

# Gareth Baldrica-Franklin

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## EDUCATION

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<b>PhD in Geography (ongoing)</b> <i>University of Wisconsin, Madison</i> <ul style="list-style-type: none"><li>• Advisor: Dr. Robert E. Roth</li><li>• Dissertation: <i>The Map is Alive: Digital Mapping Futures and Ephemeralities</i></li></ul>	2022–present
<b>MS in GIS/Cartography</b> <i>University of Wisconsin, Madison</i> <ul style="list-style-type: none"><li>• Advisor: Dr. Robert E. Roth</li><li>• Master's Thesis: <i>Online Atlas Storytelling</i></li></ul>	2022
<b>BS in Earth Sciences, Geography Emphasis</b> <i>Oregon State University, Corvallis, OR</i> <ul style="list-style-type: none"><li>• GIS Certificate, Writing Minor</li><li>• Undergraduate Thesis Advisor: Dr. Todd Jarvis</li><li>• Undergraduate Thesis: <i>Oregon Water Atlas: A Digital Collection and Visualization of Oregon's Water Data</i></li></ul>	2017

## RESEARCH EXPERIENCE

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<b>Project Assistant</b> <i>University of Wisconsin Cartography Lab</i>	2025
<b>Project Assistant with Principal Investigator Kasey Keeler</b> <i>American Indian and Indigenous Studies</i>	2023–2024
<b>Project Assistant, Course Development</b> <i>UW-Madison GIS Professional Program</i>	2023
<b>Project Assistant with Principal Investigator Robert E. Roth</b> <i>National Science Foundation CAREER Grant</i>	2020–2021

## PUBLICATIONS

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<b>Baldrica-Franklin, G.</b> (Submitted). Instructors as Developers? Designing, Evaluating, and Maintaining Web Mapping Pedagogies using Minimal Computing. <i>Journal of Geography in Higher Education</i> .	Submitted
<b>Baldrica-Franklin, G.</b> (Submitted). Life and Deprecation: The Long-Term Life of Digital Maps. <i>Cartographic Perspectives</i> .	Submitted

<b>Baldrice-Franklin, G.</b> , Roth, R.E., Young, S., Moore, S. (Forthcoming). Linear versus nonlinear narratives for online atlases: A focus group study of the Global Madison situated learning experience. <i>International Journal of Cartography</i> .	Forthcoming
Keeler K., <b>Baldrice-Franklin, G.</b> (Forthcoming). Homesteading Minnesota: Settler Geographies and American Indian Dispossession. <i>Open Rivers</i> .	Forthcoming
Roth, R.E., Iverson, A., Kagawa, A., Le Sourd, G., Ricker, B., Andersen, TMA, <b>Baldrice-Franklin, G.</b> , Houtman, L., de Lotus Ilunga, F., Lee, M., and Kraak, MJ. (Accepted) Making and remaking <i>Mapping for a Sustainable World: A retrospective and prospective analysis as a case study in processual cartography. International Journal of Cartography</i> .	2025
Roth, R.E, Nawshin, N.T., Anderson, A., <b>Baldrice-Franklin, G.</b> , and Hart, D.A. (2023). A comparative analysis of locative audio for Mobile Cartography: A preliminary study. <i>Proceedings of the 18<sup>th</sup> Conference on Location Based Services</i> .	2023
<b>Baldrice-Franklin, G.</b> (2021). Mapping Narrative Content and Structure in Online Atlases. <i>Proceedings of the 30<sup>th</sup> International Cartographic Conference</i> .	2021
Roth, R. E., Sack, C. M., <b>Baldrice-Franklin, G.</b> , Chen, Y., Donohue, R., Houtman, L., Prestby, T., Tolochko, R., and Underwood, N. (2021). Introducing Web Mapping: A Workbook for Interactive Cartography and Visualization on the Open Web. <i>Proceedings of the 30<sup>th</sup> International Cartographic Conference</i> .	2021
Roth, R.E., Andersen, T.B., <b>Baldrice-Franklin, G.</b> , Iverson, A.A., Archuleta, C., and Roessler, M. (2021). The making of <i>Mapping for a Sustainable World</i> . <i>Proceedings of the 30<sup>th</sup> International Cartographic Conference</i> .	2021
<b>Educational Resources</b>	
Keeler, K., Suarez, S., <b>Baldrice-Franklin, G.</b> , Pauliot, M., Tate, S. (2023). <i>Mapping Teejop</i> . University of Wisconsin American Indian and Indigenous Studies Department. <a href="https://mappingteejop.wisc.edu/">https://mappingteejop.wisc.edu/</a>	2023
Roth, R.E, Sack, C.M, <b>Baldrice-Franklin, G.</b> , Chen, Y., Donohue, R., Prestby, T., Tolochko, R., and Underwood, N.. (2021). <i>Web Mapping: A Workbook for Interactive Cartography and Visualization on the Open Web</i> . Version 0.1. University of Wisconsin Cartography Laboratory: Madison, WI. DOI: 10.5281/zenodo.4032935	2021
<b>Baldrice-Franklin, G.</b> , Roth, R.E., Young, S., (2021). <i>Global Madison</i> . Version 2.0. University of Wisconsin Cartography Laboratory: Madison, WI.	2021

