



YouthMappers' Everywhere She Maps Program: Opportunities for Partner and Private Sector Engagement

Summary

[YouthMappers](#) is an international network of university-student-led chapters that use public and open geospatial technologies to identify and directly address development challenges worldwide. The network currently reaches over 5,000 students organized in 300+ campus chapters across 60+ countries. [Everywhere She Maps](#) is a targeted program designed to increase women's participation in and leadership of the YouthMappers network and rapidly expanding industries that utilize geospatial technologies. The program's primary beneficiaries are diverse women in university programs around the world.

We are pleased to offer our current and prospective partners a range of opportunities to collaborate with us through the Everywhere She Maps initiative. [Employees](#) (and [prospective employees](#)), [customers](#), [investors](#), and other key [stakeholders](#) increasingly hold organizations across all professional fields accountable for implementing authentic inclusion and equity initiatives. A partnership with YouthMappers through Everywhere She Maps can offer your organization meaningful spaces to give back while collaborating with and learning from young women leaders across the globe.

In addition, there has never been a more urgent need for organizations to invest in the long-term development of their talent pipeline, particularly within the technology industry and technology-dependent sectors. According to a [report from global consultancy Korn Ferry](#), by 2030 there will be a global shortage of 85.2 million workers, and this talent shortage will cost the tech industry an estimated \$8.452 trillion USD. Your organization can start building relationships *now* with YouthMappers students who are developing their expertise in geospatial, data analysis/science, coding, communications, and more while serving as leaders in their communities, countries, and around the world.

The YouthMappers team has identified a variety of avenues for engaging current and potential partners, particularly in the private sector, in activities to support the development of YouthMappers' students' professional skills and knowledge, including:

- [Group mentoring](#)
- [Mentorship for specific geospatial projects](#)
- [Providing input for online professional development content](#)
- [Internships, apprenticeships, and access to entry-level roles](#)
- [Sponsorship](#)

To learn more or participate in any of these activities - or to propose a different form of partnership - please contact Everywhere She Maps Program Director Courtney Clark at clark@americangeo.org.

Mentor Groups of YouthMappers Students

Partners can assist YouthMappers as volunteer group mentors, which allows us to offer students the opportunity to participate in monthly group mentoring. Group mentors will be asked to lead discussions and offer their guidance on topics such as: the top skills students should develop to pursue geography careers; imposter syndrome and how to overcome it; and how to advocate for oneself in the workplace. The group mentor setting also provides an excellent opportunity for YouthMappers students to grow their professional networks.

Group mentoring offers many of the benefits of a one-to-one mentoring relationship while also allowing students the opportunity to learn from and help their peers, which can “help nurture personal growth for youth.” ([Group Mentoring](#)). The group format also allows for greater efficiency and scale of the program by reducing the number of mentors that must be recruited, trained, and continually engaged.

In addition to formal group mentoring, YouthMappers can offer participants guidance and support to build their own one-to-one mentoring relationships.

The positive impact of mentorship on early career professionals has been [well documented](#) and may be of particular importance for women and underrepresented minorities in STEM fields.

Mentor Students on Mapping Projects and Research

Geospatial and technology industry professionals have knowledge of and access to the latest innovations in geospatial technology, and they can mentor YouthMappers students who are leading geospatial projects throughout the cycle of data collection, analysis, visualization, and use.

In a 2021 survey of YouthMappers students, the top characteristic of YouthMappers activities that respondents believe will make them a good job candidate is “The opportunity to learn and

apply geospatial technologies for real-world problems.” YouthMappers offers several programs that help students to design and implement projects that use geospatial technologies to identify and address real problems in their communities, including:

- [Research Fellowships](#) - we award funding to teams consisting of one YouthMappers student and one faculty advisor to conduct research related to the use of open geospatial data and resiliency of vulnerable populations.
- [Fieldwork Program](#) - we award funding to YouthMappers chapters to undertake projects related to the creation of new data and/or analysis in the chapters’ local or regional community.

Students participating in these programs already benefit from the guidance of faculty advisors. However, the students and their projects could benefit even further from mentorship from geospatial professionals working in industry.



“Every time I see myself in the mirror, I feel a different kind of appearance which was not there before a couple of years. The change has been commenced since my involvement in the YouthMappers Research fellowship program. Prior to that, I only dreamed to be a job holder and the job could be anything. After the involvement in YouthMappers, I started dreaming big, for example giving speeches on the international platform is one of them. I used to feel shy about talking in English due to my lacking of it. Despite having the problems, I tried to overcome my fear and improve myself so that one day I will be a proud woman, speaking fearlessly on a big platform and I think I am in the process. Everywhere She Maps has given me a lot of things over this year and hope to continue this journey next year too.”

Airin Akter, Bangladesh

YouthMappers Research Fellow and Everywhere She Maps Regional Ambassador

Provide Input on YouthMappers Academy Content

YouthMappers hosts the YouthMappers Academy, a free, online course that introduces students to OpenStreetMap, basic and advanced OSM editing, gender equity, and more. Everywhere She Maps plans to develop additional modules for the Academy focused on furthering students’ professional development and career skills. We would like to consult with industry leaders and professionals to ensure the content in the online modules aligns with current and future standards and is relevant to what employers are looking for in entry-level candidates.

Host Interns and Apprentices and Provide Access to Entry-Level Roles

Many YouthMappers students share a goal of securing an internship, apprenticeship, and/or entry-level role in the geospatial and technology industries. Women - especially women of color - face significant barriers to entering and remaining in these industries, and Everywhere She Maps would like to help reduce these barriers by connecting YouthMappers students with employers who are genuinely committed to increasing diversity and inclusion at all levels of their organization and offer paid internships, apprenticeships, and/or entry-level positions for which YouthMappers students are qualified. Ideally, these organizations would also participate in one or more of the activities described above as well.



“Based on my experience, I can recommend that the Everywhere She Maps Internship Match program is the cornerstone that empowers young women, who are interested in entering the geospatial industry... because during this program we were exposed to different pieces of training that help (us) to understand... the geospatial industry. Furthermore, this program facilitates networking that gives young women a chance to appreciate what other people are doing across the world, and it gives room to improve and correct some weaknesses since during this time we have wide opportunities to attend various conferences and training.”

Lidia Sandifolo, Malawi

YouthMappers student and Everywhere She Maps Intern with Crowd2Map Tanzania

Sponsor YouthMappers' Efforts

YouthMappers encourages companies to invest financially in its programs, including Everywhere She Maps, as part of broader investments in their talent pipelines and in diversity, equity, and inclusion.