

Abstract

Thousands of people around the world lose contact with family members each year due to armed conflict, disaster, and migration. The International Committee of the Red Cross provides coordination between National Red Cross and Red Crescent Societies around the world to restore contact or provide closure for those with missing loved ones. The American Red Cross plays a part in this effort by collecting information to initiate a trace request on behalf of someone within the US for a loved one missing abroad and by conducting a trace for missing persons within the US on behalf of family members in other countries. This thesis describes the creation of a web app, referred to as the American Red Cross International Services Outreach web app (the “ISO App”), to support this work. Community outreach is vital to educating immigrants about the scope and availability of Red Cross services. The ability to locate specific communities allows workers to target outreach efforts, saving valuable time and volunteer resources; the ISO App helps American Red Cross International Services staff locate specific immigrant communities anywhere in the United States. The ISO App is centered on an interactive map of 145 American Community Survey (ACS) ‘place-of-birth for the foreign-born population’ fields at tract level. The ISO App does not provide predictions or conclusions about the location of individuals or communities, but provides geospatial clues that may increase chance of a successful trace or outreach effort. To meet American Red Cross technical requirements, the ISO App is built within an out-of-the-box ArcGIS Story Map template, compatible with ArcGIS Enterprise 10.4 Portal installation. This project will serve as a model for additional web apps utilizing ACS data to support other American Red Cross lines of service, as well as other organizations.