

**Diverse Leaders College Summer Internship Program**



North Carolina  
Healthcare Association

Uniting Hospitals, Health Systems and Care Providers for Healthier Communities

# College Summer Internship Program Overview

The North Carolina Healthcare Association (NCHA) is a healthcare trade association that represents all of North Carolina's 130 hospitals and health systems. This \$17M enterprise operates in three distinctive areas. Core to its mission, the organization develops and delivers policy, advocacy, lobbying, education offerings, and member services. The organization also operates the fifth largest hospital association run foundation in the country. The foundation acts as a conduit between large national funders and the state's healthcare systems. Finally, the association operates a for-profit shared services organization that provides resources and services to members and other strategic partners. The NCHA works to improve and enhance the overall health and well-being of its communities through supporting high-quality patient care, education and research programs, and a variety of collaborative partnerships and initiatives

The NCHA is committed to developing a diverse workforce pipeline, which requires cultivating leaders at all levels. NCHA is pleased to announce the launch of the Diverse Leaders Development Program for emerging leaders interested in healthcare professions and administration. Thoughtful internships will help students career options by integrating classroom and work experiences. NCHA's Diverse Leaders College Internship program will support participants to set professional goals, develop skills, and build health knowledge. A successful internship will enhance the academic experience and help to clearly define personal and professional goals.

Under the direct supervision of NCHA staff, interns will become familiar with the association's role in addressing healthcare issues across the state. Interns will gain valuable skills, network, and learn about the NC General Assembly, government affairs, regulation, and legislation. Participants will work collaboratively with other interns in various NCHA departments as well as the NCHA membership, to gain a broader understanding of the opportunities available in the healthcare industry.

## Program Aims

- Support the development of a diverse pipeline of new leaders for the field
- Model a framework for professional growth and development
- Emphasize the importance of diversity and inclusion at all levels of successful healthcare organizations
- Apply theory and knowledge derived from academic coursework to professional tasks
- Gain exposure and awareness of NCHA programs and initiatives within the larger healthcare landscape in North Carolina
- Promote the understanding of various healthcare professions and opportunities available

## Program Criteria & Participation Benefits

### Application Criteria

- Self-identified member of a minority population deemed as underrepresented in healthcare leadership roles.
- Currently participating in a master's level program (or above\*) in a related field (i.e. health policy, social work, public health, etc.) Will consider upperclassmen bachelor's students.

### Benefits

- Network and build relationships with hospital leaders, state government partners, NCHA leadership, and fellow interns.
- Participate in networking experiences with healthcare leaders across the state throughout the summer
- Develop an understanding of the connection between practical experience and classroom theory
- Gain experience in self-directed learning
- Develop problem-solving and teamwork skills
- Set meaningful career goals

## Areas of Focus

### Foundation Research & Policy

The Foundation Research & Policy intern will work primarily with staff in the North Carolina Healthcare Foundation, providing primary support to the Senior Director of Learning & Impact. The individual will receive hands-on experience and insight into the union of policy and practice in community notably around the intersection of equity and inclusion as it relates to health outcomes. The intern will provide policy research support to the evaluation team to help determine impact potential of grant funded programs.

### Government Affairs

The Government Affairs intern will work primarily with staff in the North Carolina Healthcare Association, Advocacy, Policy, and Communications division, providing primary support to the Senior Director of Government Relations. The individual will receive hands-on experience and insight into the legislative process and how healthcare policy is practically implemented. NCHA aims to influence public policy at all levels of government and within the private sector, and to serve as a catalyst for positive change.

### Advocacy, Policy & Communications

The Advocacy, Policy & Communications intern will provide support to the Vice President, Communications & Public Relations and other department team members to facilitate and promote public awareness about the importance of North Carolina's hospitals, health systems and healthcare providers. The individual will gain experience in public relations and communications strategic planning, audience identification and stratification, message development and tactical implementation. The intern will also gain experience with grassroots and online stakeholder engagement and with public relations campaign and tactical monitoring, measurement/analysis and results reporting.

