



NAF

*BE FUTURE
READY*

COUNSELOR'S PACKET

DIVE INTO ALL YOU NEED TO KNOW ABOUT NAF TO HELP YOUR
STUDENTS #BEFUTUREREADY

@NAFCareerAcads | naf.org

A STUDENT EXPERIENCE

NAF helps students develop Future Ready Skills, including program solving, communication, and collaboration, that will benefit them in any pathway they choose.



The School Counselor & Career Development

“As part of a school counseling program, school counselors provide resources and opportunities that help students explore their strengths and interests, as well as, career fields aligned with these attributes. These efforts help students plan for and choose postsecondary pathways and create opportunities for students to develop college- and career-readiness skills that help them successfully navigate postsecondary education and the world of work.” - [American School Counselor Association](#)

NAF Alumni

There are over 112,000 academy students annually that benefit from being a part of NAF, but the NAF experience doesn't stop in high school. NAF is a lifelong experience, full of opportunities to network, discover exciting new industries, and give back to NAF academies! Alumni bring to life the promise of NAF academies. Their examples help to engage parents, students, and potential partners.



[Check out our NAF Alumni Panel at NAF Next 2025!](#)



ABOUT NAF

NAF is where opportunity begins! We provide access to opportunities for high school students and their communities, by bringing schools and businesses together to better prepare the next generation of leaders for college, career, and future success.

The NAF design, in alignment with the National Career Clusters Framework, focuses on growing industries and those that support the workforce's needs.

There are 14 Career Clusters, representing 72 Career Pathways to help learners navigate their way to greater success in college and career. In the classroom, NAF transforms how we think about education—going beyond what traditional career and technical education programs offer with experiential learning experiences that complement career-focused curricula. For many businesses, a partnership with NAF helps to fulfill workforce development and community engagement goals. NAF's design provides employers with multiple ways to expose students to specific industries and develop their future workforce pipelines with the talent that reflects the communities these companies support.

NAF Career Pathways focus on growing industries and those that bolster the workforce needs and interests of local business communities. Click on the green circles below to learn more about each pathway.



[ENGINEERING](#)



[HOSPITALITY &
TOURISM](#)



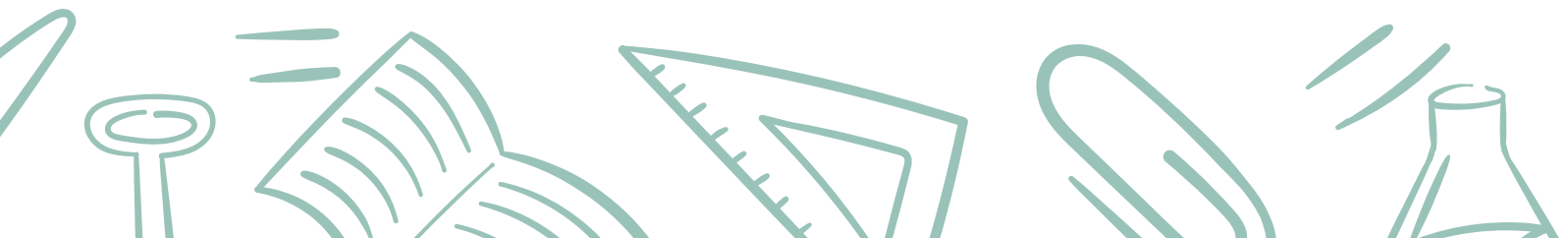
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OUTCOMES-DRIVEN WORK-BASED LEARNING

High-quality work-based learning is a proven strategy that provides high school students with experiences to identify and achieve career goals, while engaging with industry professionals who are eager to support their unique paths to future success. Work-based learning has been the foundation of the NAF Approach throughout our 45-year history, but in the changing world of work, it's time to make a shift.

Outcomes-Driven Work-Based Learning (ODWBL) is our new student-centered approach for measuring the success of hands-on learning through our Aspirations, Skills, and Connections framework. Our work-based learning activities include internships, career fairs, and hands-on workshops with industry professionals.



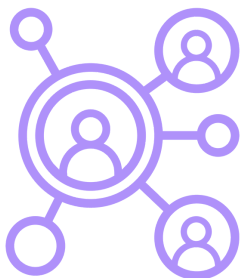
ASPIRATIONS

Each student will have defined and mapped a plan for at least one career path.



SKILLS

Each student will have worked to develop the 6 Future Ready Skills, received continuous feedback from industry partners, Advisory Board members, and/or local community professionals, and be able to articulate their strengths.



CONNECTIONS

Each student will develop at least three professional connections.

& CURRICULUM

NAF's rigorous, career-themed curricula incorporate the current industry standards and practices, project-based learning, and performance-based assessment. NAF empowers teachers to expand the classroom boundaries by providing opportunities for students to gain awareness of real-world issues. Students acquire essential workplace skills and 21st-century competencies to be future ready. NAF academies offer multiple career pathways and enhance the academic rigor of their program of study, by applying for dual enrollment/early college and state-approved, career-cluster courses to meet the curricular requirements of NAFTrack Certification.

