

Personal Reflection

Go Global NC, formerly the Center for International Understanding, is a nonprofit organization operating under the UNC system. Its mission is to connect North Carolina and the world. In 1979, Governor Hunt had a vision for an organization that encourage people-to-people diplomacy. He enlisted Millie Ravenel to see his vision through, and thus, the Center for International Understanding was formed. From then on, the organization has been focused on increasing the global competency of North Carolina citizens through a wide variety of programs related to business, policy and education, including but not limited to: the NC Coalition for Global Competitiveness, the Latino Initiative and Global Teachers.

During my time at Go Global NC, I worked primarily with the Global Teachers program. Every year, Go Global NC sends 25 - 30 teachers on a professional development trip to another country. In the host country, the teachers learn best practices, visit significant sites and become immersed in the culture. Upon their return, teachers are required to develop a project or curriculum for their students based on what they learned in the host country. For example, a teacher from Chatham County visited South Africa in 2016 and was inspired by the art created during the US Civil Rights and South African Apartheid movements. When she returned home, she and her students put on a show with Paperhand Puppet Intervention called “One Home” and raised over \$17,000 for charities in South Africa and Chatham County.

My main focus was the Global Teacher Fellowship – a proposed expansion campaign to the Global Teachers program. The expansion would allow for 100 teachers – one from every North Carolina county – to have a study abroad experience every year. My task was to create a fundraising toolkit to launch the campaign. The materials I created were intended to be cohesive – sharing the same color schemes and similar verbiage, inspired by the creative media toolkits I learned about in Principles of Public Relations (COMM 2145). I designed a website for the campaign through Wix – a software I learned to navigate through classes such as PR Writing (COMM 3245) and Writing and Inquiry in Academic Contexts I and II with Studio (UWRT 1104). The website is a “one-stop shop” for all information pertaining to the Fellowship. It is designed to be visually appealing and welcoming through the use of pictures, animation and graphics. I used Canva, another tool from COMM 3245 to develop the website graphics and printed materials, such as brochures, fliers and booklets. In addition to working on the Fellowship, I also developed a couple social media strategies I learned from COMM 3245 – an editorial calendar and a Twitter Q&A.

After 120 hours at Go Global NC, I feel as though I have learned a lot. Right from the start, I was impressed and inspired by the determination and passion that my coworkers had. Go Global NC is comprised of several one or two-person departments, so in order for the programs to run, each employee has to do the work of an entire committee. I learned about office etiquette through my interactions with various department heads. My supervisor, Lisa Yanke, was a great resource for not only navigating Go Global NC, but the corporate world as well. She took every opportunity to teach me something new, and I will be forever grateful. Through our time together, I learned about researching companies, creative ways to get companies into the public eye and crisis communications. While at Go Global NC, I also improved on my skills of time management and

problem-solving by putting deadlines on my assignments that preceded my supervisor's, to make sure I had time if I needed to fix anything.

I am so glad that I interned with Go Global NC this summer. It allowed me to implement what I had learned from class, but at the same time, work for a cause that I was excited about. I think at the end of the day, that is what we should aim for with internships – an opportunity to learn and to flourish.