## Application Process

- Submit CV/Resume
- Submit 1 letter of recommendation from a professor or someone familiar with your coursework
- A written personal statement that answers the following questions:
  1. What is your background? What are you studying and why?
  2. Which area of focus are you interested in an internship in? Why do you specifically have an interest in that area of focus?
  3. Why are you pursuing an internship at NCHA, specifically?
  4. Have you ever worked with an advocacy or nonprofit organization before?
  5. How will this internship help fulfill your educational and/or career goals?
- **Please submit CV/Resume, letter of recommendation and the written personal statement to [hr@ncha.org](mailto:hr@ncha.org) by Friday, March 27, 2020.**

# Foundation Research & Policy Intern Job Description

## Program Logistics:

Schedule: Full-Time (May 2020 - August 2020)

Compensation: This position is paid. Stipend commensurate with availability and experience. (~\$2000)

Location: in-office, with occasional opportunities to work remotely

Travel: minimal

Equipment: computer provided on-site, laptop provided when remote work is required

## NCHA Diverse Leaders Intern Area:

Foundation Research & Policy

## Purpose:

The Foundation Research & Policy intern will work primarily with staff in the North Carolina Healthcare Foundation, providing primary support to the Senior Director of Learning & Impact. The individual will receive hands-on experience and insight into the union of policy and practice in community notably around the intersection of equity and inclusion as it relates to health outcomes. The intern will provide policy research support to the evaluation team to help determine impact potential of grant funded program.

## Responsibilities:

- Increase the usability and coherence of grantee reporting on impact of funded activities (primarily: connecting the uninsured to specialty care, promoting the adoption of chronic disease prevention initiatives at schools, workplaces and other community settings).
- Translate funder goals into evaluation metrics that grantees can also use to gain support from other stakeholders and potential funders.
- Increase community stakeholder capacity to work with hospitals to improve health and healthcare access.
- Increase hospital capacity to work with community stakeholders on matters of population health.
- Connect grant-funded activities to state and local healthcare policy windows/opportunities.
- Participate in a process of contextual inquiry to optimize data collection using Salesforce.
- Assist in the development on a data manual as part of the program evaluation for community-based health policy change initiatives.
- Support Foundation staff with research on ongoing policy as it relates to foundation projects in equity, access to care, and chronic disease.
- Provide project management assistance to the NCHA Diverse Leaders Mentorship program.

## Mission/Vision/Values:

- Embrace the NCHA mission to improve the health of the communities where we live and work by advocating for sound public policy and collaborative partnerships.
- Support the vision for a North Carolina where high-quality healthcare is equitable and accessible for all.
- Demonstrate the association's core values in all relationships, at all times: Respect. Integrity. Teamwork. Accountability. Perseverance.

## Internal Relationships:

- NCHA field supervisor, NCHA task supervisor, and Internship program organizer.
- Additionally, frequent contact with the NCHA and Foundation team members, as well as other Advocacy & Policy interns.

## External Relationships:

- Occasional contact with: Legislators, health system government relations officers, etc.

**Education & Experience:**

- Currently participating in a Master's level program (or above) in a related field (i.e. health policy, social work, library science, etc.)
- Will consider upperclassmen bachelor's students.

**Knowledge, Skills & Abilities:**

- Proficient with using office equipment, including computer, printer, and copy machine
- Proficient skills using MS Office products
- Organization and attention to detail
- Reliability
- Ability to work collaboratively, as well as with minimal supervision

**Work Environment & Physical Demands:**

- Must provide own transportation to/from NCHA office and to/from any external meeting locations
- Work performed mostly in an office environment
- Use a computer throughout the workday

*North Carolina Healthcare Association is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, religion, age, sex, national origin, veteran status, disability, sexual orientation, sexual preference, or other protected status.*

# Government Affairs Intern Job Description

## Program Logistics:

Schedule: Full-Time (May 2020 - August 2020)

Compensation: This position is paid. Stipend commensurate with availability and experience. (~\$2000)

Location: in-office, with occasional opportunities to work remotely

Travel: minimal

Equipment: computer provided on-site; laptop provided when remote work is required

## NCHA Diverse Leaders Intern Area:

Government Affairs, NCHA Advocacy & Policy Department

## Purpose:

The Government Affairs intern will work primarily with staff in the North Carolina Healthcare Association, Advocacy, Policy, and Communications division, providing primary support to the Senior Director of Government Relations. The individual will receive hands-on experience and insight into the legislative process and how healthcare policy is practically implemented. NCHA aims to influence public policy at all levels of government and within the private sector, and to serve as a catalyst for positive change.