What is NAFTrack Certification?

NAFTrack Certification, designed by education and business leaders, is an employability credential that serves as NAF's seal of college and career readiness. NAF assesses student performance through the completion of career-themed courses, internship assessments, and high school graduation. NAFTrack Certification helps put students in control of their progress and allows them to make connections between their high school coursework and their futures and reflect on their own learning to set goals for personal and professional development.

[Click here to learn more.](#)



STUDENT RECRUITMENT

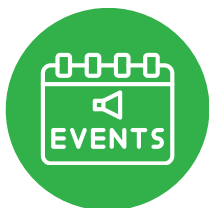
90% of American teenagers report bullying is a problem. With increased stress and mental health conditions exhibited by high school students, it is critical schools find ways to create healthier and safer learning environments so students can succeed in the classroom as they enter adulthood. By fostering small learning communities with a culture of acceptance and belonging in high schools, NAF academies are building a foundation for students to thrive in the classroom, workplace, and community.



Our Student Recruitment Guide provides resources and strategies to support student recruitment and selection processes. Read through for recommended steps to build your recruitment team, market your academy with recruitment materials, host events, and more! For more resources visit the [Marketing Library](#) in the [Academy Support Hub](#).



**STUDENT
RECRUITMENT
MESSAGING**



Event Checklist for Academies

Our event checklist includes recommended tasks to help you plan your marketing and communications needs for your upcoming event.



Facebook Educators Group

You don't have to navigate it alone! To help you stay connected to your peers and share great advice from you or your students, we launched our NAF Educators Facebook Group. Visit <https://go.naf.org/2ZEwt4L> to join!

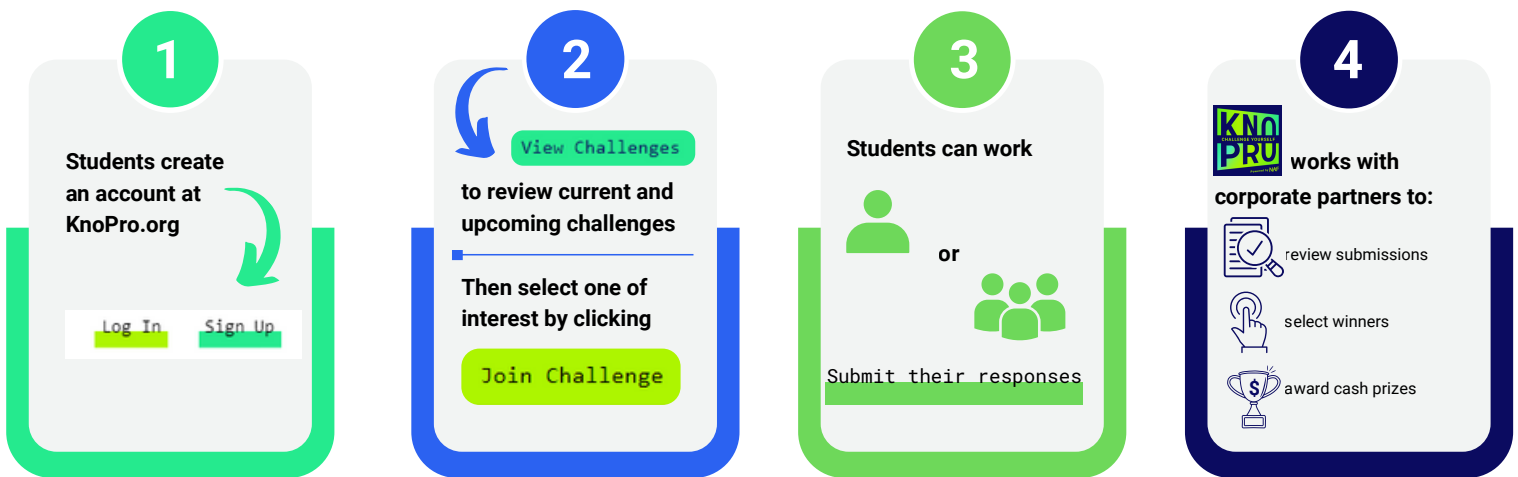
KNOPRO POWERED BY NAF

Give Students An Advantage with KnoPro's Work-Based Challenges

KnoPro is a 100% FREE digital platform for work-based challenges.

Participation or placing as a winner in a KnoPro Challenge is a strong resume-builder that in some cases could be positioned as a "virtual internship" for students who have trouble securing a traditional internship, and pay out cash prizes.

HOW IT WORKS



What type of student is best suited to a KnoPro Challenge?

KnoPro Challenges are open to all high school students. KnoPro is particularly attractive for students who:

- Are looking to fill out their resume/ applications with additional non-academic experience
- Have an interest in entrepreneurship or business
- Are looking for additional funds for higher education or entrepreneurial pursuits

LEARN MORE BY CREATING YOUR OWN EDUCATOR ACCOUNT AT [KNOPRO.ORG](https://knoopro.org) OR SPEAKING WITH YOUR NAF CONTACT.

