

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 and welcoming 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 dedicated to share academy updates and achievements
- Empower students to greet and introduce guests.
- Serve on the Advisory Board to amplify student voices.



Academy-Wide Activities



- Celebrate Career Development and CTE Months 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!

NAF.org

