

Summer Enrichment Program (SEP) Marketing Toolkit

Background

The Institute for Diversity and Health Equity's Summer Enrichment Program (SEP) is a 10-week, paid internship program for graduate students that are in the process of pursuing an advanced degree within health care or a related field. Students in the program are paired with a health care organization where they benefit from experiential learning, mentorship, networking and the opportunity to learn from experts in the field.

Experienced administrators serve as preceptors and mentors, providing support and career advice as well as critical early-career connections. The Summer Enrichment Program seeks students from underrepresented backgrounds to strengthen the pipeline and build the next generation of diverse executives and leaders in health care.

Host sites are to provide professional development, mentorship, training and education for interns that are placed at their organization. IFDHE will give preference to host sites that are committed to diversity, equity, inclusion; and have the commitment integrated into their work practices and policies.

The intern & host site application cycle is open from Nov. 13, 2023 – Feb. 2, 2024.

Benefits for students

- **Professional Development** – Participants work with experienced administrators that provide support, career advice and the navigation skills needed to excel in their careers.
- **Mentorship** – Mentors are a valuable part of one's career growth. Participants will benefit from mentors that coach and guide them during and after the 10-week program.
- **Networking** – Participants will gain insight from others in the field and build their professional network to make early-career connections.

We encourage you to promote the SEP via:

- E-blasts
- Newsletters
- Social Media
- Printed marketing materials at events/conferences/speaking engagements (see [host site brochure](#) and [intern one-pager](#)).

IFDHE is in partnership with the American College of Healthcare Executives to co-promote the Summer Enrichment Program.

Relevant Social Media Handles

- Twitter: [@IFD_AHA](#) | [@ahahospitals](#)
- LinkedIn: [IFDHE](#) | [AHA](#)
- Hashtags: #SummerEnrichmentProgram #SEP

SOCIAL MEDIA MESSAGES



Please utilize these posts on **Twitter**.

Host site application posts:

- [@IFD_AHA](#) is seeking health care organizations to apply as host sites for its 2024 [#SummerEnrichmentProgram](#). Hospitals that want to build the next generation of diverse executives and leaders are welcome to apply: <https://ifdhe.aha.org/summer-enrichment-program>
- Is your health care organization committed to DEI & wants to provide mentorship, professional development & training for graduate students in health care? Then apply to the [@IFD_AHA](#) [#SummerEnrichmentProgram](#) as a host site! Learn more & apply: <https://ifdhe.aha.org/summer-enrichment-program>

Intern application posts:

- Graduate students pursuing an advanced degree in health care are invited to apply for [@IFD_AHA](#) [#SummerEnrichmentProgram](#). Students are paired with a health care organization where they benefit from experiential learning, mentorship & more: <https://ifdhe.aha.org/summer-enrichment-program>
- Are you a graduate student looking to enrich your experience in health care? Apply to [@IFD_AHA](#) [#SummerEnrichmentProgram](#) to gain professional development, training, mentorship & education to be a leader in health care. Learn more here: <https://ifdhe.aha.org/summer-enrichment-program>

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Facebook, LinkedIn or Newsletter sample posts

Please utilize these posts on **Facebook** or **LinkedIn** or in a **newsletter**.

[The Institute for Diversity and Health Equity's](https://ifdhe.aha.org/summer-enrichment-program) Summer Enrichment Program (SEP) is now open! Applications are being accepted for interns and host sites. The SEP program is a 10-week, paid internship program for graduate students that are in the process of pursuing an advanced degree within health care or a related field. Students in the program are paired with a health care organization where they benefit from experiential learning, mentorship, networking and the opportunity to learn from experts in the field. Students from underrepresented backgrounds are strongly encouraged to apply. Learn more and apply here: <https://ifdhe.aha.org/summer-enrichment-program>

Health care organizations that are committed to diversity, equity, inclusion and want to build the next generation of diverse health care leaders are strongly encouraged to apply to the [Institute for Diversity and Health Equity's](https://ifdhe.aha.org/summer-enrichment-program) Summer Enrichment Program! IFDHE is seeking host sites that will provide an internship opportunity for graduate students in the field to strengthen the pipeline and build the next generation of diverse executives and leaders in health care. Students will gain professional development, mentorship, education and training that will equip them to advance health equity, DEI and justice in health care. Apply today: <https://ifdhe.aha.org/summer-enrichment-program>

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Graphics to use for posts:



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