



OUR

MISSION

NAF NEXT

2024

Launch Year



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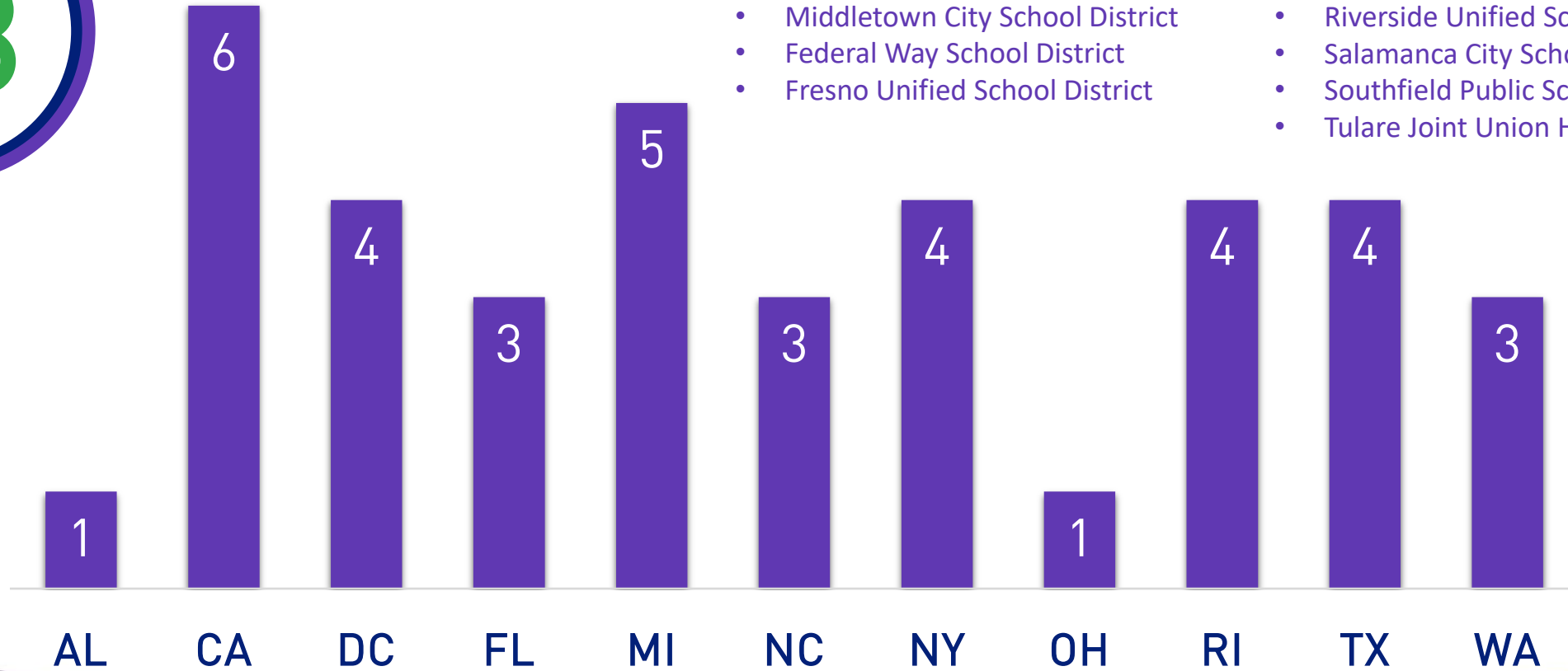
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**Welcome to our 38
New Academies**

Launch Year

38



- Beecher Community School District
- Carrollton-Farmers Branch ISD
- Columbus City Schools
- Cumberland County Schools
- Dallas Independent School District
- Detroit Public Schools
- District of Columbia Public Schools
- East Meadow School District
- Middletown City School District
- Federal Way School District
- Fresno Unified School District
- Jefferson County Board of Education
- Johnston County Public Schools
- Hope Academy of West Michigan
- Lighthouse Academy
- Miami-Dade County Public Schools
- Palo Alto Unified School District
- Providence School District
- Richardson Independent School District
- Riverside Unified School District
- Salamanca City School District
- Southfield Public School District
- Tulare Joint Union High School District

Agenda



- Welcome
- Panel: *Our Launch Year: How We Prepared for Take Off*
- Marketing Your Academy
- Action Planning: Next Steps for the first 90 Days of School
- Share Out



Panel Discussion:

How We Prepared for Take Off

Panelists



Jeremy Ledlow
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Alyssa Milanez
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Marketing Your Academy

MARCOM SUPPORT

COMMUNICATIONS

- Press Release Templates
- Media Interviews

EVENT MARKETING

- NAF-branded swag
- Academy events (hosted by NAF)

DIGITAL MARKETING

- Social Media
- Email Newsletters

CREATIVE & BRANDING

- Academy Canva-Templates
- Custom academy logos

WE ARE NAF

Important Reminders

- National Academy Foundation --> NAF
 - NAF rebranded in 2015 and do not refer to ourselves as the former National Academy Foundation.
- NAF is pronounced NAF; Similar to laugh, staff, graph;
- NAF is not an acronym or abbreviation;
- Officially NAF does not stand for anything; However, we reiterate that NAF stands for access, equity, and opportunities for students



IN YOUR PLANNING



**MARKETING
LIBRARY**



High Resolution NAF Logo Files

Download and use these for NAF materials you create for your academies and to promote your academy in your districts.



