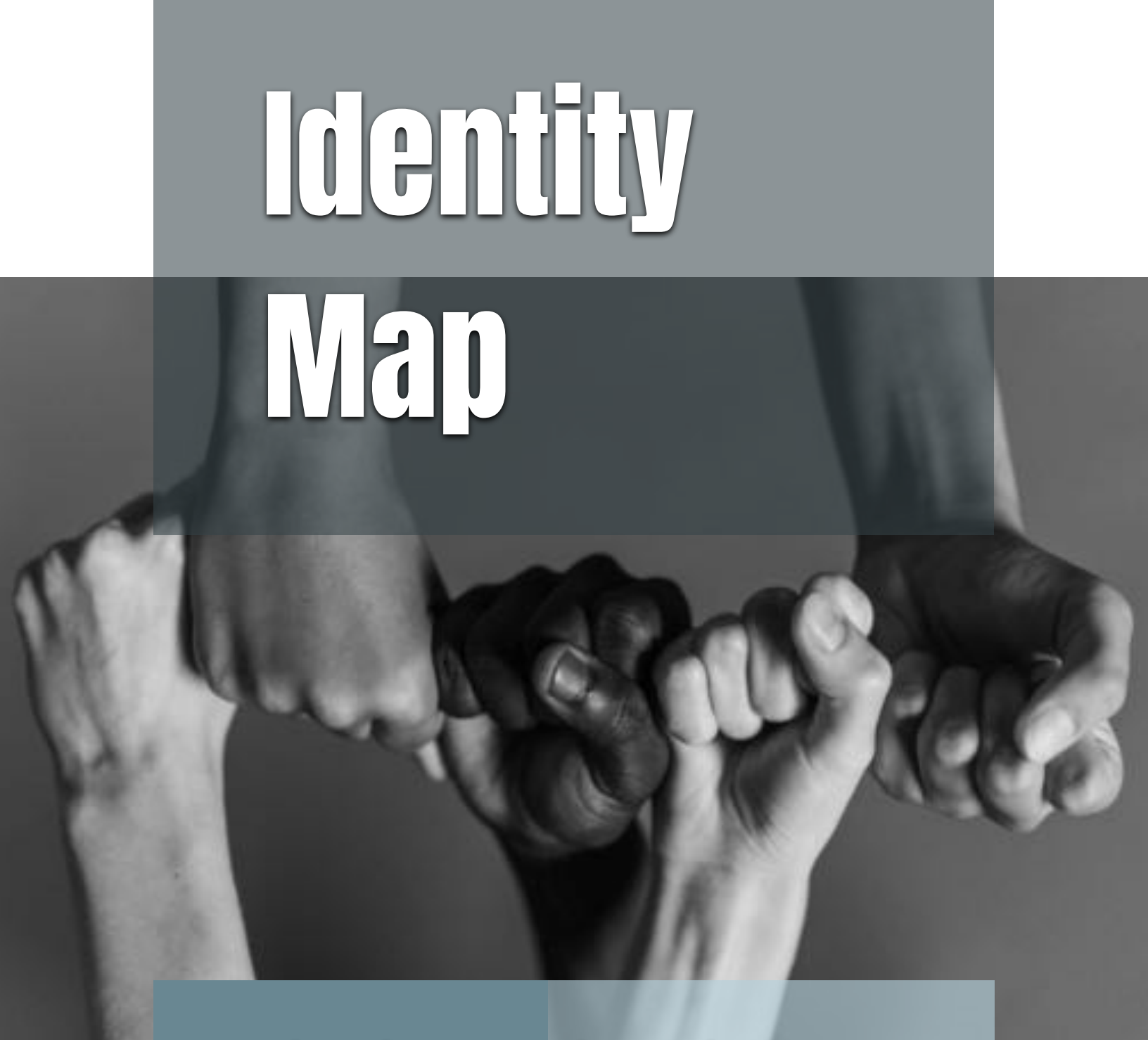


Identity Map



www.identitymap.robinrhr.middcreate.net

Identity Map is a website that connects people with similar identities to prepare them for traveling abroad

By Juliette Green and Robin Riebman

About Our Mission

Raising Awareness

We believe in equity, and we support your human right to equitable treatment. Unfortunately, everyone isn't treated the same. In some countries it is illegal to be homosexual. In others, if you belong to a certain religion, you may be prejudiced against. We can all take responsibility in the fight for equity by being more aware of these issues, and doing our part to protect mistreated identities.

The Issue



International Education is **not** accessible to everyone

As of 2019/2020, the average U.S. person abroad is a white (70%), woman (67.4%) in their junior year of college (42.7%). The goal of Identity Map is to support underrepresented identities and create diversity, equity, and inclusion within education abroad. The top barriers for U.S. students include...

Socioeconomic Background

Education abroad can be extremely expensive for students, especially those that are already struggling to pay for college.

Lack of Family Support

Students with parents that have never studied abroad before are more likely to be unsupportive because they have never had the experience and think it is a waste of time.

Resource Awareness

Lots of students do not know where to even start their study abroad journey and are unclear about what resources are available.

Identity Map is meant to mitigate these issues by fostering connections between students that have already overcome these challenges and students that are preparing to face these barriers now.



