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*BE FUTURE  
READY*

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# COUNSELOR'S PACKET

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

@NAFCareerAcads | [naf.org](http://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 and Career and Technical Education  
“School counselors provide all students with counseling that facilitates academic, career and social/emotional development, helping all students develop plans for choosing a career. School counselors demonstrate their understanding of rigorous career technical education (CTE) programs when they join with other CTE stakeholders to advocate for these programs, which are designed to guide students to success in their chosen careers.” - [American School Counselor Association](#)

## NAF Alumni

There are over 120,000 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.

View our [NAF Alumni Playlist on YouTube](#) to hear about their experiences!



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# ABOUT NAF

**NAF is where opportunity begins.** We bring schools and business together to better prepare students of all background— especially students who lack access to opportunities - for college, career, and to be future ready.

The NAF design, in alignment with the National Career Clusters Framework, focuses on growing industries and those that support the workforce needs and interests of local business communities.

There are 16 Career Clusters, representing 79 Career Pathways to help learners navigate their way to greater success in college and career. This acts as a useful guide in developing programs of study, bridging secondary and postsecondary systems, and for creating individual

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, partnership with NAF helps to fulfill workforce development and community engagement goals. NAF’s educational design provides employers with multiple ways to expose students to specific industries and develop their future workforce pipeline with the talent that reflects the communities these companies serve.

[NAF Career Pathways](#) focus on growing industries and those that support the workforce needs and interests of local business communities. Click on the green circles below to learn more about each theme.



**ENGINEERING**



**FINANCE**



**HEALTH  
SCIENCES**



**HOSPITALITY &  
TOURISM**



**INFORMATION  
TECHNOLOGY**



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# WORK-BASED LEARNING

NAF academy students complete an intentional sequence of workbased learning activities which prepares them to make informed college and career choices and enables them to acquire necessary college and career readiness skills.



## WHAT IS WORK-BASED LEARNING

Work-based learning is an instructional strategy that:

- Connects what students are learning in class with the world of work
- Involves interaction with business partners
- Provides students with career awareness, career exploration, and career preparation
- Includes a continuum of experiences
- Aligns with intentional student learning outcomes
- Prepares students for success in post-secondary education and careers
- Benefits the student, the business partner, and the high school

NAF's approach to work-based learning is centered on a continuum of work-based learning experiences beginning with career awareness activities, progressing to career exploration activities, and culminating in career preparation activities, including internships. Businesspeople guest speak in classrooms, host college and career skills workshops, and take part in mock interviews. Students have the opportunity to tour worksites, network with, and shadow business professionals. Work-based learning culminates in an internship that allows students to apply their classroom skills and learn more about what it takes to succeed.



## CONTINUUM

### AWARENESS

GUEST SPEAKER  
WORKSITE TOUR  
CAREER FAIR

### EXPLORATION

INFORMATIONAL INTERVIEW  
JOB SHADOW  
RESUME COACHING/REVIEW  
MOCK INTERVIEW  
MENTORSHIP  
SKILLS WORKSHOP  
PARTNER ENGAGEMENT PROJECT

### PREPARATION

80+ HOURS OR 2 X 40-HOUR ENGAGEMENTS  
PAID INTERNSHIP  
CLINICAL EXPERIENCE  
MENTORED INDUSTRY PROJECT  
APPRENTICESHIP/YOUTH APPRENTICESHIP



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# CURRICULUM

NAF provides rigorous, career-themed curricula that incorporates 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.](#)



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# BENEFITS OF NAF

NAF supports more than 110,000 students across 35 states, plus DC, Puerto Rico and the US Virgin Islands. As of 2022, 63% of NAF academy students receive free/reduced price lunch. Last year, 99% of seniors graduated, 88% were college-bound, and nearly 40% of seniors had an internship—that's thousands of students who wouldn't otherwise have been exposed to transformative work-based learning opportunities.

ICF, recently released a study showing that the NAF educational design makes a difference for Students in NAF academies are also far likelier to graduate than their peers who are not involved with NAF, and the long-term impact of high school graduation cannot be understated. Earning potential increases and incarceration rates decrease, helping to break the cycle of poverty while contributing to a stronger economy.

ICF, recently released a study showing that the NAF educational design makes a difference for all high school students, especially those at-risk of not graduating, with its highest success in four-year, full-program participation. With full-program participation, NAF students graduated at a rate of 87% against a non-NAF student rate of 81%. For students categorized as "at-risk" who participate in the full program, NAF students graduate at more than 10% of a higher rate than non-NAF students.

NAF invests significantly in *research and innovation* that enhances the NAF design to ensure curriculum is on the cutting edge of industry standards and to best supports the needs of the network.

Visit [naf.org/results](https://naf.org/results) to see more of our findings.



## **"FIELD GUIDE" STUDENT REFLECTIONS**



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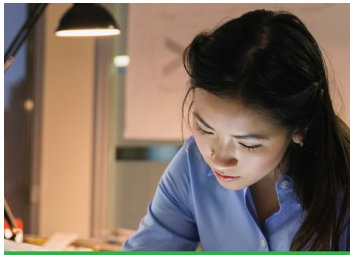
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# STUDENT RECRUITMENT

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.



**EQUITY, INCLUSION, & SAFETY**



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 FLYERS**



## 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!



**STUDENT  
ORIENTATION  
RESOURCES**



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