

NAF

2023 Press Kit

ABOUT US

[NAF](#) is a national education non-profit that brings schools and businesses together to better prepare students of all backgrounds, for college, career, and future success. NAF helps students explore career options, create a plan for the future, and take part in hands-on, work-based learning unlike anything traditional public education systems can offer.

NAF was founded in 1980 by Sandy Weill, chairman emeritus of Citigroup. At the time, the finance industry in New York was booming, and financial services companies were struggling to fill jobs. Mr. 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.

That first NAF Academy of Finance paved the way for exponential growth and today NAF supports over 112,000 students in 35 states and territories, focusing on finance, hospitality & tourism, information technology, engineering, health sciences, and additional pathways.



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

112,415

STUDENTS

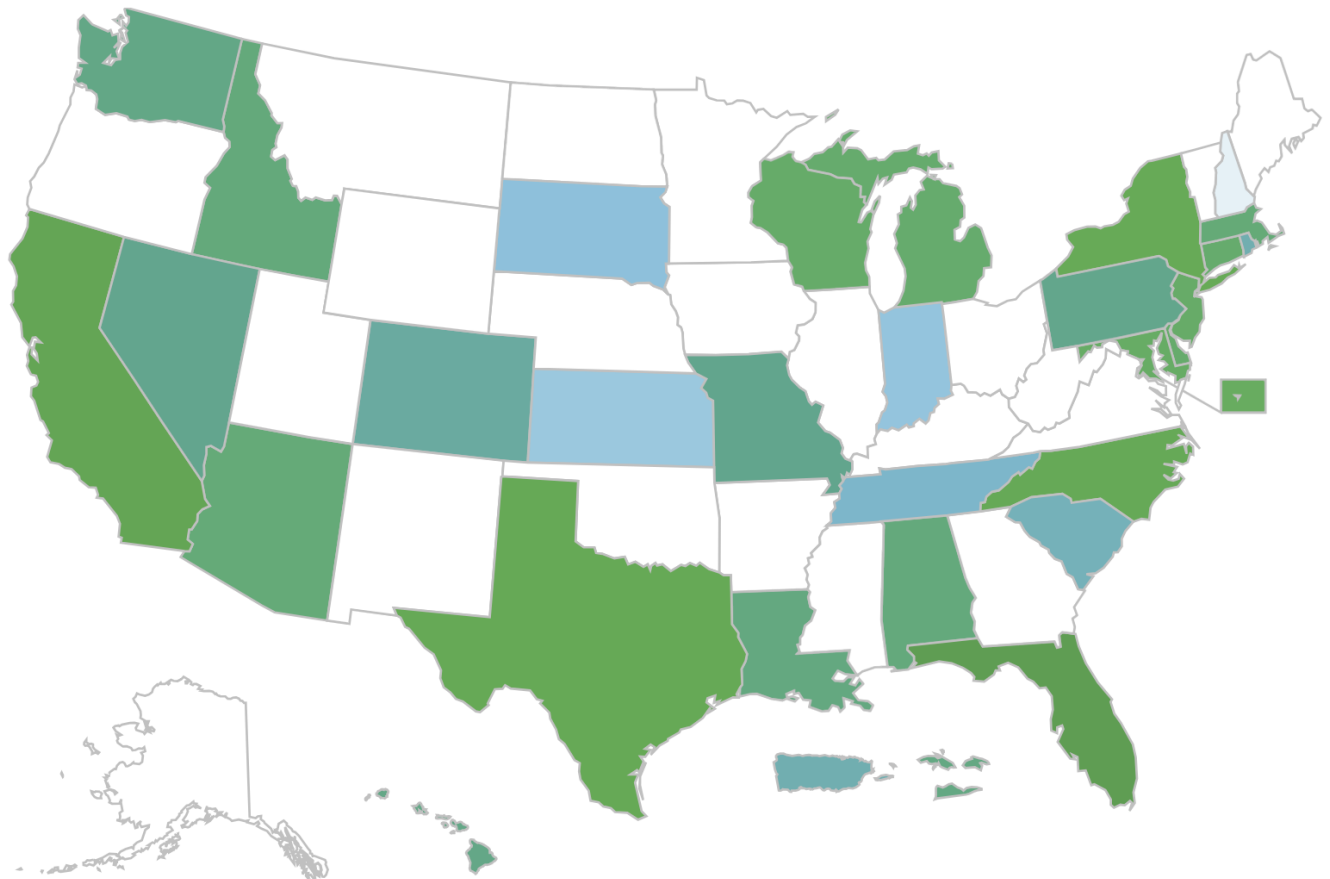
604

ACADEMIES

361

SCHOOLS

FINANCE | HOSPITALITY & TOURISM | INFORMATION TECHNOLOGY
| ENGINEERING | HEALTH SCIENCES | ADDITIONAL PATHWAYS



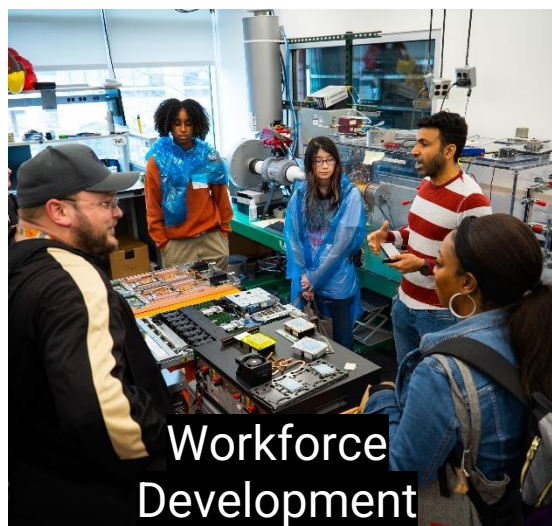
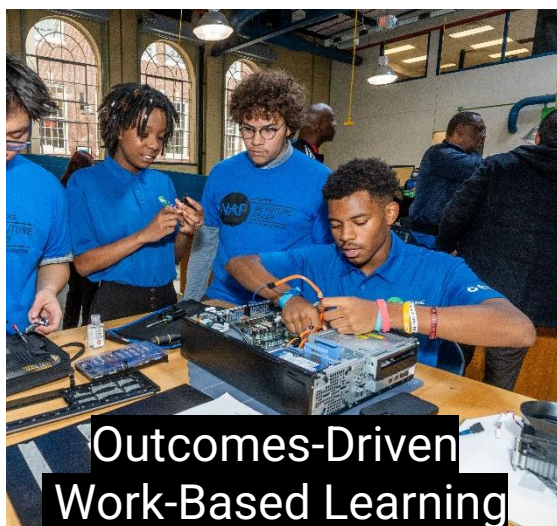
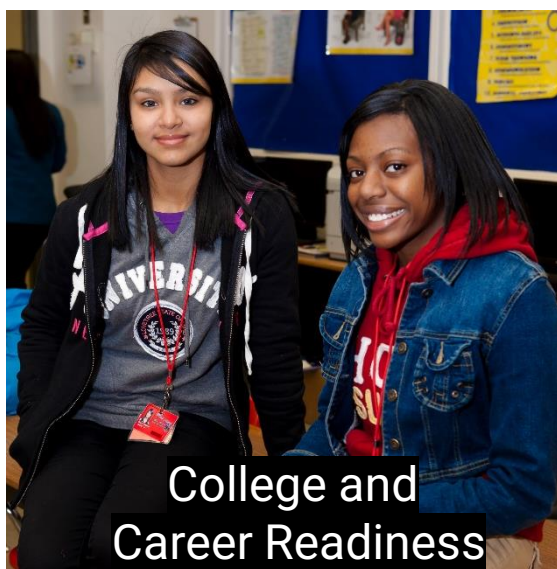
99%

GRADUATED SENIORS

AREAS OF EXPERTISE

Through our work, NAF aims to address the economic and social disparities that have marginalized too many students in this country. NAF's design is unique comprehensive and flexible in its approach to skills development, enabling students of all backgrounds to participate in a meaningful education and give businesses the opportunity to partner with schools to shape America's future workforce – through career-relevant curriculum and work-based learning activities, including internships.

To learn more about NAF's work, [please contact our Marketing and Communications Department](#) to be connected to a spokesperson.



WORK-BASED LEARNING