Vision

To give people a virtual space where conversations about identities can begin and resources can be shared through the lens of diversity, equity, inclusion, and intersectionality.

Our Goals

To Foster Support

To find representatives who can support you because they've learned skills and found resources in their personal experience.

To Connect

To give people the tools they need to get advice and share information about safety, study, and life abroad.

To Deliver Resources

To distribute resources that provide guidance on legal, medical issues, and safety issues, and offer daily assistance to mobile students regarding their diverse identities.

To Form Alliances

To form alliances with associations and collectives that are working on diversity, equity, and inclusion; to connect with support agencies; to focus on the needs and demands of mobile citizens.



Product Design: Identity Map



Not sure about your identity? Ready to learn more?
Connect anonymously with a representative. There is
no commitment expected, we just ask that you
respect the time and privacy of our participants.

Potential to Connect with Others

2018/19

Total International
Students: **1,095,299**

2018/19

Total International
Scholars: **136,563**

Data: Open Doors

Resources



Browse our archives or search our databases to find resources that speak to your identity. Learn about equity and human rights of mobile students. These can be used to organize training sessions for individuals, or for groups and universities. Find collectives and associations that you might want to join to provide you help to continue your studies.

Resource Examples

UC Identities Abroad and Away Webpages

- [UC Berkeley](#)
- [UC Davis](#)
- [UC Irvine](#)
- [UCLA](#)
- [UC Merced](#)
- [UC Riverside](#)
- [UC Santa Barbara](#)
- [UC Santa Cruz](#)
- [UC San Diego](#)

International Education Organization Identity Webpages

- [API](#)
- [ISA](#)
- [CIEE](#)
- [IES](#)
- [CEA](#)
- [IFSA Butler](#)

Learn More



Identity Map launched in May 2022 as a one-year pilot program thanks to the support of the Middlebury Institute of Monterey. Learn more about our vision to support mobile students.



Practical Support

Get information from the source. Speak to people who you can relate to. Prefer to read? We have publications at your fingertips. Visit the Resources to learn more.



Partnership Programs

The pilot supports individuals who are preparing to study abroad from three different universities. If you represent an institution and would like your students to participate, please contact us.

Initial Product Analysis



Marketing

The pilot launch, will include approximately 5 representative profiles per country. The users will consist of 50 individuals who are preparing to study abroad from three different universities: the University of California Santa Cruz (Santa Cruz, California), Peking University (Beijing, China), and Universidad Nacional Autónoma de México (Mexico City, Mexico). The trial will follow how the students use the website, and it will gather their reflections on aspects to improve. Results from this data will be used to advertise the map to other universities so we can add more profiles. We want to get the word out to increase representation of diverse identities. We strategically partner with organizations such as [CIEE](#) (Council on International Educational Exchange), [Diversity Abroad](#), or [IFSA-Butler](#) for a wider reach, that benefits from the organization's resources.

Timeline & Revenue

FY01:

In the first year we will develop the website and launch the pilot with 100 students. The bugs will be worked out the site, so we can collect feedback from students and interpret it. Also, we will gather feedback from the representatives and students on their experience and how to improve it.

FY02:

In the second-year we will implement changes based on the data we gained in the first year and we will open the project to a second set of users. The first set will be invited to add their profiles and act as resources for future users. We will also focus on augmenting revenue streams through paid advertisements.

FY03:

The third year will focus on growth. Identity Map will connect with the international studies and study abroad departments at various domestic universities and colleges, and their satellite partners. Through a paid annual membership plan their students will be able to create personal logins where they can save their preferences, create personal profiles, and maintain access for the duration of their enrollment. The pricing schedule will be developed based on research performed by student interns during FY02.

Ways to Improve

Our website is in its first year of development and we're always looking for ways to do better, whether that's adding to the resource list, changing the layout, or localizing the website for another culture/language. Please let us know what we're doing well and what can be improved in the comments section. We look forward to hearing from you.

Considerations for International Students

- Currently localized into English, Chinese, and Spanish. (More languages coming!)
- This website is for general advice, not legal counsel, especially for topics concerning citizenship and visas.
- The goal is to build the website's foundation in the US and then expand into other countries.

Our Team



Chief Executive Officer (she/her/hers)

Juliette Green is a Master of Arts Candidate in International Education Management and has a Bachelor of Arts in Global Studies with a minor in East Asian Studies. She was a Peer Mentor at the Center for International Programs at SMC, worked as an Assistant Preschool Teacher in Chiba, Japan, and served in AmeriCorps in Pittsburgh, PA doing refugee resettlement. After graduation, she plans to work in education abroad management to make programs more accessible to minority students.



Chief Operating Officer (she/her/hers)

Robin Riebman connects passionate students with diverse educational opportunities so they can accomplish their desires. She has a multifaceted skill-set which revolves around creative program design, language, and technology. In 2009, she earned her Bachelor of Arts degree in Photography from The Maryland Institute College of Art in Baltimore, Maryland. Her studies and teaching experience have taken her to East Asia, Europe, Mexico, and across the United States..

Thank You

Please contact us if you want to become a representative, join our group, build a program in your university, volunteer with other associations, or nominate a friend.



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Works Cited

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