



Forging the Future: Intro to Engineering

#NAFPathways

Campaign Dates
February 22 - 28, 2026

For National Engineers Week, we're spotlighting NAF Academies of Engineering—celebrating the students, educators, and industry partners who make real-world learning possible. Use this activation kit to showcase what your academy is already doing and join the NAF-wide celebration. Whether you already have something planned or want simple ways to participate, this activation kit has you covered.

Activate

1. Academy Spotlight: Capture the real-world learning your academy is already doing

- Share one student quote or short video from a work-based learning activity, project, or lab
- Include a partner or educator quote when possible
- Snap a quick Academy Pride photo featuring your NAF Merch

2. Thank-an-AOE-Partner

- Show appreciation for the business and industry partners who support your academy.
- Post a photo, quote, or short video thanking a partner
- Sample caption: "Our Academy of Engineering wouldn't be what it is without our partners. Thank you, [Partner Name], for helping our students learn, build, and imagine what's possible. #NAFPathways #BeFutureReady"

3. NAF Academy of Engineering Merchandise

- Show your Academy of Engineering pride with official NAF merchandise—perfect for classrooms, events, and you. Use code all month long for 20% off NAFAOE20 on the Forging the Future: Intro to AOE tab!
- Equip your classroom with free Academy of Engineering posters and wall clings. Check out the Forging the Future: Intro to AOE tab on the NAF Store and claim your FREE items from 2/9 - 2/18.

4. Try One of These Classroom-Friendly Activations

- Student Reflection Moment (10 Minutes Max): Start every class this week with a question
 - i. What do you want to build one day—and why?
 - ii. What problem are you trying to solve today?
 - iii. What skill are you using right now that engineers use in the real world?
 - iv. What part of this project challenged you the most so far?
 - v. How could what you're learning today make an impact beyond the classroom?
- Project in Progress: Share a photo or short clip of students working on an engineering project, lab, or challenge—finished or not.

Join the Celebration on Social

Celebrate your Academy of Engineering by sharing your classroom moments on social media — we want to see your students, projects, and partner highlights in action! Check out [our ready-to-use social media templates](#) and use hashtags #NAFPathways and tag @NAFCareerAcads for a re-share from NAF!

Don't forget to tag NAF's social media channels in your posts!

X/Twitter: [@NAFCareerAcads](#) | **LinkedIn:** [/Nafcareeracads](#) | **Facebook:** [NAFCareerAcads](#)