This document is a reference to help present your case for educational financial sponsorship to your employer. Each employer is different and not every statement or request is applicable. This letter should be used as a guide - not as a definitive model. Please review carefully and ensure your letter accurately reflects your situation and desired request.

Dear <Name>,

I would like to discuss the opportunity to pursue training and education in Digital Mapping through the University of Kentucky. The plan would not affect in my full-time role, nor impede my ability to fulfill my responsibilities at **COMPANY.**

After careful consideration of the return on investment, I have chosen to enroll at the University of Kentucky in the Digital Mapping Graduate Certificate program. This program is 100% online, allowing me the flexibility to be successful at both work and school, without taking time out of my workday. The Digital Mapping program at UK is highly regarded as the only program in the nation focused on open source software taught by world-renowned faculty in a Top 20 Department. I feel this is the right stage in my career to enhance my abilities in GIS to drive successful results for **<Company>.**

I am requesting employer support for the cost of tuition and have laid out some points for your consideration. I feel strongly that continuous learning through this rigorous academic program will lend to growth opportunities for **<COMPANY>.** I feel confident my participation in UK's Digital Mapping program will lead to increased financial results for **<COMPANY>** - well beyond the cost of tuition.

Earning the Graduate Certificate will be a vehicle in helping me grow at **<COMPANY>** for many years to come. The tuition cost for the certificate is **$8,041*** and can be completed in 9 months. I am highly motivated to get as much out of the experience as possible, in order to leverage the new knowledge at work. (*Tuition cost for 2019-2020)

Why should <COMPANY> sponsor my Graduate Certificate in Digital Mapping?

I will develop the technical skills and design fluency needed to make highly sophisticated web maps that will help guide **<COMPANY>**'s leadership as they make decisions.

What specific tools/skills will I acquire or build on?

- JavaScript programming language
- VS Code editor Git & GitHub HTML & CSS
- Desktop GIS with QGIS & PostGIS GDAL & Command Line Interface Mapbox & CARTO web mapping platforms

<COMPANY's> drive to maximize collaboration, teamwork and communication

The Digital Mapping Certificate emphasizes industry standards and provides training in the framework, theories, and best practices for coding and mapping workflows. For example, managing file/directory structures, GitHub, creating remote repositories, using a distributed version control system, and creating published, interactive web maps.

My passion, abilities, past performance and drive to advance <COMPANY> [insert a goal/mission statement/initiative of your company].

I have a proven track record of being innovative and a problem solver. Specifically: ***<Include evidence of performance and quantifiable measurements, awards, feedback from clients, employee review, etc. Provide hard data if applicable in the form of appendices attached to the letter.>*** I seek to continue to exceed expectations and continuously learn ways to advance our company as leaders in ***[include industry or topic specific area].***

Developing internal employees and recruiting top talent

A key reason I joined **<COMPANY>** was for the mentorship, coaching and training afforded to high-potential employees. I believe the combination of **<COMPANY'S>** expertise and the rigors of the Digital Mapping program is the perfect formula to develop internal talent. Furthermore, it can be a driving factor to attract top talent to **<Company>** interested in GIS, by supporting continuous learning and applying the latest tools and software in the field.

University of Kentucky – Digital Mapping: Overview

The Graduate Certificate in Digital Mapping is a completely online 11-credit graduate certificate that provides students with a rigorous training in the technologies used in contemporary digital mapping practice. The certificate emphasizes both programming and interaction design, ensuring that students emerge from the program well-equipped to make sophisticated, elegant web maps using a variety of platforms.

> **<COMPANY> Benefit:** The intensive, digital mapping curriculum emphasizes the acquisition of technical skills — coding, GIS, web development —preparing students to critically address the complexity of today's information ecosystem

Curriculum

The Digital Mapping Certificate combines core courses - with technical training - to grow from fundamentals in GIS to enhance analytical techniques and framework. Bringing together the theory and applied skills necessary for successful visual storytelling.

> **<COMPANY> Benefit:** I will develop new tools to drive efficiency and growth within my teams and the company. For example, web standards and proficiency in manipulating the structural, stylistic and behavioral elements of web maps through programming. Furthermore, the analytical techniques to make sense of the information and share in a way that can be understood.

Diversity of Experience

This course attracts students from various industries. This enables discussions, knowledge and perspectives that can be applied to situations at **<COMPANY>.** The intersection of theory and practice will help me gain a greater understanding and overall learning in digital mapping.

> **<COMPANY> Benefit:** I will have direct contact with others working in major companies in various industries. Through my classmates' experience, I can gain cross-industry insight that can be used to understand our clients' needs.

Effective Leadership Training

I view this program as another opportunity to surround myself with other successful GIS leaders - whether they be faculty, guest lecturers or fellow students. In addition to the coursework, I will take a proactive leadership role in the class with group projects to improve my teamwork, team building, communication, and management skills. I fully expect to present my work at poster's sessions and build on my public speaking abilities.

> **<COMPANY> Benefit:** I will gain knowledge and leadership skills that can be applied immediately within my teams, and will help me grow into a more successful leader.

Employment Guarantees

I understand that sponsorship from **<COMPANY>** is not an obligation. Therefore, in appreciation for your support and sponsorship, **<COMPANY>** can expect that I will not seek other employment during and for a predetermined time after completing my Graduate Certificate in Digital Mapping. I also understand that any sponsorship commitments will cease if my employment is terminated for any reason.

Conclusion

I appreciate your consideration for reimbursement of tuition costs for the Graduate Certificate in Digital Mapping at the University of Kentucky. My commitment to **<COMPANY>** remains steadfast, and I feel that the University of Kentucky's dynamic online learning environment will allow me to grow as a professional while at the same time adding immediate value to **<COMPANY>.**

Kind Regards,

SIGNATURE

Additional Suggestions and Information:

Offer to connect your company's decision maker/s on sponsorship with our [Program Director](#) if they have questions.