Work-based learning is a proven educational approach designed to help students connect what they learn in the classroom with what is expected in the workplace. Through work-based learning activities, such as paid internships, job shadowing and professional mentorship, students explore new industries and careers, develop the skills they need for success, and build their professional network by interacting with industry professionals. Work-based learning activities are intentionally designed to achieve these outcomes by ensuring students, educators, and employers are prepared for the experience and reflect on their learnings.

NAF's continuum of work-based learning begins with career awareness activities, advancing to exploration experiences, and culminating with career preparation opportunities, such as internships.



NAF's approach to work-based learning is evolving to focus on 3 student-centered outcomes. Identifying career **aspirations** and mapping a plan to reach their goals; building Future Ready **skills** and receiving feedback; and developing **connections** with professionals who can help them navigate their path forward.





ASSETS

We are all part of the movement to prepare the next generation of future ready leaders and need to act 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.



[Brand Resources](#)

SPOKESPEOPLE



Lisa Dughi
CEO



Dirk Butler
Chief Program Officer



Reedy Wade
Vice President,
Academy Engagement and Impact



Liz Perez
Chief Partnership Officer



Jennifer Pautz
Assistant Vice President,
Policy & Advocacy



Brooke Rice
Vice President, Work-Based Learning
and Advisory Board Activation



Tara Bellevue
Vice President, Diversity,
Equity, Inclusion, and Access
Strategy



Camille L. Currie
Vice President,
Marketing & Communications



Rebecca Bostwick
Assistant Vice President,
Community Impact

For media inquiries contact
Courtney Savoia
Assistant Director of Communications
csavoia@naf.org

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

