

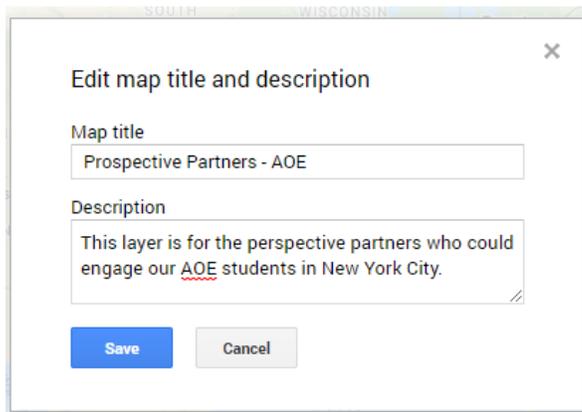
Mapping Business Partners

Using Google My Maps to Identify Local Businesses

Google My Maps allows you to create a custom map that you can share easily with others. It allows you to quickly and efficiently identify and pinpoint where new partners are in your community and strategically frame a targeted outreach plan by having an easily accessible map available to everyone on your advisory board. The mapping exercise may be a great example of a project that NAF students in your Academy may want to volunteer for to support the Advisory Board. Additionally, students will develop a deeper understanding about local businesses related to their career(s) of interest. Here's how to get started:

Step 1: Create a Google Account/Sign into Google My Maps

Login to [Google My Maps](#) using your Google account. You can also access My Maps through Google Drive, under "New" then "More."



Step 2: Creating a Map

Click **Create a new map**. Go to the top left and click "Untitled Map" and give your map a name and description. For example, if you're trying to get a list of engineering/STEM firms that would be great prospects to target for your AOE, create a map for exactly that.

Did you know? You can create different layers for each map so you could also create an overall Prospects map and have the themed prospects separated by layer (e.g. a layer for AOE prospects, a layer for AOHS prospects, etc.) This is recommended for District Advisory Boards.

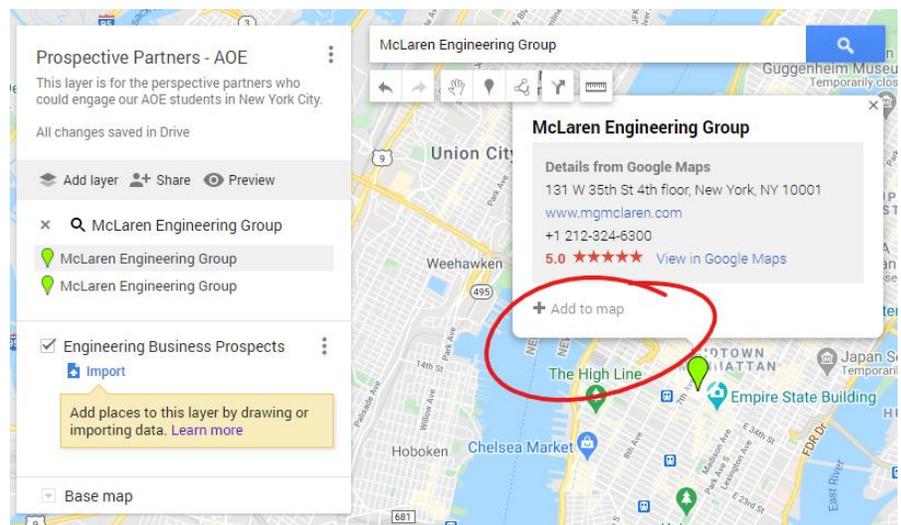
Step 3: Uploading business locations

There are two ways you can go about uploading business locations/creating business location pins on My Maps: (1) searching for locations and pinning them directly on the map; or (2) importing locations from a file.

