

NAF Academy Website Guide



The NAF Academy Website Guide is intended to help you create a website to showcase your NAF academy! Whether or not your NAF academy has its own website or is featured on your high school's website, this guide provides valuable content to adequately describe the NAF academy.

Creating a NAF academy website is a great project for students to build their STEM skills – regardless of what NAF academy theme they are in.

Connecting your messaging to the national NAF Network will help you establish credibility for your NAF academy and recruit students, business partners, community leaders, and donors. Don't forget to hyperlink to relevant content on naf.org so users can learn more and download [NAF logos here](#).

If you have any questions, please contact communications@naf.org.

If you have more than one academy at your school the title should be:

The NAF Academies at _____ High School

If you have one academy at your school the title should be:

THE NAF ACADEMY OF _____ AT _____ High School

I. Section 1: HOME PAGE

- a. Include the NAF logo, your high school name, and the following top navigation items: About Us, News & Events, Get Involved, Donate. [Click here to see example screenshot.](#)

II. Section 2: ABOUT US

- a. About NAF
 - i. NAF is a national network of education, business, and community leaders who work together to ensure high school students are college, career, and future ready. NAF's educational design ignites students' passion for learning and gives businesses the opportunity to shape America's future workforce by transforming the learning environment to include STEM infused industry-specific curricula and work-based learning experiences, including internships. NAF has grown from one NAF Academy of Finance in New York City to hundreds of academies across the country focusing on growing industries including: finance, hospitality & tourism, information technology, engineering, and health sciences. For the latest data demonstrating the power of NAF, visit naf.org.
- b. About Our NAF Academy
 - i. The _____ High School has [number] of NAF academies preparing our students for their futures. Our NAF academy themes include: [list the themes here].
 - ii. Curriculum and Instruction
 - 1. NAF curricula is created in partnership with industry professionals and is designed around projects that help students make connections across subject areas, acquire valuable workplace skills, and see their education as a step toward long-term career success.
 - 2. Here you can add information about the specific courses your NAF academy offers.

iii. Work-Based Learning

1. NAF academy students participate in a sequence of work-based learning activities which prepares them to make informed college and career choices and allows them to acquire necessary college- and career-readiness skills. The first phase of work-based learning, career awareness, includes activities such as guest speakers, worksite tours, and career fairs. Students dive deeper through work-based learning's next phase: career exploration. During this phase students participate in job shadows, mock interviews, and informational interviews. Students are then ready to start an internship during the third and final phase – career preparation.
2. Here you can add any specific examples of how your NAF academy implements work-based learning.

iv. Advisory Board

1. Through local advisory boards, NAF enables businesspeople and community leaders to play an active role in developing their future workforce by shaping talent in high school. Our advisory board is comprised of leaders in [briefly describe the roles/fields represented on your advisory board]. They meet regularly to provide guidance on industry-relevant curriculum and organize work-based learning activities.
2. Here you can list your NAF academy's advisory board members and/or the companies they are involved in.
3. If you are interested in joining the advisory board, click here. [You can create your own sign-up form here. We recommend using Google Forms.]

c. Contact Us

- i. Include contact information for the NAF academy and the links to your Facebook, Twitter and/or Instagram accounts! NAF academy social media accounts are a great way to engage students, teachers, parents, and business partners while creating a sense of pride around the NAF academy. You can learn more about [using social media to promote your NAF academy here](#).
- ii. Here are some examples of academy social media accounts:
 1. Facebook: <https://www.facebook.com/NorthportHighSchoolAof/>
 2. Twitter: <https://twitter.com/EasternHMSA> and <https://twitter.com/LancasterAOF>
 3. Instagram: https://www.instagram.com/indy_aoe/

III. Section 3: NEWS & EVENTS

- a. This is where you can highlight NAF academy news and events. Examples of NAF academy events include: student/parent information session, career fair, field trips, speakers, etc.
- b. You can also link to any articles that are written about your NAF academy or videos about your NAF academy students.

IV. Section 4: GET INVOLVED

- a. Join a NAF Academy
 - i. Benefits
 1. NAF graduates complete college faster, earn more and have stronger ties to their communities than their peers
 2. NAF students gain exposure to different career paths, helping students to make informed decisions for college attendance and career goals
 3. NAF curriculum is regularly updated to reflect current industry trends
 4. As part of the national NAF Network, NAF academies have access to an array of opportunities and resources to support their professional needs and further the success of NAF academies.
 5. NAF students have the opportunity to expand learning beyond the classroom into the workforce
 6. The NAF academy is supported by a local advisory board that provides college and career workshops, job shadows, and internships!
 7. Students become part of a national network that they can tap into all throughout their careers
 - ii. How to Join: [Customize this part with directions on how students can become a part of the NAF academy at your high school.](#)

b. Volunteer

Join thousands of volunteers across the country by getting involved with _____ High School's NAF academies [or Academy of _____]! Many opportunities exist for you to share your time and expertise with NAF academy teachers and students. Contact _____ to learn more [Direct them to whomever makes the most sense for your NAF academy: academy director/site coordinator, lead teacher, advisory board chair, etc.]

i. Volunteer opportunities may include:

1. Mentor students
2. Present an in-class presentation or workshop about your industry
3. Lead a workshop on resume writing, interviewing techniques, or other college and career skills
4. Participate in mock and informational interviews
5. Host a job shadow
6. Provide a paid internship
7. Collaborate with teachers to help integrate industry trends into curriculum
8. Join the advisory board

c. Corporate Engagement

- i. Is your company interested in shaping America's future workforce with highly skilled and diverse talent? There are many ways companies, like Verizon, KPMG, and HP, interact with NAF academies at the local and national levels to make a difference in the lives of young people. If you are interested in providing any of the below opportunities, please contact [insert name and email address here].

1. Scholarships
2. App development challenges
3. Sponsorships
4. Internships
5. Start Up Awards
6. Hackathons
7. Business development projects
8. Other innovative projects

d. Alumni

- i. NAF Academy Alumni – get connected to the NAF Alumni Network by [filling out this short form](#) and joining NAF's [national LinkedIn group](#). Be sure to follow [@NAFCareerAcads](#) on Instagram for alumni news and spotlights.

V. Section 5: DONATE

- e. If your NAF academy does any fundraising, this would be a good place to solicit donations. Customize with your own content.