



**NAF**  
IS WHERE  
OPPORTUNITY  
BEGINS

**2025 Press Kit**

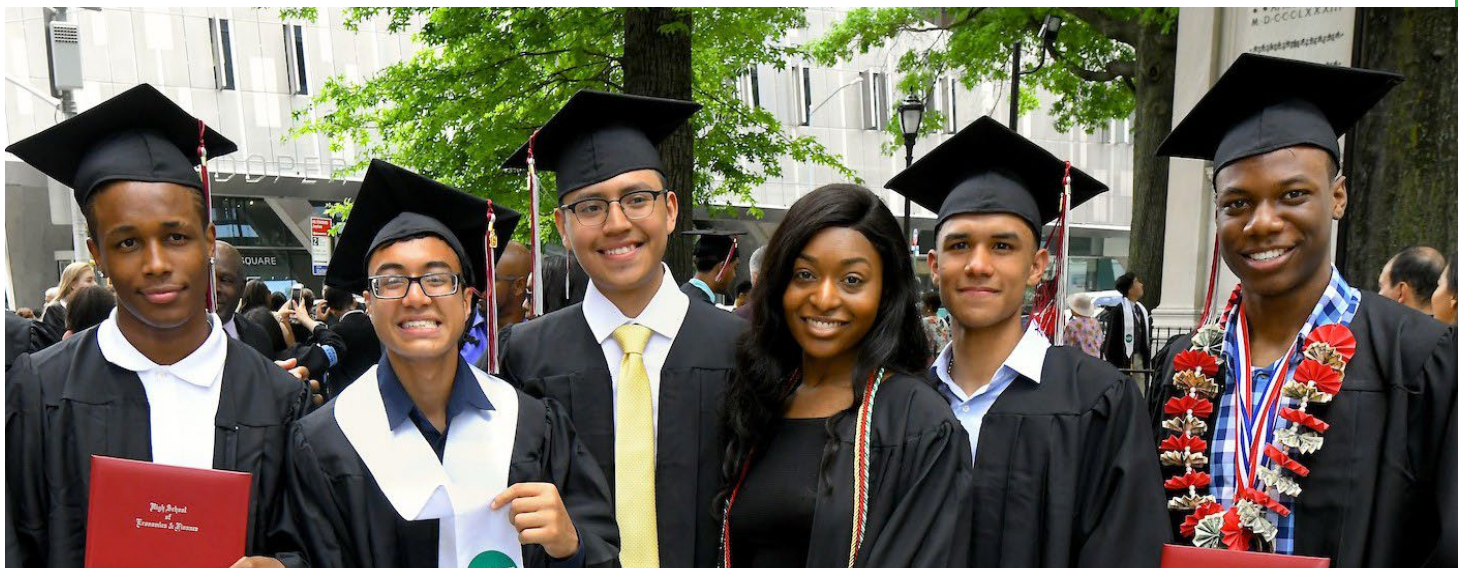


# ABOUT US

[NAF](#) is a national education non-profit that provides access to opportunities for high school students and their communities. 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 34 states and territories, focusing on finance, hospitality & tourism, information technology, engineering, health sciences, green technology, audio and video production, public service, and more.



