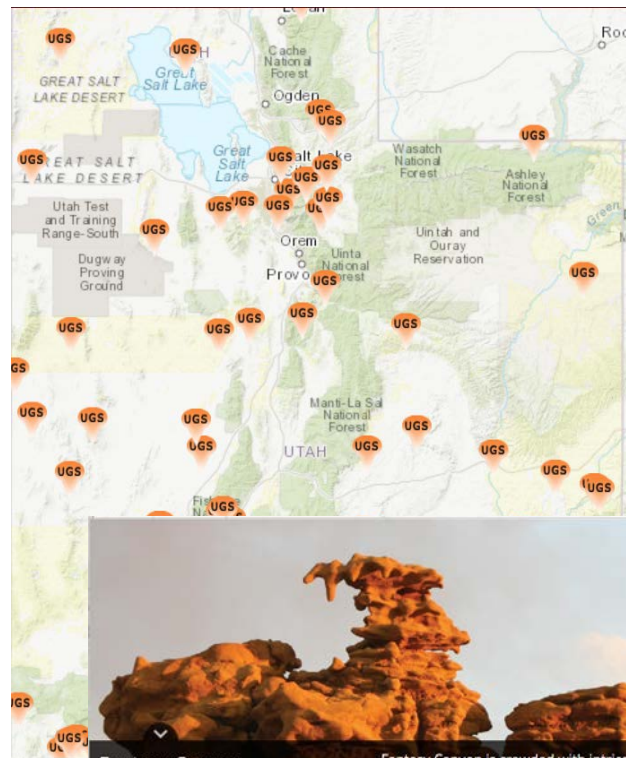
## Consider how to use interactive geological webmaps as a platform for Geoheritage communication





## Utah Survey's "GeoSights"

- Mapping is a fundamental tool not only for geology but also for geoheritage communication. Underscores the link between geology/landscape/human activity
- Many state surveys already host interactive webmaps (32 out of 49)
- 15 surveys have integrated, layerable interactive webmaps
- A document containing links to all state survey interactive webmaps has been compiled
- We would suggest that state surveys work toward developing geoheritage layers to enrich existing interactive webmaps



Fantasy Canyon

Fantasy Canyon is crowded with intricate and peculiar stone figures that are a unique expression of rock weathering and erosion. Covering only a few acres, this miniature canyon can be viewed up-close on a short 0.6-mile loop trail. The sandstone layer in which the pinnacles, pillars, arches, and knobs of Fantasy Canyon are formed consists of ancient river channel sediments. The underlying and overlying rock layers sandwiching the sandstone layer, and creating scenic badland topography around the canyon, are finer grained floodplain deposits. [Click here to continue reading.](#)

# Geoheritage Science Communications and StoryMaps

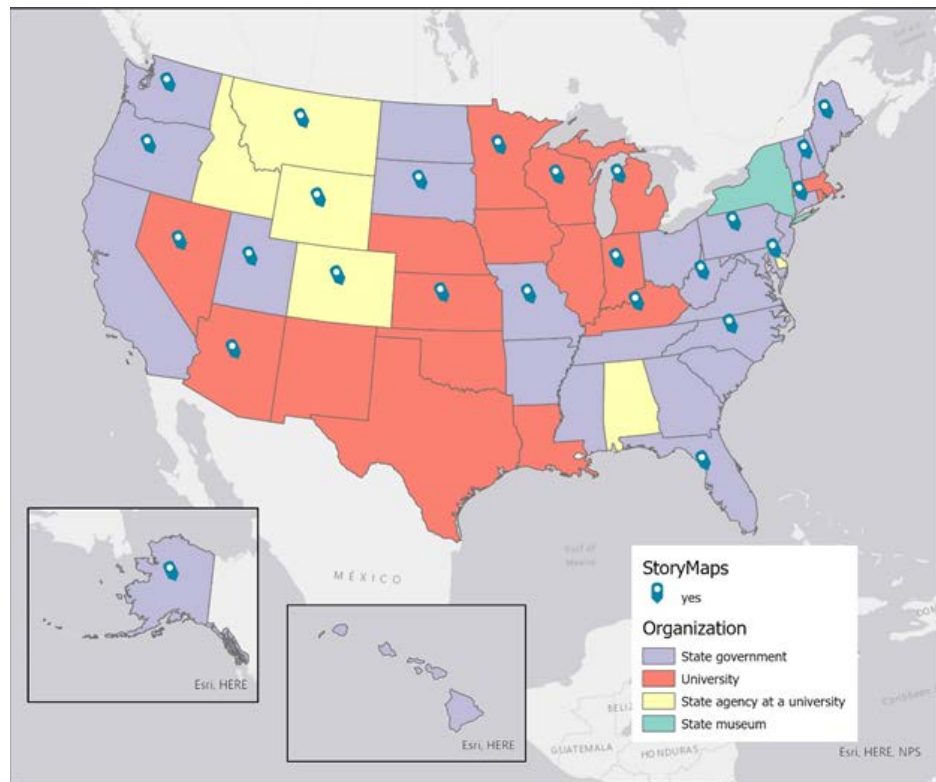
## Survey of the Surveys

### *Which surveys create StoryMaps?*

13 of 26 state geological surveys  
associated with state governments

8 of 17 state geological surveys  
associated with universities

4 of 6 state geological surveys associated  
with state government located on college  
campuses



