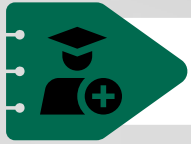




# MARKETING YOUR ACADEMY

## ACTION PLANNING



### New Student Orientation

(9th Grade)

- Invite students to campus before the start of school
- Plan academy-themed onboarding activities
- Create a positive welcome with thoughtful touches, like snacks



### Academy Swag

Scan the QR Code to request a custom logo!



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



### Academy Ambassadors

Create space for your #1 Stakeholders to shine

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



### Academy-Wide Activities

- Celebrate Career Development Month and CTE Month to promote professional growth
- Organize theme-related weeks (e.g., National Engineers Week, IT Appreciation Day, Health Awareness Month) to infuse excitement and relevance into curriculum



### Grade Level Signature Events/Projects

- Develop grade-specific events, creating memorable experiences that resonate with students



### Parent Communications & Involvement

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