



Impact Interns: Summer 2021

Organization Information

Organization Name:	Heart of America
Address:	1440 G St. NW, Office 7-153, Washington DC 20005
Website:	www.heartofamerica.org
Organization Description:	<p>Heart of America (HOA) provides modern resources and transforms spaces into motivating learning environments so students and communities can learn and grow. We are a national 501c3 that has been working with key partners in under-resourced communities to address the educational inequities faced by students today. Over the last 23 years, HOA has distributed 4.1 million books to more than 2 million students across the country in 2,000+ schools and community centers. Through public/private partnerships with both large and small corporations, as well as government entities, the organization has infused more than \$4.5 million in new technologies to some of the highest needs schools and have leveraged thousands of volunteers to transform more than 500 educational spaces.</p> <p>HOA addresses educational equity through two efforts: Transformation Projects and Resource Distributions. The focus of this internship will be on the Transformation Projects previously undertaken by the organization.</p>
Intern Supervisor: (Name, title, email)	Pam Bryden, VP HR and Administration

Position Description

Internship Time Period (include projected dates):	<input checked="" type="checkbox"/> Summer 2021 Internship dates:
Hours Per Week:	20
Number of Weeks:	10
Undergrad/Grad Intern eligibility:	<input checked="" type="checkbox"/> Graduate <input type="checkbox"/> Undergraduate
Internship Description and Duties:	Over the course of 10 weeks, the chosen intern will measure the impact of the HOA Transformation project on the school community. Currently, this information is gathered through Impact Surveys, which are sent to project recipients to gather data on how the project has benefited each site. These surveys are sent at the three-month, one year and three-year mark following project completion. Due to COVID and other limitations, survey collection has been paused since mid-2019. The re-launching of our surveys,



	<p>subsequent data collection, and metrics reporting is a key part of our 2021 strategy. The intern will play a pivotal role in this process and inform the ongoing effective work of HOA.</p> <p>Details: The specific objectives, steps, and deliverables are highlighted below. Based on findings during the internship, some steps may need to be adjusted or omitted. At this time, we anticipate the intern will be more focused on the execution and analyzation of our impact measures, more than on the strategic development behind our measures.</p> <ul style="list-style-type: none">• Review impact assessment goals and objectives; ensure alignment with organizational goals.• Review impact evaluation process from beginning to end and make process improvement recommendations to support HOA's impact measurement and storytelling goals.• Recommend changes to impact survey questions to ensure data collected is meaningful, measurable and will help HOA tell its impact story.• Review and recommend additional standard metrics to be captured.• Review and improve process for tracking and managing the impact survey process with the goal of increasing quality of data collected and number of survey responses.• Plan and send impact surveys to alumni project recipients, as applicable to developed strategy, and follow up with sites to support survey completion and return.• Process new and historic data collected, entering data into Salesforce for reporting and analysis.• Analyze and recommend tools for data capture and analysis.• Conduct analysis of completed evaluations for trends and data to support HOA storytelling.• Utilize geo-mapping technologies, in coordination with our partners, to input and display relevant program metrics to visually understand HOA impact; analyze HOA's
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	<p>historic footprint in conjunction with external metrics, including district spending, household incomes, graduation rates, and/or demographics.</p> <p>At the conclusion of the internship, the candidate should produce a summary report that provides an overview of the current impact measurement process, recommendations for future impact measurement, an analysis of our survey response, and an analysis of findings (new and historical), including storytelling trends.</p> <p>The intern will work closely with senior staff and will be encouraged to participate in all staff meetings and to get to know HOA staff across teams. Opportunity to participate in transformation project or resource distribution effort may be possible, depending on location and interest of intern.</p>
<p>Description of long-term project the Impact Intern will lead or substantively contribute to:</p>	<p>The impact management and measurement process is essential to HOA's future and growth. By sharing the impact of the work HOA does to all stakeholders, we can continue to gain supporters and help more schools and students.</p>
<p>Qualifications and/or skills desired:</p>	<p>The ideal candidate has:</p> <ul style="list-style-type: none"> • excellent organization and project management skills • analytical thinking skills • experience with data analysis, metrics and reporting, data analysis tools (excel or other plus) • excellent communication skills in both written and spoken formats • ability to problem solve "on their feet" • humility and a sense of humor.
<p>This position requires specific clearances, background checks, or specific documentation upon hiring.</p>	<ul style="list-style-type: none"> • A background check is required. • I9 Documents for employment
<p>The following information is required from the intern:</p>	<p><input checked="" type="checkbox"/> Resume <input checked="" type="checkbox"/> Cover Letter <input type="checkbox"/> Writing Sample <input type="checkbox"/> Other: _____</p>
<p>Interviews will be conducted via the following methods:</p>	<p><input checked="" type="checkbox"/> Zoom <input type="checkbox"/> Google Hangouts <input type="checkbox"/> WebEx <input checked="" type="checkbox"/> Other: Microsoft Teams</p>