



Primary Messages for Student Recruitment

The content below can be used to develop any of your written communications when recruiting students to your NAF academies – whether it’s a flyer, an email, or signage, we’ve got the message for you!

- **NAF in One Sentence:** NAF connects high school students to real-world careers through work-based learning, helping them discover their strengths and graduate with practical, transferable skills.
- **NAF Impact Statement:** When students can see a future for themselves, they can achieve it.

Who We Are

- NAF is a national leader in career-connected education that expands access to real-world learning opportunities for high school students.
- NAF is a national education nonprofit that brings schools and businesses together to prepare students for college, careers, and upward mobility.
- NAF is the only national nonprofit that embeds career-focused academies inside public high schools, connecting students to industry, and real-world learning—before graduation.
- NAF bridges the gap between classroom learning and real careers—while students are still in high school.

What We Do

- NAF is where opportunity begins! NAF helps students explore career options, create a plan for the future, and take part in hands-on, work-based learning unlike anything traditional public education systems can offer. NAF puts students on a path to achieving their full potential.
- In the classroom, NAF transforms how we think about education—going beyond what traditional high schools offer with small learning communities, experiential learning and career-connected curricula.
- NAF academies support students from freshman year of high school to senior year with curricula and work-based learning experiences that progress each year.
- We help students develop transferrable skills, including critical thinking, communication,

and collaboration, that will benefit them in any pathway they choose and build industry-specific skills that prepare them for the demands of a changing workforce.

- Work-based learning connects what students are learning in class with the world of work. Through work-based learning activities, businesses are connected to a potential talent pool while helping to shape the future workforce with their own professional expertise. Students learn from real business professionals about careers and industries that they may not otherwise have known about (and the skills needed to be successful in those areas). Work-based learning activities fall on a continuum building from career awareness, to career exploration, then finally career preparation. Activities include career fairs, worksite tours, mock interviews, job shadows, internships, and more.

Expanding Access & Opportunity

- At NAF, access is the starting point. By embedding career pathways into public high schools, we ensure students can explore what's possible.
- NAF expands opportunity through open-enrollment, career-connected academies embedded in public high schools. By integrating career pathways into the school day, students who may lack exposure to professional environments gain the chance to explore their interests, develop practical skills, and connect learning to real careers—early enough to shape their futures.

Student-Centered

- NAF puts students first by designing learning experiences that build confidence, prioritize student voice and agency – helping them envision their future.

Who is NAF for?

- NAF is an elective option for any student who has an interest in joining a NAF academy. NAF encourages open enrollment and no prerequisites for participating. NAF may be the right option for you if you are looking for direction on career options available, interesting in gaining professional skills that can be used across industries, or if you are looking to connect with a community ready to support you as you work to achieve your goals. You don't have to know what you want to do. You just have to be ready to start.

What's the Benefit of Being in a NAF academy?

- Through NAF, students have many unique opportunities beyond what a typical high school student may have. Students participate in a series of activities that give them access to expertise from business professionals, exposure to work environments, and opportunities to hone their professional skills. NAF students participate in activities that

help build their resume, foster their network, and develop professional skills. In the classroom, students participate in career-connected courses and complete projects that are relevant to the working world.

- NAF students participate in activities such as work site tours, career conversations, college tours, and more as part of their academy experience. In addition, NAF students may have opportunities to participate in challenges, attend and present at events and meetings, earn certifications, gain college credit through dual enrollment programs, and may qualify for scholarships. They also gain knowledge in what higher educational opportunities would align with their career goals. NAF students graduate with transferable skills, confidence, and a sense of direction

Impact & Outcomes

- NAF students graduate with transferable skills, confidence, and a sense of direction.
- NAF measures success by student outcomes—graduates who are prepared, confident, and connected to opportunity.
- Since our inception, NAF has supported over 700,000 students.
- With more than 110,000 students across the country, NAF academies see 99% of seniors graduate—with 89% of graduates planning on college as a next step, 11% going into the workforce or joining the military.
- NAF alumni attend over 2,000 post-secondary institutions.