

Being able to share the story of your academy is an excellent way to showcase the breadth and depth of what your students are doing. Data enhances these stories and serves as a recruitment tool and way to inspire people to get involved. Having the data in this format can also be a way to celebrate success and guide your future planning.

You now have a multitude of metrics available through tools including the Work-Based Learning Participation Tracker, Reflection Form completed by students after each WBL activity, internship assessments, the annual student survey, and more. It's time to harness the power of this data to bring the story of your academy to life and share it!

Through the following easily customizable Canva templates, you can create storytelling documents for multiple audiences. **You can view what each template looks like on the following pages.**

To access the templates, you can create a free [Canva](#) account or use an existing account if you already have one. The first page of each template provides an overview of the different fields and how you can customize them and then you can scroll to subsequent pages to begin customizing the template based on what you want to highlight about your academy.

## [Advisory Board templates](#)

- Provide information to celebrate
- Have information to plan or make changes

## [Employer & Community Partner \(Current or Potential\) templates](#)

- Provide data that gives them insights into the academy's work and impact on students
- Provide data that inspires them to get involved in WBL

## [Student template](#)

- Show them why joining your NAF academy will benefit them

## [Parent template](#)

- Show how their child can benefit from the NAF academy and what opportunities are available

**New to Canva?** Access their ["Getting Started" videos](#) and [additional free resources specifically for teachers](#).

**For assistance in using any of the WBL storytelling templates, contact [Zach Bokuniewicz](#), Assistant Director, Creative and Branding Strategy.**

# WBL Storytelling Template: Advisory Board Design Options



## EXAMPLE

Replace this Photo with one from your NAF Academy!

2022 - 2023

**THIS YEAR, STRANAHAN AOE SUPPORTED:**

- 8 Career Awareness activities
- 10 Career Exploration activities
- Internship Expo
- 10 Mentored Industry Projects
- 57 Internships

89% Students participated in 1+ WBL activities this year

57% Students participated in 2+ WBL activities this year

45% Class of '23 Seniors participated in an internship, clinical, or mentored industry project

**OF THOSE STUDENTS WHO PARTICIPATED IN 1+ WBL ACTIVITIES THIS YEAR:**

98% Students reported learning more about a career of interest to them

100% Students felt more confident in their skills

88% Students made a connection with someone whom they believe can help them pursue their goals

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[@NAFCAREERACADS](#)

Thank you for helping students Name a Future!

Use this space to show how your academy supported ODWBL activities.

Edit these statistics to show ODWBL Participation in your Academy.

Replace this logo with your NAF Academy Logo. Don't have one? Click here to get one.

## EXAMPLE

Replace this logo with your NAF Academy Logo. Don't have one? Click here to get one.

DATE

64% Students indicated they learned about a career of interest to them

25 Employer Participants

262 Students Participated

82% Students indicated they learned useful information about pursuing their own goals

"INSERT QUOTE HERE FROM STUDENT REFLECTION FORM THAT SHOWS HOW IMPACTFUL THIS ACTIVITY WAS"

"INSERT QUOTE HERE FROM STUDENT REFLECTION FORM THAT SHOWS HOW IMPACTFUL THIS ACTIVITY WAS"

airbnb

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**WBL ACTIVITY TITLE HERE**

Replace this Photo with one from your NAF Academy!

Change these statistics to reflect your own student successes!

Edit these quotes to show ODWBL Participation in your Academy.

Add logos of your partners in ODWBL activities here!

## EXAMPLE

Replace this logo with your NAF Academy Logo. Don't have one? Click here to get one.

DATE

47 Student participants

35 Employer Participants

98% Students learned about a career of interest to them

99% Students felt they completed work of real value

99% Students felt more confident in their skills as a result of this activity

100% Students reported they will likely stay in touch with people they met during their internship

100% Students connected with someone they believe can help them pursue their goals

**INCREASED SKILLS**

Collaboration	60%	Communication	100%	Initiative & Self-Direction	80%	Social Awareness	80%	Planning for Success	100%	Problem-Solving	40%
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"INSERT QUOTE HERE FROM STUDENT REFLECTION FORM THAT SHOWS HOW IMPACTFUL THIS ACTIVITY WAS"

"INSERT QUOTE HERE FROM STUDENT REFLECTION FORM THAT SHOWS HOW IMPACTFUL THIS ACTIVITY WAS"

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**INTERNSHIP DATA**

Use this chart to show the skill increases from your ODWBL activities.

Edit these statistics to show ODWBL Participation in your Academy.

Replace this Photo with one from your NAF Academy!

Change the quotes to reflect your own student successes!

## EXAMPLE

Replace this logo with your NAF Academy Logo. Don't have one? Click here to get one.

DATE

52 Student participants

8 Employer Participants

81% Students learned about a career of interest to them

90% Students connected with someone they believe can help them pursue their goals

92% Students felt more confident in their skills as a result of this activity

**INCREASED SKILLS**

Collaboration	60%	Communication	100%	Initiative & Self-Direction	80%	Social Awareness	80%	Planning for Success	100%	Problem-Solving	40%
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"INSERT QUOTE HERE FROM STUDENT REFLECTION FORM THAT SHOWS HOW IMPACTFUL THIS ACTIVITY WAS"

"INSERT QUOTE HERE FROM STUDENT REFLECTION FORM THAT SHOWS HOW IMPACTFUL THIS ACTIVITY WAS"

learn more at [NAF.ORG](http://NAF.ORG)  
follow us on [f](#) [t](#) [i](#) [y](#) [p](#)  
[@NAFCAREERACADS](#)

**WBL ACTIVITY TITLE HERE**

Use this chart to show the skill increases from your ODWBL activities.

