

## RECRUITING NEW PARTNERS

The following best practices were collected during several national and regional convenings of advisory board leaders. Additional considerations and supplementary resource recommendations are included as well.

- Academies need a **large group of partners**, with a smaller subset serving as an advisory board.
- **Everyone** should be **prepared and ready to recruit partners**: advisory board members, academy staff, students, parents.
- Craft an elevator pitch that focuses on the benefits of working with NAF and NAF students – it’s easier to make the ask once you’ve organically developed a relationship and established rapport.
- Recruitment strategies should include **general recruitment** to build a base of ready partners to engage when a need is identified, and **targeted recruitment** for specific advisory board/academy needs.
- Recruit new partners at events/places such as Chamber of Commerce events (planned topics, networking) and NAF alumni network.
- Introduce potential partners and advisory board members to **short-term engagement opportunities** (e.g. guest speaking or mock interviews) before asking them to host interns.
- New partners can be involved in many ways, based on their interest level, and academy needs – use the Partner Involvement Interest Survey to see what works for everyone.
- The academy and board should **customize marketing resources** and become familiar with messaging to assist with recruitment.
- There should be a system in place between the board and academy staff to **track recruitment**.
- Academies should share their **defined work-based learning needs** with the board, which includes general timeframe, content, and location/virtual needs in the form of a calendar.
- New partners and board members should receive some form of **orientation**, where additional information is shared, based on their potential involvement. The goal is for new partners and AB members to become **well-informed ambassadors/advocates** for the academy and to get involved with students.
  - **Note:** Orientations are often done by the Advisory Board Chair or academy director/lead

### RESOURCES

*All available for download in the Academy Support Hub (ASH).*

### ADVISORY BOARD

- Partner Interest Survey

### MARKETING LIBRARY

- Data One Pagers (National & Local)
- Internship Toolkit
- Pitch in a Box

### WORK-BASED LEARNING

- Academy College and Career Readiness Events Calendar