

MARKETING YOUR ACADEMY

Action Planning Tips



New Student Orientation

- Invite students to campus before the start of school and plan academy-themed onboarding activities.
- Create a positive welcome atmosphere with thoughtful touches like snacks.



Academy Swag

- Elevate your brand presence with customized items featuring your academy logo such as pens, t-shirts, banners, water bottles, and wrist bands.
- Ensure widespread awareness within the building by providing staff members with academy-branded items to foster a sense of community.



Academy Ambassadors

- Form a Social Media Team dedicate to share academy updates and achievements
- Empower students to greet and introduce guests.
- Serve on the Advisory Board (quarterly meetings suggested) to amplify student voices.



Academy-Wide Activities

- Celebrate Career Development and CTE Month to promote professional growth.
- Organize theme weeks such as National Engineers Week, IT Appreciation Day, and Health Awareness Month to bring excitement and relevance to curriculum.



Grade Level Signature Events/Projects

- Develop grade-specific events to create memorable experiences for students.



Parent Communications & Involvement

- Create a monthly newsletter for parents highlighting academy activities and upcoming events.



Scan the QR Code to request a custom logo!

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