Edit these statistics to show ODWBL Participation in your Academy.

Replace this Photo with one from your NAF Academy!

Change the quotes to reflect your own student successes!

# WBL Storytelling Template: Partners Design Options



## EXAMPLE

Replace this Photo with one from your NAF Academy!



2022 - 2023

Throughout their NAF academy experience, students engage in rigorous curriculum and work-based learning activities that help them identify potential careers of interest, map their plans to achieve their goals, build the skills they need to be successful, and begin building their network to help them navigate their path forward. Read below to learn more!



Replace this logo with your NAF Academy Logo. Don't have one? Click here to get one.

**WANT A CHANCE TO SHAPE THE NEXT GENERATION OF OUR LOCAL COMMUNITY?**



**GET INVOLVED IN ANY OF THE FOLLOWING OPPORTUNITIES:**

- Teach them about your career path:
  - Guest Speaker
  - Informational Interview
  - Job shadow
- Develop their skills:
  - Resume Coaching
  - Mock interview
  - Skills workshop
- Give them on-the-job experience:
  - Internships

List the opportunities your academy offers here.

Use this space to show how many students are in your academy



109

Students in our Academy

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## EXAMPLE

Replace this Photo with one from your NAF Academy!



2022 - 2023

Throughout their NAF academy experience, students engage in rigorous curriculum and work-based learning activities that help them identify potential careers of interest, map their plans to achieve their goals, build the skills they need to be successful, and begin building their network to help them navigate their path forward. Read below to learn more!



Replace this logo with your NAF Academy Logo. Don't have one? Click here to get one.

**WANT A CHANCE TO SHAPE THE NEXT GENERATION OF [PROFESSION]?**




**GET INVOLVED IN ANY OF THE FOLLOWING OPPORTUNITIES:**

- Teach them about your career path:
  - Guest Speaker
  - Informational Interview
  - Job shadow
- Develop their skills:
  - Resume Coaching
  - Mock interview
  - Skills workshop
- Give them on-the-job experience:
  - Internships

List the opportunities your academy offers here.

Use this space to show the number of students in your academy and industry interest.



109

Students in our Academy

37

Of our students are interested in careers in the (insert) industry

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# WBL Storytelling Template: Student Design



## EXAMPLE

Replace this Photo with one from your NAF Academy!



2022 - 2023

Throughout their NAF academy experience, students engage in rigorous curriculum and work-based learning activities that help them identify potential careers of interest, map their plans to achieve their goals, build the skills they need to be successful, and begin building their network to help them navigate their path forward. Read below to learn more!



Replace this logo with your NAF Academy Logo. Don't have one? Click here to get one.

*"Insert Student Quote on the impact of participation..."*

**THIS YEAR, STRANAHAN AOE SUPPORTED:**

- 12 Guest Speakers (Lenovo, Apple, XYZ Engineering)
- 2 worksite tours (XYZ Engineering, Amazon)
- 48 job shadows
- 52 internships

*"Insert Student Quote on the impact of participation..."*

Use this space to show how your academy supported ODWBL activities.



### WHY SHOULD I JOIN STRANAHAN'S NAF AOE?

#### EXPLORE POTENTIAL CAREERS

Have you ever wondered about what career you might have when you're an adult? Join the AOE and learn more about your career interests, speak with professionals who have careers you might be interested in, and get the hands-on experience you need to make the best decision for yourself.

98%



Seniors reported identifying a career of interest to them

Change the icons and statistics to reflect your own student successes!

85%

Class of '23 Seniors participated in an internship, clinical, or mentored industry project

#### CHART YOUR OWN PATH AND EXPERIENCE NEW THINGS

Our AOE students learn by doing! Challenge yourself by learning new skills in class and taking advantage of the amazing opportunities to explore your passions: tour XYZ Engineering firm, work with local partners to build a robot on the FIRST robotics team, and get a paid internship during your junior year working with a local employer.

#### MEET NEW PEOPLE

AOE students not only get to know each other better, but they also get to meet local employer and community partners that can provide support to help you reach your goals and find new opportunities to be successful.

88%



Students reported having 3+ adults in their network that can help them pursue their goals

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*The journey begins with saying yes.  
Join the AOE today!*

# WBL Storytelling Template: Parent Design



## EXAMPLE

Replace this Photo with one from your NAF Academy!



2022 - 2023

Throughout their NAF academy experience, students engage in rigorous curriculum and work-based learning activities that help them identify potential careers of interest, map their plans to achieve their goals, build the skills they need to be successful, and begin building their network to help them navigate their path forward. Read below to learn more!



Replace this logo with your NAF Academy Logo. Don't have one? [Click here to get one.](#)

### THIS YEAR, STRANAHAN AOE SUPPORTED:

- 8 Career Awareness activities
- 10 Career Exploration activities
- Internship Expo
- 10 Mentored Industry Projects
- 57 Internships

Use this space to show how your academy supported ODWBL activities.



Edit these statistics to show ODWBL Participation in your Academy.

98%

Seniors reported identifying a career of interest to them

98%

Seniors participated in mock interviews and resume coaching sessions

85%

Students mastered future-ready skills as validated by our local employer partners

85%

Class of '23 Seniors participated in an internship, clinical, or mentored industry project

88%

Students reported having 3+ adults in their network that can help them pursue their goals

*"Insert Student Quote on the impact of participation..."*

Change the statistics to reflect your own student successes!

### IN THE 2022-2023 SCHOOL YEAR...

89%

Students participated in 1+ work-based learning activities this year interest to them

99%

Freshmen indicated that they learned more about a career of interest

121

Students were in the AOE

learn more at [NAF.ORG](https://www.naf.org)

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*The journey begins with saying yes.  
Join the AOE today!*