

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 welcome 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 dedicate to share academy updates and achievements
- Empower students to greet and introduce guests.
- Serve on the Advisory Board (quarterly meetings suggested) to amplify student voices.



Academy-Wide Activities

- Celebrate Career Development and CTE Month 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

EVENT PLANNING

Marketing & Communication Tasks



Branding



- Create a name for the event
- Design branded nametags with social media information
- Coordinate staff attire with branding



Online and Email Campaigns



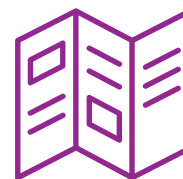
- Send mass email invitations
- Create a promotional webpage
- Set up an RSVP system (e.g., Survey Monkey, Jotform, EventBrite)
- Create a form to collect additional information (e.g., email addresses)



Promotional Materials



- One-pagers and event flyers (templates available)
- Signage and banners (2 weeks' notice)
- Giveaways/Swag (store.naf.org)
- Custom NAF logo (contact communications@naf.org)



Social Media



- Create a hashtag to monitor online discussions throughout the event
- Assign students and staff the task of increasing social media engagement during the event



Publicity/Public Speaking



- Prepare a press release or media advisory
- Conduct press outreach and develop talking points
- Create a PowerPoint with either general or custom slides



Multimedia



- Arrange photography (hire photographer or involve students)
- Organize video production (hire videographer, use school resources, or involve students)

