

# ADVOCATE™ EDUCATE ELEVATE



Community Health Center University  
(CHCU) Leadership Program

Program Schedule  
January - December 2025



ADVOCATE™  
EDUCATE  
ELEVATE

In Collaboration With





**ADVOCATE  
EDUCATE  
ELEVATE**<sup>™</sup>

In Collaboration With



## Overview

### PREPARING FUTURE LEADERS: FOSTERING DEVELOPMENT AND PROFESSIONAL GROWTH FOR EMERGING LEADERS IN THE HEALTHCARE SECTOR

Virginia Community Healthcare Association (VCHA) is pleased to host the Community Health Center University (CHCU) Leadership Program, in partnership with the University of Richmond and the Virginia Association of Free and Charitable Clinics (VAFCC).

The program targets emerging leaders from Community Health Centers (CHCs), Free Health Clinics, and other Safety-Net providers in Virginia. Participants will gain experience through participation in a curriculum that includes both in-person and remote seminars and practical activities. The program offers learning experiences, resources, and support to develop and strengthen leadership skills for emerging leaders. The CHCU Leadership program consists of learning sessions (virtual and face-to-face meetings) and one-to-one leadership coaching throughout the year. The program will cultivate leadership skills in healthcare professionals, helping organizations with growth, succession planning, and overall leadership development.

Each year, 20 individuals will be selected to participate in the program and a one-year commitment is required. This commitment includes:

- Attendance in 10 one-to-one coaching sessions.\*
- Attendance in all learning sessions.\*\*
- Capstone project.

\*Coaching sessions must be attended. If you need to cancel/reschedule, 24-hour notice is required, and it will be the participant's responsibility to reach out and reschedule. Completion of the program is dependent on 10 sessions of one-to-one coaching.

\*\*Learning sessions are mandatory. All participants must attend. Completion of the program is dependent on attendance.

\*\*\*Emergencies (illness, death, etc.) will be excused.

## Classroom Sessions

Monthly classes are delivered in-person on the University of Richmond campus as well as synchronously online, via Zoom. Participants gain valuable leadership insights that are specifically relevant to Federally Qualified Health Centers (FQHCs). Completion of 10 modules, 10 coaching sessions, and a capstone project, earns students a University of Richmond Certificate\*, 8 CEUs, and a University of Richmond digital badge\*.

\*Certificate and digital badge are co-branded VCHA and UR

Continued on next page



**ADVOCATE<sup>™</sup>**  
**EDUCATE**  
**ELEVATE**

In Collaboration With



## Schedule

### Pre-Module Orientation and Reception

*This orientation is delivered in person on the University of Richmond Campus*

**Date:** January 2025

- Introduction to the program
- Setting up expectations for the year
- Social reception and networking

### Module 1 – Leading Change

*This module is delivered in person on the University of Richmond Campus*

**Date:** January 2025

- Understand the differences between managers and leaders
- Be able to identify and explain different leadership types
- Determine how one knows if they are a leader
- Learn to lead from any position
- Apply leadership principles to relevant case studies

### Module 2 – Challenges to FQHCs

*This module is delivered in person on the University of Richmond Campus*

**Date:** February 2025

- Discuss the reality of leading in a FQHC
- Policy issues impacting FQHCs (340B, for example)
- The impact from outside influences that affect FQHCs
- Navigating the complex challenges faced by FQHCs
  - Financial instability
  - Workforce shortages
  - Healthcare access barriers
  - Integrating health information technology
  - The complexity of the policy and regulatory landscape affecting FQHCs

### Module 3 – Strategic Thinking and Planning

*This module is delivered in person on the University of Richmond Campus*

**Date:** March 2025

- Understand the strategic thinking perspective
- Understand its importance to your organization
- Have a general model for creating a strategic plan
- Have a set of resources to help you with a deeper dive

Continued on next page



### Module 4 – Trauma Informed Care and Resilience

*This module is delivered in person on the University of Richmond Campus*

**Date:** April 2025

- Understand Trauma Informed Care (TIC) and why it is important
- Learn how to work within a TIC Framework, in a HC system, post-COVID
- Identify and understand resilience
- Identify and understand the importance of Adverse Childhood Experiences (ACEs) and how they affect individuals, families, health, and food security
- Through personal stories, identify resilience and how it can be applied

### Module 5 – HR and Legal & Ethical Compliance

*This module is delivered online via Zoom*

**Date:** May 2025

- Understand the HR and Legal perspectives in FQHC settings
- Discuss ethical issues and work through practice scenarios
- Understand legal compliance

### Module 6 – Planning and Budgeting

*This module is delivered online via Zoom*

**Date:** June 2025

- Learn how to plan and budget within a FQHC environment
- How to budget at every level of leadership
- Understand financial models in FQHC

### Module 7 – Healthcare Center Operation

*This module is delivered online via Zoom*

**Date:** August 2025

- Learn how to find, retrieve, and apply valid data
- Learn how to use data and metrics to guide decision-making
- Learn how to apply metrics in daily and overall decision making
- Understand when data impacts your system negatively and how to address/handle those situations

### Module 8 – Communications

*This module is delivered in person on the University of Richmond Campus*

**Date:** September 2025

- Learn how to have different types of difficult conversations
- Identify and understand effective advocacy
- Learn how to tailor presentations to differing audiences
- Learn basic guidelines for talking to the press

*Select participants will participate in on-camera interviews and receive peer and faculty feedback*



**ADVOCATE<sup>TM</sup>**  
**EDUCATE**  
**ELEVATE**

In Collaboration With



## Module 9 – Dealing with Disruption

*This module is delivered online via Zoom*

**Date:** October 2025

- Identify the role of CHC's – Proximity, voice, education, access, care, channel to specialized care, overflow from other providers (Mental Health, SUDs, post-ED care)
- Understand how to work with the constant disruption of staffing issues, financial stress, and the ever-changing, diverse needs of differing populations
- Understand a range of disruptions – the pandemic, mass casualty events, mental health crisis, etc.
- Understand universal needs
- Create a toolkit/practice model for dealing with disruption, including leadership skills, observational skills, nimbleness, infrastructure, communication, enhanced FQHC equity, community relationships, financial systems, and payment models
- Understand positive disruption

## Module 10 – Future of Healthcare

*This module is delivered online via Zoom*

**Date:** November 2025

- Understand issues in FQHC, including Cost Control, “Big Med” and the consequences of integration, consolidation, and private equity in FQHC, as well as ways to lead change with this knowledge
- Collective bargaining and strikes among FQHC workers
- Discover how CHC's creatively engage their frontline clinicians to improve performance, morale, and retention
- The importance of value-based care

## Capstone Presentation and Certificate Ceremony

*This session will take place in person on the University of Richmond Campus*

**Date:** December 2025

Thursday evening dinner

Friday:

- Capstone presentations
- Lunch
- Certificate Ceremony