

SHINe Membership and Marketing Team (M&M) Internship Idea May 2008

Dear SHINe Members

This is a short report on the idea of a SHINe internship. This is the outcome of two papers presented to the committee by Joanna Ptolomey.

- **Proactive business case: targeted student membership (October 2007)**
- **Student internship idea (February 2008)**

There are some key ideas that SHINe could consider

- 1. Constitutionally SHINe support all groups in the health sector and provide an educational function. What about students?**
 - a. Short term economically they have little or no return, but longer term they have excellent potential for return.
 - b. Does our organisation have a responsibility to help fellow professionals start their careers, influence their industry sector and “skill them up”?
 - c. As an organisation can we market our member’s capabilities and expertise to affect the markets conditions and influence student populations.
- 2. A priority for SHINe?**
 - a. Our real marketing is already inbuilt to who we are as professionals and the organisations we represent.
 - b. Open the doors to the health sector and promote our profession also.
- 3. Benefits realisation for SHINe?**
 - a. Education
 - b. Communication
 - c. Utilising our professional skills
 - d. Reinforcing our brand
 - e. Raise our visibility
- 4. Key vehicle for achieving this?**
 - a. Internships

Firming up and taking the Internship idea forward

- The difference between a placement and an internship.
- How would this work in practice?
- Management and quality assurance aspects

These three ideas were delivered in the second paper for discussion and have provided a lively discussion on the further strategic development SHINe. The committee have supported this idea in principle and further work is to be investigated into this idea.

Joanna Ptolomey
SHINe Committee