

## OUR MISSION

NAF solves some of the biggest challenges facing education and the economy by bringing education, business, and community leaders together to transform the high school experience.



NAF

BE FUTURE  
READY

# 2020 PRESS KIT



## ABOUT US

NAF was founded in 1982 as a solution to the financial services companies struggling to fill jobs. Sandy Weill partnered with the New York City Department of Education and John Dewey High School in Brooklyn to pilot a financial services training program for 30 students.

NAF has grown from one NAF Academy of Finance in New York City to hundreds of academies across the country focusing on growing industries including: finance, hospitality & tourism, information technology, engineering, and health sciences.



**1 in 5 students** don't graduate from high school in the United States, limiting their possibilities for successful careers and the ability to reach their full potential.

# OUR IMPACT

**112,208**

STUDENTS

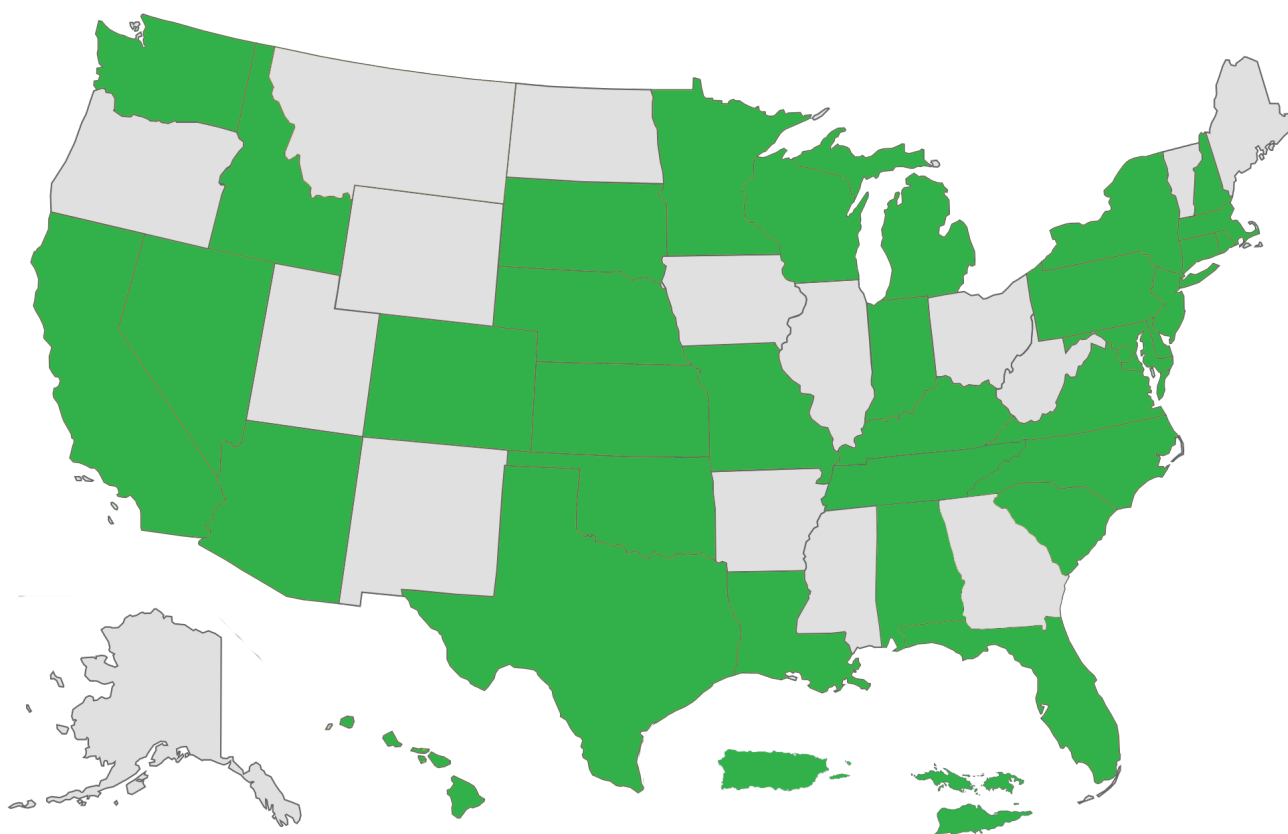
**620**

ACADEMIES

**406**

SCHOOLS

Finance | Hospitality & Tourism | Information Technology  
Engineering | Health Sciences