A. Directly Adding Places to your Map:

- If you know of a business you want to target, you can simply search their name using the Search Bar and add it to your Map Layer by clicking "Add to Map"

Did you know? You can edit each saved item and add notes by clicking on the existing place on the map and using the icons on the bottom of the box to make changes: Click Edit

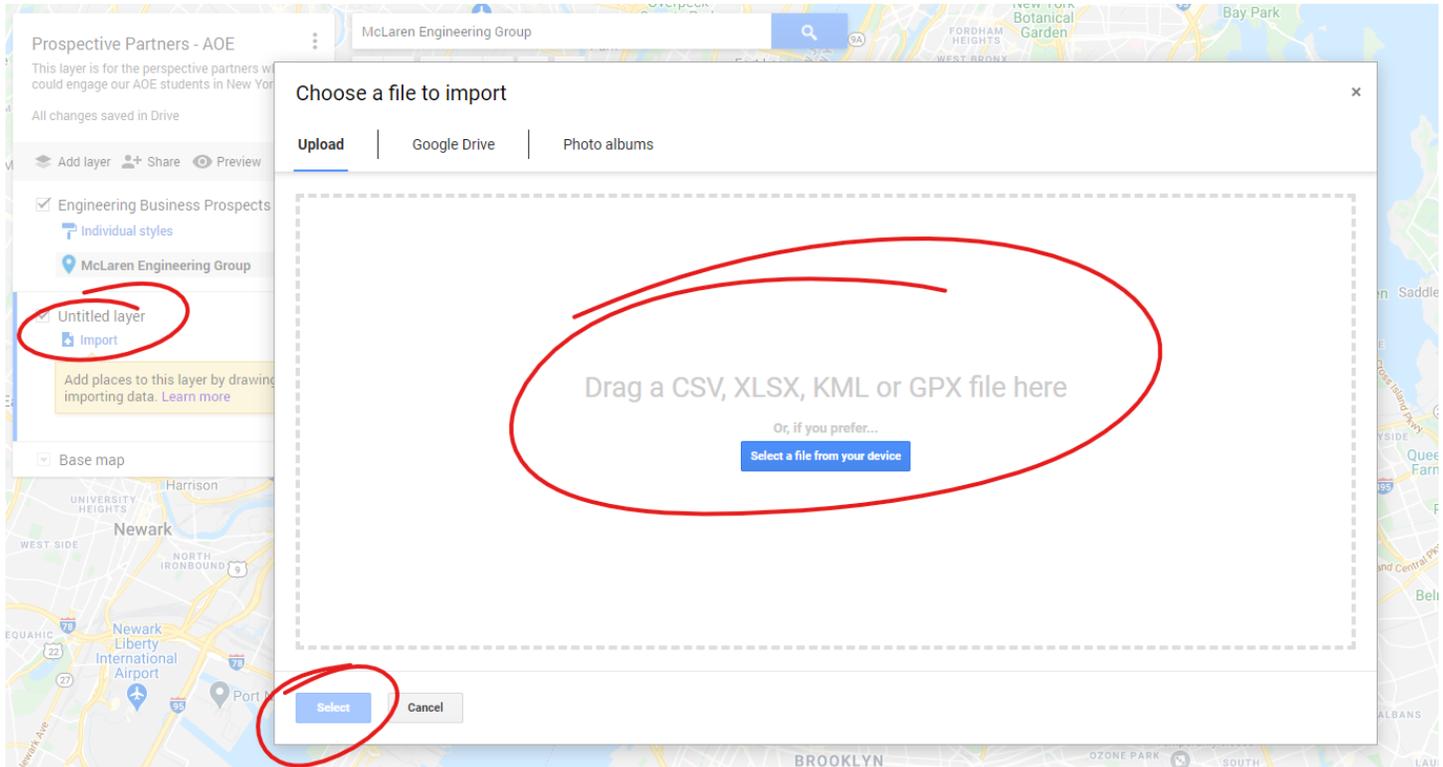


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B. Importing Map Features from a File:

- Create a spreadsheet/google sheet with columns that indicate Place Names, Addresses (or latitude-longitude information), and any other data you want for the place marker. Click [here](#) to see all the supported file types.
- In the map legend, click "Add Layer" or if you already have a layer available, underneath click "Import" and upload the file containing your data and click "Select"



- You will be asked to select the columns from your file that will indicate the location, such as addresses or longitude/latitude pairs. All the columns will be imported but the office location will be used to determine the position on the map.
- Then, you'll be asked to choose a column to title your markers – this is where having that Name column is key.
- Google will automatically place the markers based on the provided data. You can choose to edit the icon based on any internal system/customization you'd like.

Did you know? Each uploaded marker shows the data points you have in the spreadsheet – use it to add notes about each location!