## Responsibilities:

- Attend legislative meetings as applicable and write comprehensive summaries of relevant information.
- Assist with policy analysis, writing, and editing reports and other projects, as relevant.
- Manage and analyze large state and county-level data sets.
- Assist staff by conducting legislative research, developing policy fact sheets, tracking state legislation, and attending hearings and briefings if needed.
- Monitor NCHA legislative priorities during the 2020 legislative session.
- Assist in the development of grassroots policies and strategies for NCHA member organizations.
- Other responsibilities as needed to support NCHA priorities as assigned by Senior Director of Government Relations.

## Mission/Vision/Values:

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- Support the vision for a North Carolina where high-quality healthcare is equitable and accessible for all.
- Demonstrate the association's core values in all relationships, at all times: Respect. Integrity. Teamwork. Accountability. Perseverance.

## Internal Relationships:

- NCHA field supervisor: Senior Director of Government Relations
- Additionally, frequent contact with the NCHA team members and members of the Advocacy, Policy, and Communications division

## External Relationships:

- Occasional contact with: Legislators, health system government relations officers, lobbyists etc.

## Education & Experience:

- Currently participating in a Bachelor's or Master's level program in a related field (i.e. health policy, political science, etc.)

**Knowledge, Skills & Abilities:**

- Proficient with using office equipment, including computer, printer, and copy machine
- Proficient skills using MS Office products
- Organization and attention to detail
- Reliability
- Ability to work collaboratively, as well as with minimal supervision

**Work Environment & Physical Demands:**

- Must provide own transportation to/from NCHA office and to/from any external meeting locations
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# Advocacy, Policy & Communications Intern Job Description

## Program Logistics:

Schedule: Full-Time (May 2020 - August 2020)

Compensation: This position is paid. Stipend commensurate with availability and experience. (~\$3000)

Location: in-office, with occasional opportunities to work remotely

Travel: minimal

Equipment: computer provided on-site; laptop provided when remote work is required

## NCHA Diverse Leaders Intern Area:

Advocacy & Policy Department

## Purpose:

The Advocacy, Policy & Communications intern will assist with developing and implementing public relations and communications programs to help NCHA and its members further enhance public trust, engagement and followership. The individual will collaborate with internal and external stakeholders to create and deploy communications through social media, websites, advertising, email marketing, media relations and member/partner relationships. The intern will gain experience in public relations and communications initiative planning and implementation, as well as with activity monitoring/analysis and results reporting.

## Responsibilities:

- Assist the Vice President, Communications & Public Relations and other staff with developing interesting and useful communications content and with managing production and distribution of communications to support public relations and advocacy initiatives. Activities will include writing/editing, project management and other communications planning, deployment and analysis/reporting tasks.
- Contribute to planning and carrying out public relations activities using paid, earned, shared and owned media tactics, including engaging in social media and other digital or email communications.
- Assist with writing, editing and potentially designing or videotaping/livestreaming public relations and communications content designed to emotionally engage target audiences and build followership and support for NCHA and its members.
- Contribute to grassroots engagement and issue advocacy communication, providing NCHA members with relevant, useful information to support their work and gathering feedback to assess the effectiveness of communications.
- Plan for and attend internal or external meetings, as needed.

## Mission/Vision/Values:

- Embrace the NCHA mission to improve the health of the communities where we live and work by advocating for sound public policy and collaborative partnerships.
- Support the vision for a North Carolina where high-quality healthcare is equitable and accessible for all.
- Demonstrate the association's core values in all relationships, at all times: Respect. Integrity. Teamwork. Accountability. Perseverance.

## Internal Relationships:

- NCHA field supervisor, NCHA task supervisor, and Internship program organizer.
- Additionally, frequent contact with the NCHA and Foundation team members, as well as other Advocacy, Policy & Communications interns.

## External Relationships:

- Potential occasional contact with: Advertising/PR agency partners, public relations and communications staff from NCHA member health systems and hospitals, health system government relations officers.



**Education & Experience:**

- Currently participating in a Bachelor's or Master's level program in a related field, e.g., communications, public relations, digital marketing and communications, journalism, public affairs.

**Knowledge, Skills & Abilities:**

- Proficient with using office equipment, including computer, printer, and copy machine
- Proficient skills using MS Office products
- Organization and attention to detail
- Reliability
- Ability to work collaboratively, as well as with minimal supervision

**Work Environment & Physical Demands:**

- Must provide own transportation to/from NCHA office and to/from any external meeting locations
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