# Geoheritage Science Communications and StoryMaps

StoryMaps are a good platform to communicate geologic research to the public (including K-12 education)

Images with associated text, referenced on a map

- Text should be short and concise
- Provide definitions
- No professional jargon
- Know your audience

## StoryMap Content

State geological surveys	Geology	Geoheritage	Hazards	Maps	Projects	Resources	Fossils	Other
Alaska	X		X					
Arizona		X	X				X	X
Colorado						X		
Connecticut		X						
Delaware			X	X				X
Florida				X				
Indiana	X	X				X	X	
Kansas	X							
Kentucky		X			X			X
Maine			X					
Michigan	X					X		
Minnesota				X				
Missouri		X						
Montana	X		X		X	X		X
Nevada				X				
New Hampshire		X						
North Carolina				X				
Oregon			X					
Pennsylvania	X	X			X			X
South Dakota					X			
Utah	X	X						X
Washington	X		X	X		X	X	
West Virginia	X							
Wisconsin					X			
Wyoming	X							
25	10	8	7	6	5	5	3	6

Martin, Curl, and Morris (in review)

# Geoheritage Partners - the usual suspects +

- Federal, State & local parks
- Geoscience Societies (e.g., GSA, AIPG, AEG, AGI)
- State Geological Societies
- Historical, Mineral and Natural Sciences Museums
- Mining and Minerals Companies/communities
- Hiking and Climbing Clubs
- Tourism – State & Local agencies
- Conservation & Environmental groups (e.g. Sierra Club)
- Communities & Civic Groups
- Local radio & TV stations
- Science Festivals and Fairs



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SOCIETY  
OF AMERICA®

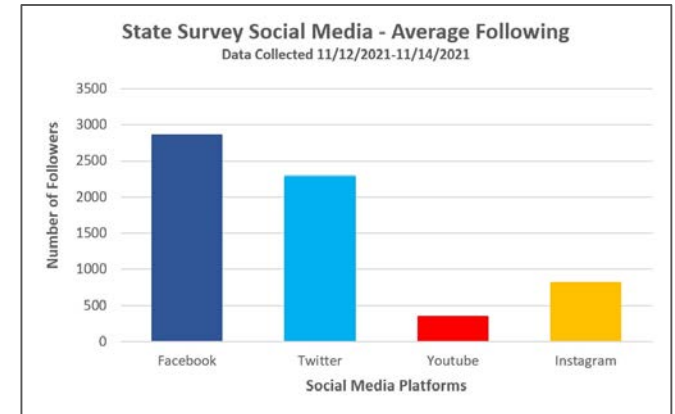
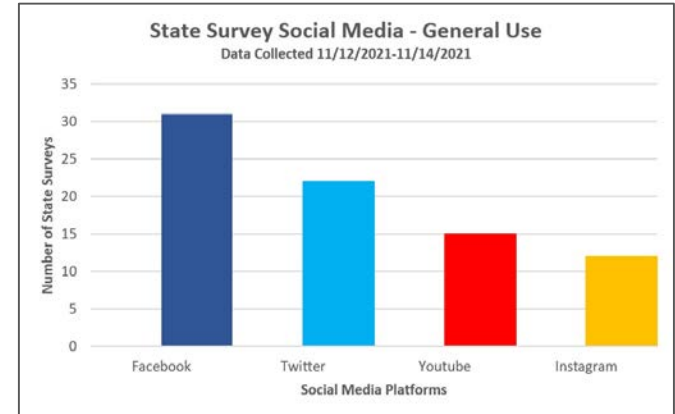


# Social Media and State Surveys

- 1) Efficient, low-cost way to circulate “geoheritage” with tangible results! (#geoheritage)
- 1) Know your purpose and think carefully before posting!



Image from the Arizona Geological Survey





# Next Steps: Communication and Info-sharing

- Establish state survey geoheritage group
- Encourage NAS Science writer to compile State Survey - best practices - guide
- @ GSA 2021 Host State Survey session sharing practices and resources
  - Geoheritage workshop/field trip (e.g., Phoenix 2019 GSA GH workshop)
- Calling on AASG to host State GH resources at dedicated space on website

