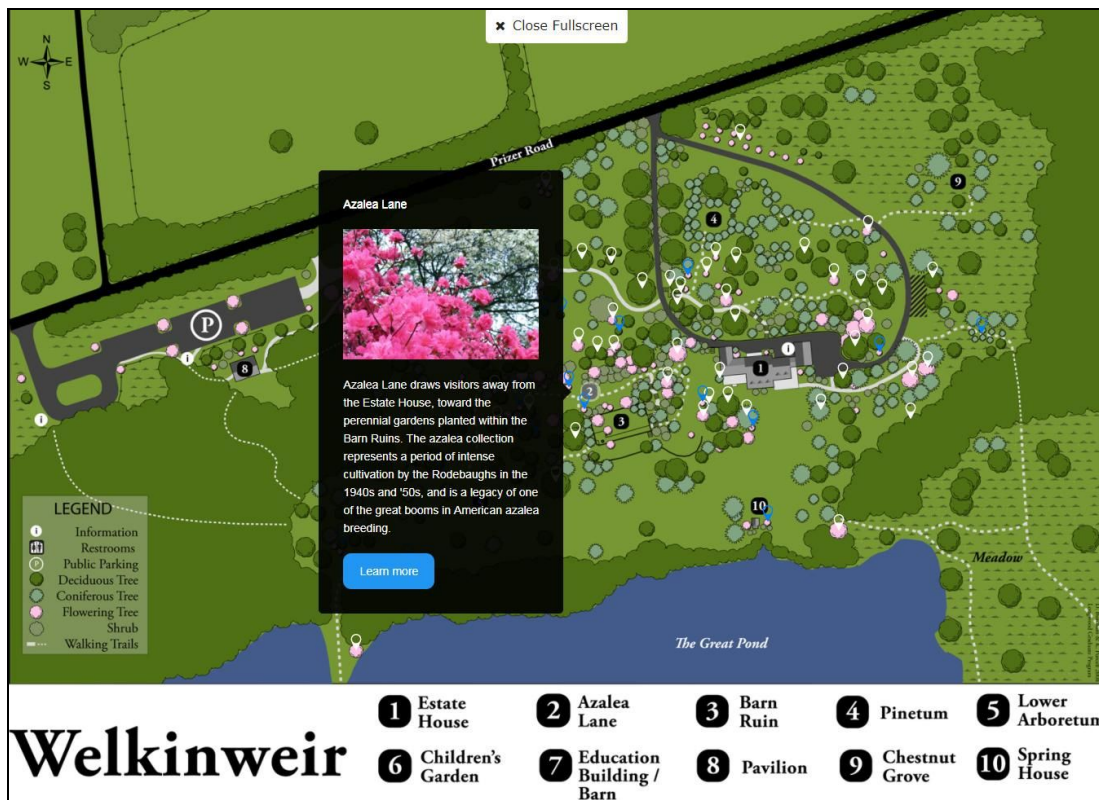


WELKINWEIR ARBORETUM'S REDESIGNED WEBSITE FEATURES INTERACTIVE COLLECTIONS MAP



December 22, 2017

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Thanks to funding from the ArbNet 5th Anniversary Capacity Building Grant, Welkinweir Arboretum's redesigned website now has an interactive map that visitors can use to learn more about its historic and tribute trees. The map was part of a larger project to refresh the arboretum's website, improve ease of maintenance by staff, and expand its content to make it more useful and attractive to visitors.

The goal of Welkinweir's online collections mapping project was to create an interactive web map of Welkinweir's significant, historic, and tribute trees that would be easy for arboretum staff to set up and maintain. The interactive arboretum map is housed under the website's "Horticulture" page. Staff used the existing arboretum map developed by the Longwood Gardens Graduate Program in Public Horticulture Fellows in 2008, and built a dynamic, clickable

web map using a mapping plugin for WordPress called Image Map Pro¹. Blue or white icons show the location of tribute trees that were planted in honor of a donor's life event or loved one or a historic specimen in the arboretum's collection. The map shows the entire arboretum north of Welkinweir's largest pond, including the location of visitor parking and information, walking trails, and horticultural collections. Hovering over each icon on the map triggers a dialogue box that shows a photo of the tree as well as its common and scientific names. Tribute tree dialogue boxes also include the inscription on each tree's arboretum tag, so that donors can easily find their tree. The map also includes icons for each of Welkinweir's gardens, shown as black circles with white numbering. Hovering over each of these icons reveals a dialogue box with information on each garden (*see screenshot below*); visitors interested in learning more may click on these boxes to be directed to a particular garden's webpage.

While the plugin does not support the amount of information that would be required of a comprehensive collections map, it did allow Welkinweir staff to easily and cost-effectively adapt an existing way-finding resource into a dynamic and informative, web-based map.

Welkinweir's web map and accompanying website re-design was completed by December 2017 using WordPress. Staff are currently in the process of publishing the WordPress content, which will be visible to the public in early 2018 at www.welkinweir.org. The final product will be an attractive, interactive means for arboretum visitors to learn more about Welkinweir's gardens and unique specimens, as well as for tribute tree donors to easily locate their memorial tree prior to visiting.

¹ A preview of this plugin may be viewed at http://preview.codecanyon.net/item/image-map-pro-for-wordpress-interactive-image-map-builder/full_screen_preview/2826664?_ga=2.31117178.45872319.1510759849-1680254216.1510759849