<https://geography.wisc.edu/globalmadison/#>

## Atlases

Zhao, B., Van Den Hoek, J., Alix-Garcia, J., Svevo, G., **Baldrice-Franklin**, G., and Katz, G. (2019). *Global Refugee Atlas*. Retrieved from <https://hgis.uw.edu/refugee/>. 2019

Oregon State University Libraries & Press and Institute for Natural Resources. (2019). *Atlas of the Pacific Northwest*. Retrieved from <http://pnwatlas.oregonstate.edu/>. 2019

**Baldrice-Franklin, G.** (2017). *Oregon Water Atlas*. Institute for Water and Watersheds, Institute for Natural Resources & Oregon State University Cartography and Geovisualization Group. Retrieved from <http://oregonwater.info/>. 2019

Oregon Metro. (2015). *Regional Mobility Corridor Atlas*. Retrieved from <https://www.oregonmetro.gov/mobility-corridors-atlas>. 2017

Jenny, B. et al. *Atlas of the Polar Regions*. (2015). Oregon State University, Cartography and Geovisualization Group [E-book atlas for Apple iPads]. 2015

## Technical Libraries

**Baldrice-Franklin, G.** (2024). Web Walking Tour (Version 1.0) [Source Code]. <https://github.com/cartobaldrice/web-walking-tour>. 2024

**Baldrice-Franklin, G.** (2023). Scrollmap (Version 1.0) [Source Code]. DOI: 10.5281/zenodo.14057822. <https://github.com/cartobaldrice/scrollmap>. 2023

Roth, R.E., **Baldrice-Franklin, G.**, Kelly, M., and Underwood, N. (2021). Mapstudy (Version 1.1) [Source Code]. DOI: 10.5281/zenodo.14057828. <https://github.com/uwcartlab/mapstudy>. 2021

## GRANTS

“Supporting Ottawa Data Sovereignty and Cultural Restoration: Digital Infrastructure, Interactive Mapping, and On-the-ground Experience at Maple River, Michigan.” *ACLS Digital Justice Grant*. 2025

“Finding Our Way Through the Maple River Restoration Project On-the-ground and Online: Maple River Restoration Digital Story Mapping”. *Fremont Area Community Foundation*. 2024

“Engaging Native and Non-Native Community Members in the Maple River Restoration Through Deep Mapping”. *Bridging* 2024

