

RECRUITING NEW PARTNERS

The following best practices were collected during several national and regional convenings of advisory board leaders. Included in this resource are some considerations, best practices and supporting resources.

Best Practices

- Academies need a large group of partners, a smaller subset serves 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 – it’s easier to make the ask once you’ve developed a relationship organically and created rapport.
- Recruitment strategies should include general recruitment to build the base of ready partners to engage when a need is identified and targeted recruitment for specific needs
- Recruit new partners and 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.
- 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 an orientation based on their potential involvement. Orientation for board members is often done by the Chair or academy director/lead, where additional information is shared. The goal is for new partners and AB members to become well-informed ambassadors/advocates for the academy and to get involved with students

RESOURCES (with resource location/use case)

Business Partner Interest Survey

ASH → Engage

- Lists possible ways to get involved (WBL), provides space for prospect to share contact info and involvement interest (WBL activity)

Data One-Pagers (National & Local)

ASH → Marketing Library → Data Cards

- Shows data for # of students, themes, diversity, graduation rate, post-secondary intentions rate.

Internship Toolkit

ASH → Marketing Materials → Paid Internships – Making the Case

- Recruitment and messaging resources, such as **Pitch in a Box** (includes one-pagers that are geared towards business leaders, community partners, and HR professionals; editable one-pager that can be altered to reflect your academy/community).

Academy College and Career Readiness Events Calendar

ASH → WBL → All WBL Files → NAF Approach to Work-Based Learning (Overview Pages)

- Academy defines when specific activities will help deliver curriculum or reinforce college and career readiness skills in calendar form.