CASE STUDY

PARTNER NAME:
Re:Coded - Yemen
PROJECT NAME:
Mentor and Speaker Series Project
DATE:
September 12, 2020 - December 1, 2020

WEBSITE

www.riseforyemen.org

INSTAGRAM

@RISEFORYEMEN

E-MAIL

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ORGANIZATION OVERVIEW

Re:Coded - Yemen

Re:Coded is a non-profit that aims to empower youth in the Middle East and Africa through providing technical skills to position youth in today's technology-driven economy.

At the initiation of Mohamed Alaoudi, Re:Coded - Yemen was established in 2017. Mohamed is the Program Manager for the location and has run three bootcamps out of Sana'a, Yemen.

The bootcamp is roughly five months long. It teaches front end developer skills along with necessary business skills and career guidance. Students graduate with a certification from The Flatiron School in NYC.

PROJECT OVERVIEW

OVERVIEW

Re:Coded was seeking to supplement its existing bootcamp program with mentors and a speaker series. The request was for 6-10 mentors to conduct group mentorship sessions with their 21 students. The goal of the program was to provide career guidance, encouragement, resume review, bio reviews, and mock interview experience. Speakers would allow all students to benefit from key individuals to discuss their personal and professional journeys.

THE CHALLENGE

Re:Coded- Yemen students face tall odds. Living in a war-torn country, rife with conflict, while learning how to code poses many challenges. Program Manager, Mohamed Alaoudi, envisioned providing his students with mentors to provide them with additional, personalized support. The challenges faced were:

- Many students don't have previous professional experience.
- Language barrier between students and mentors as many students struggle with English.
- Inconsistent internet connection.
- Eight-hour time difference between Yemen and the USA.
- Recruiting mentors who would be available for the project duration.
- Matching female mentees with a female mentor with an IT background.

THE APPROACH

RFY would handle recruiting, supporting and surveying all volunteers throughout the program. This meant less work for Re:Coded. RFY commits itself to provide volunteers with full support such as quick response times (under 24 hours) and flexibility.

SOLUTION OVERVIEW

HOW WE DID IT

RFY targeted recruiting mentors of Yemeni descent from across the USA. This positioned RFY to address several challenges simultaneously. It addresses the language barrier as it increased the odds of the mentor being able to understand or speak various Yemeni dialects. Many first-generation Yemenis can anticipate the challenges of internet connectivity issues, time differences, and cultural sensitivities.

Although not all female mentors had an IT background, they were offered support in areas they weren't familiar with and had guidance documents.

To address scheduling challenges that are exacerbated during COVID19, RFY and Re:Coded ensured the following:

- **Flexibility:** Mentors can coordinate a convenient time with the mentee. Mentors who expressed fear of having to back out mid-way through due to other obligations were made aware that RFY would have backup mentors to help if needed. Orientation was also recorded so mentors could watch at their leisure.
- **Short-Term Commitment**: With a pre-defined start and end date, mentors knew their obligation would be complete in a few short months.
- **Low time commitment**: Mentors only had to provide a one-hour session, every other week. Speakers only had to commit to a one hour session.
- **Full Support:** RFY provided a recorded orientation, documentation, anonymous feedback forms, and promised quick response times. Volunteers were responded to in under 24 hours.

RESULTS

The 2020 Re:Coded - Yemen cohort graduated on November 26, 2020. The graduation ceremony was streamed and can be viewed online.
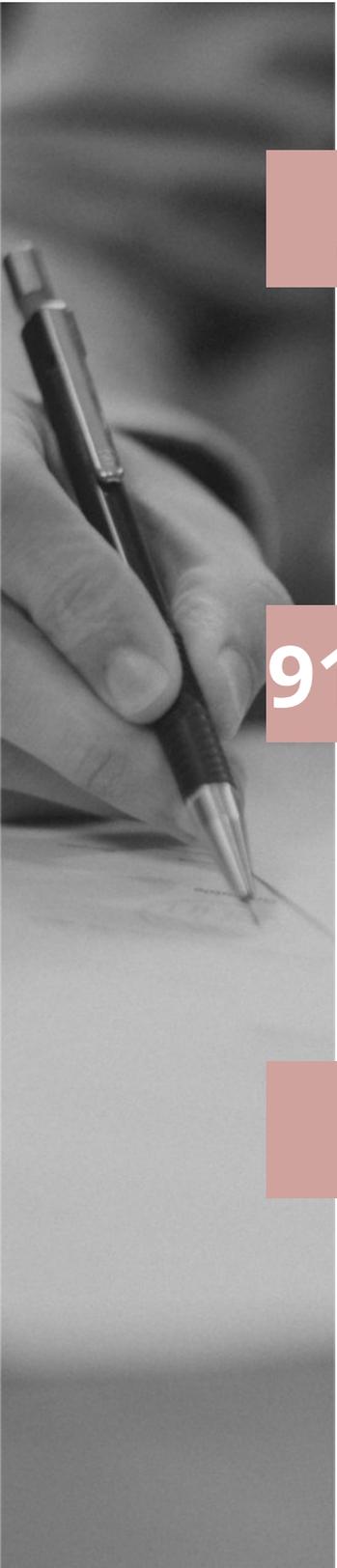
27

Volunteers Recruited

- RFY exceeded expectations by recruiting one mentor for each student and maintaining a backup of 6 volunteers. A total of 27 volunteers.

91.5%

Felt they were a good fit

- 91.5% of mentors felt they were a good fit with their mentees.

5

Speaker sessions

- RFY recruited 6 speakers. Only 4 were needed to conduct 5 speaker sessions.

TESTIMONIALS

Mohamed Alaoudi

Program Manager, Re:Coded - Yemen

"At Re:Coded Yemen, we are educating the Yemeni youth with digital skills to join the digital world and become technology leaders.

With Rise For Yemen help, our impact is stronger, larger and better. RFY has provided our students with a value that money can't buy. Professional Yemeni-American mentors that truly care about helping our students succeed and enter the digital world."

Adham Albarati

Rise for Yemen Mentor

"Making a positive impact on someone's life is a great privilege. Through the RFY Mentorship project, all it takes is a phone call every other week to offer some guidance and support to a mentee. I'm honored to have this opportunity to give back to my community."

Asma Kolaib

Re:Coded - Yemen, 2020 Cohort Student

"It is a fantastic way to gain insight into where your career may lead. A relationship with a mentor has helped me challenge myself, to improve and grow. The relationships and lessons learned during periods of Her career have a positive impact for me…"

ABOUT US

Rise for Yemen

Rise for Yemen was established in 2020. It is an organization that seeks to connect skilled volunteers with projects in Yemen. It provides an avenue for people to help Yemen beyond a donation.

RFY also does research to learn more about the organizations and people that are working in Yemen and the challenges they face.