## AWARDS & HONORS

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<b>International Cartography Association Scholarship</b>	2025
<b>CaGIS International Travel Grant</b>	2025
<b>UW-Madison Student Research Grant</b>	2025
<b>Trewartha Research Award—Department of Geography, UW-Madison</b>	2025, 2022, 2021
<b>Trewartha Research Award—Department of Geography, UW-Madison</b>	2025, 2022
<b>Teaching Mentor Award—University of Wisconsin, Madison</b>	2024
<b>Campus-wide TA Award—Advanced Achievement in Teaching, University of Wisconsin Madison</b>	2024
<b>Early Career Scholar Award, United States National Committee</b>	2021
<b>3<sup>rd</sup> Place, AWMA Student Environmental Challenge</b>	2017
<b>2015 IMIA Americas Map Awards: Best Student Electronic Map</b>	2017
<b>NACIS Student Dynamic Map Competition Winner</b>	2015
<b>2015 New Mapmaker Award by the British Cartographic Society and ESRI UK</b>	2015
<b>3<sup>rd</sup> Place: Map Series or Atlas - 2015 ESRI User's Conference</b>	2015
<b>Oregon State University Drucilia Shepard Award</b>	2015
<b>Arthur Parenzin Memorial Geography Scholarship</b>	2015

## CONFERENCE PRESENTATIONS

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<b>Baldrice-Franklin, G.</b> , Mapping, Reciprocity, and the Restoration of the Maple River. <i>North American Cartographic Information Society (NACIS) Conference</i> .	2025
<b>Baldrice-Franklin, G.</b> , Life and Deprecation: what happens to digital maps in the long term? <i>International Cartography Conference (ICC)</i> .	2025
<b>Baldrice-Franklin, G.</b> Critical Homestead Mapping: Indigenous Dispossession and Resistance. <i>American Association of Geographers (AAG) Conference</i> .	2025
<b>Baldrice-Franklin, G.</b> Creating a Digital, Indigenous Walking Tour of UW-Madison: Reflections on Collaboration, Justice, and Place. <i>North American Cartographic Information Society (NACIS) Conference</i> .	2024

<b>Baldrice-Franklin G.</b> , and Young, S. Global Madison: Teaching Globalization with Situated Learning. <i>Wisconsin Council for Social Studies Annual Conference</i> .	2024
Nawshin, N.T. (presenter), Roth, R.E., Anderson, A., <b>Baldrice-Franklin, G.</b> , and Hart, D.A. User-centered design of locative audio for mobile cartography: A preliminary study. <i>American Association of Geographers (AAG) Conference</i> .	2024
Roth, R., Hart, D., Anderson, A., <b>Baldrice-Franklin, G.</b> , Noordyk, J., Nawshin, N.T. Cartography for Adaptive Coastal Management in Wisconsin. <i>Wisconsin Land Information Association (WLIA) Conference</i> .	2024
<b>Baldrice-Franklin, G.</b> Mapping Teejop: Creating an Indigenous Walking Tour of the UW Campus. <i>Wisconsin Land Information Association (WLIA) Conference</i> .	2024
<b>Baldrice-Franklin, G.</b> Mapping Teejop: Creating an Indigenous Walking Tour of the UW Campus. <i>Dimensions of Political Ecology (DOPE) Conference</i> .	2024
<b>Baldrice-Franklin, G.</b> Online Atlas Storytelling: Towards Nonlinear Narratives Atlases. <i>North American Cartographic Information Society (NACIS) Conference</i> .	2023
<b>Baldrice-Franklin, G.</b> Online Atlas Storytelling: Towards Nonlinear Narratives Atlases. <i>International Cartographic Association (ICA) Spring Symposium, Olomouc</i> .	2023
<b>Baldrice-Franklin, G.</b> Online Atlas Storytelling and its Pedagogic Potential in Atlases. <i>American Association of Geographers (AAG) Conference</i> .	2023
Roth, R.E. (Presenter), Sack, C.M., <b>Baldrice-Franklin, G.</b> , Chen, Y., Donogue, R., Houtman, L., Prestby T., Tolotchko, R., and Underwood, N. Web Mapping: A workbook for interactive cartography and visualization on the open web. <i>North American Cartography Information Society</i> .	2021
<b>Baldrice-Franklin, G.</b> Mapping Narrative Content and Structure in Online Atlases. <i>International Cartography Conference. Online</i> .	2021
Roth RE (Presenter), <b>Baldrice-Franklin, G.</b> , Kelly, M., Underwood, N., and Sack, CM. Distributing map studies. In: <i>Proceedings of the ICA Commission on Cognitive Visualization and ICA Commission on the User Experience Joint Workshop on Adapting User Studies</i> . Online.	2021