NAF Style Guide

Become acquainted with the NAF brand, the do's and don't's of promoting our brand correctly.



Informational Materials

One pager and informational materials all about NAF's mission.

ON SOCIAL MEDIA



Facebook



Instagram



YouTube



Twitter



LinkedIn

@nafcareeracads

#BeFutureReady

Follow all our social media accounts to stay up-to-date on NAF events and information.
Tag our accounts or use our hashtag in your own posts to join the NAF conversation!

WITH YOUR STUDENTS

APPAREL STORE BY
ROKKITWEAR



Go to store.naf.org and bring some NAF style to your academy!

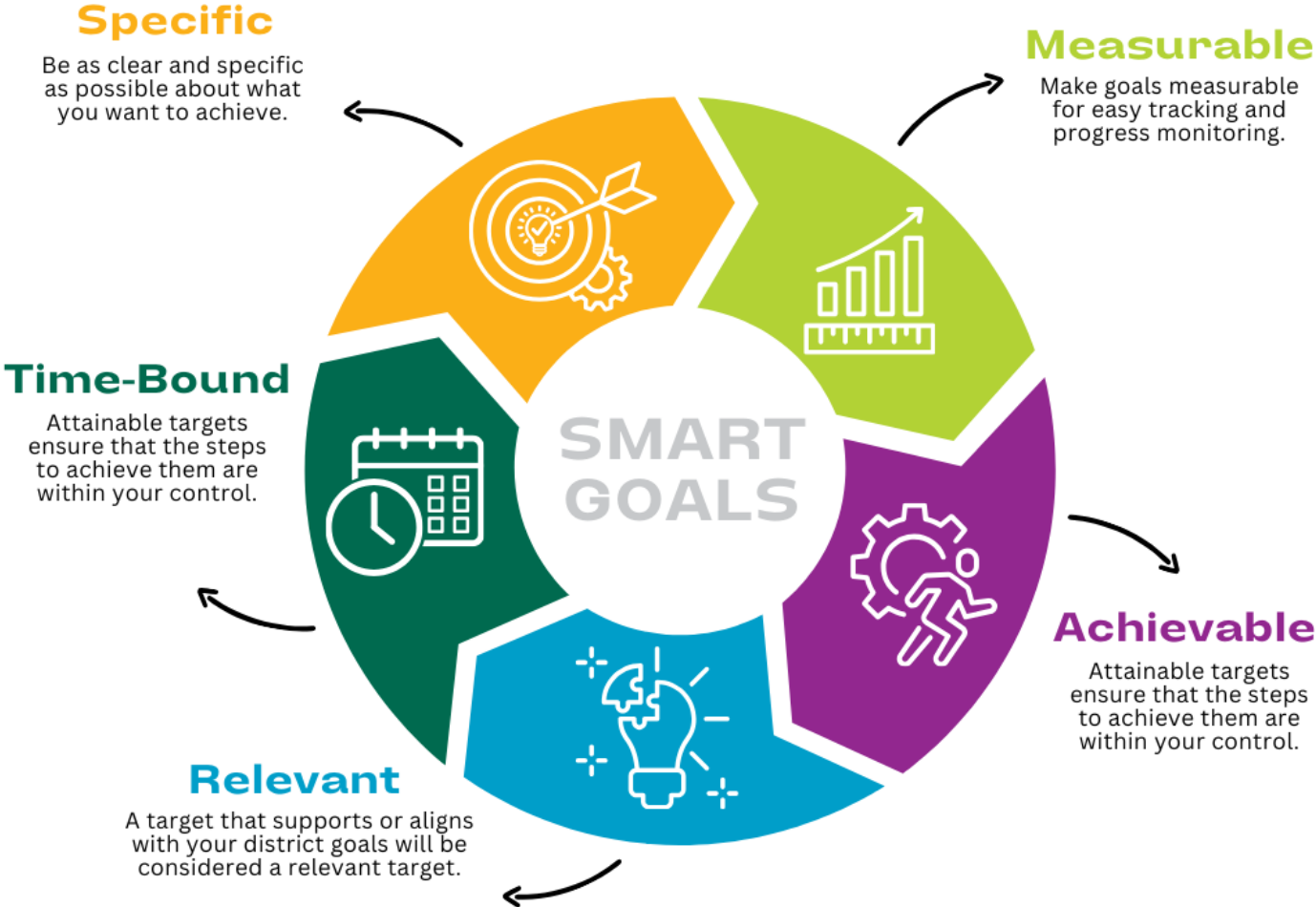


#NAFNEXT



**Action Planning:
Next Steps for the
First 90 Days of School**

How to write SMART Goals





**Share Your
Mission**

Reflections

- **Share a Best Practice:** What is one best practice you learned today that you plan to implement in your work?
- **Team Goals:** Share 1-2 goals your team developed during this session. How do you plan to achieve them?
- **Looking Forward:** What are you most excited about for the upcoming school year?

Share your Mission on Social Media!



- Use **#NAFNext24**
- Use **#BeFutureReady**
- Tag **@NAFCareerAcads** on Twitter & Instagram

Complete Session Evaluation

Let's Celebrate!

- Launch Year Reception: 5:30 - 6:30
 - Location: Escambia
- Celebration Dinner: 6:45 - 10:00