LAUNCH YEAR TIPS & RESOURCES

Build a strong foundation for your first year as a NAF academy

For new academy teams: Congratulations on joining the NAF network! Launch year is your first year as an official NAF academy with full membership benefits. Work through each phase with your Portfolio Manager to put the NAF design into action.

1 BEFORE SCHOOL Summer › **2 FIRST 90 DAYS** Fall › **3 ALL YEAR** Launch year

1 BEFORE SCHOOL STARTS

Academy team

- ☐ Hold an academy team meeting to align on purpose, roles, and expectations (Team Meeting Agenda Template)
- ☐ Update your Academy Team Roster and form subcommittees for focus areas
- ☐ Make sure every team member has a NAF account
- ☐ Schedule recurring check-ins with your Portfolio Manager

Plan your launch

- ☐ Identify growth areas and set SMART goals with the 90-Day Launch Strategy – Action Plan
- ☐ Record goals, owners, and due dates in your Action Plan Template
- ☐ Request your FREE custom NAF logo
- ☐ Plan a new student and family orientation (New to NAF student video)

2 FIRST 90 DAYS

Celebrate your launch

- ☐ Announce your academy with the Press Release Template
- ☐ Host a launch event: banner hanging, ribbon cutting, or a breakfast for families and advisory board members (Event Planning Checklist)
- ☐ Share your launch on social media and tag @NAFCareerAcads

Students & work-based learning

- ☐ Get students started on KnoPro, NAF's free digital work-based learning platform
- ☐ Track WBL participation (WBL Tracker and Reflection Form Overview)
- ☐ Build the six Future Ready Skills (Future Ready Skills Overview)

3 THROUGHOUT LAUNCH YEAR

Quality & data

- ☐ Complete annual Data Collection by the deadline listed in the Academy Quality Process Key Dates. The Academy Assessment (AA) is optional in launch year unless required by your district.
- ☐ Reference the NAF Academy Standards
- ☐ Review your academy data in the Live Academy Snapshot
- ☐ Grow your advisory board with the development plan

Recruitment & growth

- ☐ Activate your recruitment plan: Marketing Your Academy, Student Recruitment Guide, Counselor's Packet, and Website Content Guide
- ☐ Update your Action Plan with your Portfolio Manager at each check-in
- ☐ Attend NAF Next, our signature professional development event, where we celebrate new academies (Anaheim, CA, July 19–22, 2027)

Your launch-year support Keep your Portfolio Manager's contact information handy.

Portfolio Manager	Email	Next check-in

General questions? Contact NAF's Support Team at support@naf.org.