

# NAF ACADEMY OF HOSPITALITY & TOURISM

NAF's Academy of Hospitality & Tourism helps students chart career paths in one of the world's largest industries, from hotel to sports, entertainment, and event management.

## HISTORY AND IMPACT

The NAF Academy of Hospitality & Tourism (AOHT) was launched in 1987 with support from Marriott International and the American Express Foundation, with locations in New York City and Miami. In the 2014-2015 school year, there were 99 Academies of Hospitality & Tourism in 46 districts across 22 states including DC and the US Virgin Islands serving 10,615 students.

In 2010, 13.1 million people were employed in Hospitality and Tourism occupations in the United States, and employment is expected to grow to around 14.4 million by 2020. By providing an education that emphasizes both customer service and the mastery of tangible skills, like using reservation software, AOHT students are prepared to meet the needs of this growing industry.

## CURRICULUM

AOHT curricula engages students through a series of career exploration courses. All courses use project-based learning techniques with an emphasis on strengthening literacy, project management, leadership, and team building skills while also fostering creativity and innovation. Curriculum is vetted by industry professionals to ensure that the content is current and relevant.

AOHT courses cover the principles of Hospitality & Tourism customer service, geography, hospitality marketing, sports, entertainment and event planning, and sustainable tourism. Academies may include state-level certifications, special

projects, or early college programs. The AOHT curriculum has received industry validation from the Global Travel and Tourism Partnership. Academy students complete at least four NAF courses by graduation.

## COLLEGE AND CAREER READINESS

In addition to studying career-focused curriculum and working on collaborative projects, AOHT students gain critical career knowledge through a series of work-based learning activities including job shadowing, mock interviews, résumé writing workshops, and a paid internship. Local business partners work with educators to provide these opportunities that round out students' education. By serving on advisory boards and as mentors, business partners provide a real world connection to academy coursework to help students understand the pathways to career success.

NAFTrack Certification, NAF's student certification assessment system, validates successful course completion, projects, and internships. By receiving a passing score on end-of-course exams and satisfactory scores on culminating project and internship assessments, students earn the NAFTrack Certification signifying to post-secondary institutions and employers that they are both college and career ready. With this credential, graduates can benefit from NAFTrack Certified Hiring, a new initiative in which some of America's top companies commit to give special consideration to these graduates for job opportunities and other career support.

Graduates of NAF academies complete college faster, earn more, and have stronger ties to their communities than their peers. NAF's 97% senior graduation rate is a testament to this effort.



The Bureau of Labor Statistics projects that 1.3 million new jobs will be added to the hospitality and tourism industry between 2012 and 2022.

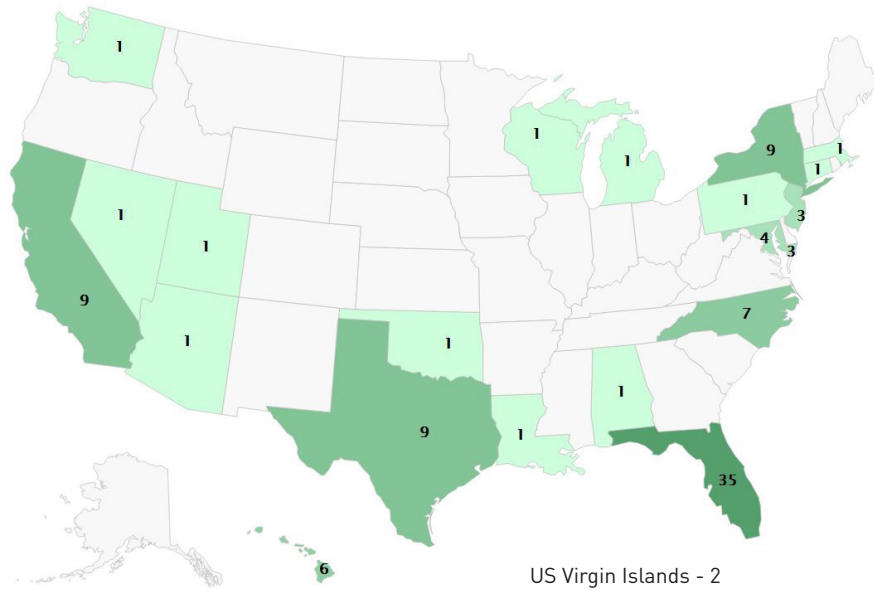


# NAF ACADEMY OF HOSPITALITY & TOURISM

2014-2015 School Year

## NETWORK

**99** academies



**22** states,  
including DC and  
US Virgin Islands

highest concentration  
of academies

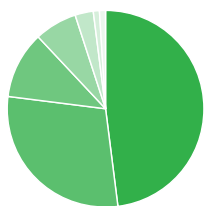
35% Florida  
9% California  
9% New York  
9% Texas  
7% North Carolina

**46** districts

highest concentration  
of academies

15% Miami-Dade  
9% New York City  
6% Hawaii  
5% Broward  
5% Dallas

## STUDENTS



**10,615** students

48% Hispanic/Latino  
29% Black/African-American  
11% White  
7% Asian  
3% Other/Multi-Racial  
1% Pacific Islander  
<1% Native American/Alaska Native

**77%** of students qualify for free  
and reduced price lunch

**20%** are English Language Learners

## OUTCOMES



**97%**  
of seniors graduated



**91%**  
of graduates plan to  
go to college

47% plan to attend a 4-year college  
40% plan to attend a 2-year college  
4% plan to obtain a technical degree

## ADVISORY BOARD MEMBERS

**1,029** advisory board members

## INTERNSHIPS

**1,159** internships (2013-2014)