



EMPLOYER PROFILE

Geographic Data Technology

Size: Small
Region: Rural
Industry: Electronics

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School-to-Career Partnership Contact:
National Employer Leadership Council
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Overview

Geographic Data Technology, a digital mapping company, engages students at all levels of the educational system from elementary to graduate school. The company actively participates in governance at the school board and community level. Company employees serve on the local school board, the local business-education partnership, the New Hampshire Job Bank, the New Hampshire Technical College Board of Advisors and the Upper Valley Teacher Institute. Geographic Data Technology's paid student internships involve rigorous applications of geography, cartography, trigonometry, statistics and computer science skills to real situations. One of the most popular in-depth activities is a complex scavenger hunt in which students use the company's global positioning equipment to find hidden "treasure" (T-shirts or other fun items students enjoy) in and around the company's facility.

Critical Success Factors

Below are two critical success factors for Geographic Data Technology and its School-to-Career activities:

- Make the experience both fun and meaningful for employees and students.
- Connect internships to academic class work.

Strategies/Activities

- Quality, paid student internships
- Guest speaking in local classrooms
- Participation on advisory boards