**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

**112,000+**

# STUDENTS

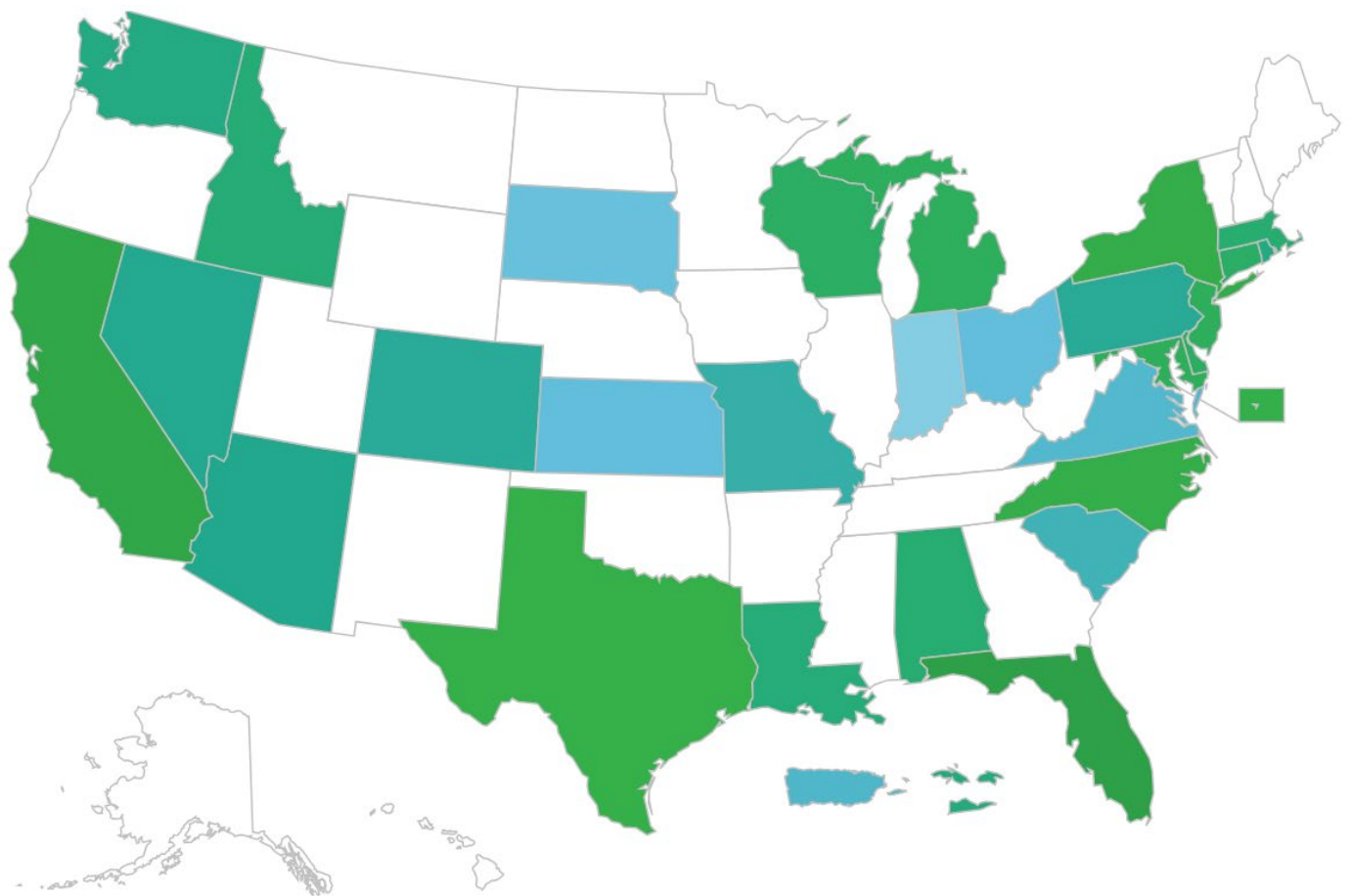
600+

# ACADEMIES

367

# SCHOOLS

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



# 99%

## SENIORS GRADUATED

# AREAS OF EXPERTISE

For 45 years, NAF has led a movement for immersive, career-focused teaching and work-based learning in high school. NAF's design is unique comprehensive and flexible in its approach to skills development, enabling students of all backgrounds and capabilities 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.



Post-Secondary



Access



Ed-Tech



Outcomes-Driven  
Work-Based Learning



Workforce  
Development



# WORK-BASED LEARNING

Work-based learning has been the foundation of the NAF Approach throughout our 45-year history, but in the changing world of work, it's time to make a shift.

**Outcomes-Driven Work-Based Learning (ODWBL)** is our new student-centered approach for measuring the success of hands-on learning through our **Aspirations**, **Skills**, and **Connections** framework. Our work-based learning activities include internships, career fairs, and hands-on workshops with industry professionals.



**ASPIRATIONS**



**SKILLS**



**CONNECTIONS**





## PHOTOS



## VIDEOS



# 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 brand resources button 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 & Impact



Jennifer Pautz  
Assistant Vice President,  
Policy & Advocacy



Dr. Brooke Rice  
Vice President,  
Curriculum &  
Work-Based Learning



Dr. Tara Bellevue  
Vice President, Strategic  
Alliances & Business  
Development



Camille L. Currie  
Vice President,  
Marketing & Communications



Valaida Wynn Guerrero  
Chief Advancement Officer



Dr. Keisha Taylor  
Senior Director, Alumni &  
Postsecondary Engagement



For media inquiries contact Courtney Savoia,  
Assistant Director of Communications  
[csavoia@naf.org](mailto:csavoia@naf.org)

Connect on Social Media



BE FUTURE  
READY