## TEACHING EXPERIENCE

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**Lecturer, University of Wisconsin—Madison**

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Geography 572: Graphic Design in Cartography (Fall 2024)  
 Geography 370: Introduction to Cartography (Summer 2023)  
 Geography 170: Our Digital Globe (Summer 2022)

**Graduate Teaching Assistant, University of Wisconsin—Madison**

Geography 575: Interactive Cartography and Geovisualization  
 (Spring 2022, Spring 2023)  
 Geography 572: Graphic Design in Cartography (Fall 2021, Fall  
 2022)

**INVITED LECTURES/WORKSHOPS**

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**Baldrice-Franklin, G.** “Maps and the City.” In *Geography 305: Intro to the City*, UW-Madison. November 4<sup>th</sup>. 2025

**Baldrice-Franklin, G.** and Keeler, K. “Mapping Teejop”. In *Landscape Architecture 363: Earth Partnership, Restoration Education for Equity and Resilience*, UW-Madison. October 31. 2025

**Baldrice-Franklin, G.** and Keeler, K. “Mapping Teejop”. Building Bridges: Cross-Disciplinary Collaboration In Community-Engaged Work. February 21 2025

**Baldrice-Franklin, G.** “Critical Mapping Workshop”. Autumn School of Political Ecology. November 8. 2024

Keeler, K., Suarez, S. **Baldrice-Franklin, G.**, Pauliot, M., Koran, C. “Mapping Teejop”. University of Wisconsin Roundtable Series. March 20. 2024

**Baldrice-Franklin, G.** “Maps and the City.” In *Geography 305: Intro to the City*, UW-Madison. March 14 2024

**Baldrice-Franklin, G.**, and Roth, R.E. “Storytelling Through Maps.” In *Geography 475: U.S. Mexico Borderlands*, UW-Madison. Sept. 9. 2022

**SERVICE**

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*Service to Department*  
 Chair, Geography Department Social Committee 2021–2024

Student Representative, Hiring Committee for UW Cartography Lab  
 Creative Director [Successful Hire of Dr. Alicia Cowart] 2023

Student Representative, Hiring Committee for Assistant  
 Professorship in Cartography/GIS [Successful Hire of Dr. Bill Limpisathian] 2022

Archivist, Geography Department 2020–2022

**PROFESSIONAL EXPERIENCE**

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<b>Cartographer/Developer</b> <i>University of Wisconsin Cartography Lab</i>	2021–Present
<b>Cartographer/Web Designer</b> <i>Institute for Natural Resources, Oregon State University</i>	2020
<b>Digital Cartographer</b> <i>Cartography and Visualization Group, Oregon State University</i>	2019
<b>Digital Scholarship Developer</b> <i>Valley Library, Oregon State University</i>	2017–2019

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## PROFESSIONAL AFFILIATIONS

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<b>American Association of Geographers</b>	2023–Present
<b>Wisconsin Land Information Association</b>	2023–Present
<b>North American Cartographic Information Society</b>	2021–Present
<b>International Cartographic Association</b>	2021–Present

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## VOLUNTEER EXPERIENCE

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<b>Cartographer</b> <i>La Crosse Public Library Archives</i>	2019–2020
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## TECHNICAL COMPETENCIES

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QGIS  
 ArcGIS Suite  
 HTML/CSS/JS  
 Leaflet.js  
 Vue.js  
 D3.js  
 Mapbox  
 Python  
 SQL  
 Adobe Illustrator/Indesign  
 Inkscape  
 GeoServer