

# ENGAGE BUSINESS PARTNERS



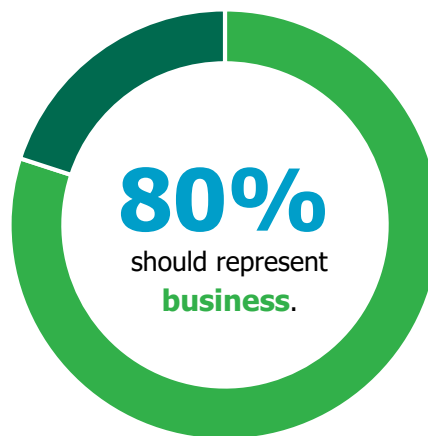
## Overview



Business partners are essential to the NAF educational design. They provide students with authentic work-based learning experiences and provide academy leaders with a critical bridge to industry. Not all of your academy's business partners will serve on the NAF advisory board; rather, a NAF advisory board is a subset of the larger group of business partners.

An **Advisory Board** should have **10 – 20 members**. Advisory Boards should have a **formal voting body**.

**Employer partners** can be **unlimited in number** and have **sporadic to high involvement**.



## NOT ALL EMPLOYER PARTNERS ARE or SHOULD BE ADVISORY BOARD MEMBERS

NAF academies require a large, diverse base of business partners in order to carry out a true work-based learning program which prepares all academy students for college and careers. Through effective planning and partnership engagement, NAF academies can achieve the ambitious goal that 100% of NAF students complete a paid internship during their academy experience.



### TOOLS AVAILABLE FOR DOWNLOAD IN THE ACADEMY SUPPORT HUB (ASH):

#### ASH → ADVISORY BOARD → ENGAGE

- Identify Potential Partners Activity
- Recruitment Event Invitation
- Recruitment Event Agenda
- Introduction to NAF PowerPoint
- Business Partner Interest Survey
- Academy Brochures
- Benefits to Partnering with a NAF academy
- Ways to Partner with a NAF academy
- Host a Recruitment Event
- Pitch Your Academy
- Guide to Engaging Employers

#### ASH → MARKETING LIBRARY → MARKETING MATERIALS

- NAF Academy Theme Overview & Statistics One-Pagers (*Data 8.5 x 11 One Pagers*)
- Get Involved Brochure (*General*)