MARKETING YOUR ACADEMY

Ideas to build visibility, pride, and enrollment

For academy teams: Explore practical ways to raise awareness, build academy identity, and engage students and families.

WELCOME STUDENTS

New Student Orientation

First impressions build belonging.

- Invite incoming students to campus before school starts.
- Plan academy-themed activities, with snacks and student guides.
- Host an open house where current students lead tours for future applicants and families.

Grade-Level Signature Events

Moments students look forward to.

- Plan one signature event or project per grade level.
- Invite families and partners to see student work.
- Invite eighth graders and feeder-school families to your showcases.

BUILD IDENTITY

Academy Swag

Make your academy's pride visible every day.

- Add your academy logo to t-shirts, pens, banners, and water bottles.
- Share branded items with staff across the building.
- Use your academy logo across your school website, signage, and social media.

Academy-Wide Activities

Connect learning to careers.

- Celebrate Career Development Month and CTE Month.
- Host theme weeks, like National Engineers Week.
- Brief counselors so they can explain and recommend the academy.

SHARE YOUR STORY

Student Ambassadors

Let students tell the academy's story.

- Recruit a student social media team.
- Train ambassadors to greet visitors and visit feeder middle schools.
- Add student seats on your advisory board.

Family Communications

Keep families informed and involved.

- Send a monthly newsletter on academy activities and events.
- Invite families to signature events.
- Share student success stories and NAF recognition in local news and social media.

Marketing across the year

- **Summer** — New student orientation
- **Fall** — Brief counselors, launch newsletter
- **November** — National Career Development Month
- **Winter** — Eighth-grade info nights
- **February** — CTE Month
- **Spring** — Grade-level signature events

Plan your next step

One idea we'll try _____

Who leads it _____

When _____

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