**99%**

GRADUATED SENIORS

**86%**

COLLEGE BOUND



# AREAS OF EXPERTISE

NAF, is a national network of education, business, and community leaders who work together to ensure that high school students are college, career, and future ready. We bring the education and business worlds together, by creating industry-focused academies in existing public high schools. NAF's educational design ignites students' passion for learning and gives businesses the opportunity to shape America's future workforce by transforming the learning environment to include STEM-infused, industry-specific curricula and work-based learning experiences, including internships.

To learn more about NAF's work in areas, please contact our communications department to be connected with a spokesperson.



# WORK-BASED LEARNING

Work-based learning is an instructional strategy that connects what students are learning in class with the world of work to ignite students' passion for learning. It involves interaction with business partners and aligns with intentional student learning outcomes. NAF's approach to work-based learning is centered on a continuum building from career awareness, to career exploration, then finally career preparation.

## Career Awareness

- Guest speaker
- Worksite tour
- Career fair

## Career Exploration

- Informational interview
- Job shadow
- Mock interview

## Career Preparation

- Paid internship







PHOTOS



VIDEOS

# ASSETS

We are all part of the movement to prepare the next generation of future ready leaders and need to serve as brand ambassadors to bring this movement to the next level. The materials available here will consistently and powerfully guide your communications efforts. Click the links below to access our brand resources – including the NAF style guide and logos– and our social media press kit.

A large, solid dark green circle containing the text 'Brand Resources' in white, underlined font.

Brand  
Resources

A large, solid blue circle containing the text 'Social Media Press Kit' in white, underlined font.

Social Media  
Press Kit

# SPOKESPEOPLE



**JD Hoyer**  
Chief Executive Officer



**Lisa Dughi**  
President



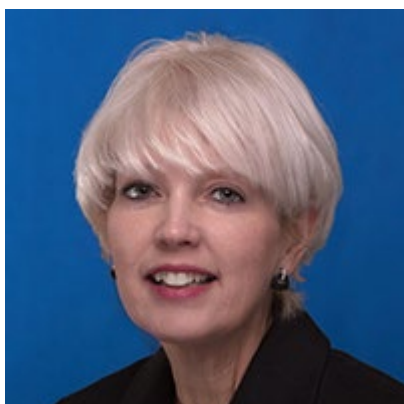
**Brenda Barry**  
Chief Program Officer



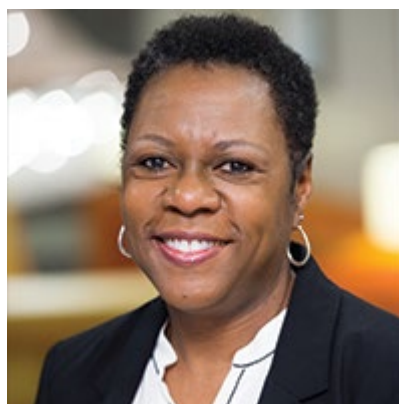
**Maryanne Greenfield**  
Chief Advancement  
Officer



**Bill Taylor**  
Vice President, Outreach &  
Partnership Development



**Helen Blanch**  
Vice President,  
Network Development



**Pat Brown**  
Vice President, Corporate  
Engagement & Relations



For Media Inquiries, Contact:  
Dana Pungello  
Senior Director, Communications  
[dpungello@naf.org](mailto:dpungello@naf.org)

Connect on Social Media:  
[Facebook](#) | [Twitter](#) | [Instagram](#)

