



2026 Press Kit

ABOUT US

[NAF](#) is a national leader in career-connected education that expands access to real-world learning opportunities for high school students. For 46 years, NAF has transformed the high school experience by introducing students to real careers, industry professionals, and pathways to upward mobility. NAF bridges the gap between learning and the workplace through career-aligned curriculum and work-based learning, equipping students with practical skills, helping them discover their interests, and connecting classroom learning to future careers—especially for students who may lack exposure to professional networks.

High school students are also supported through NAF programs and tools such as [KnoPro](#) and the Work-Based Learning (WBL) Participation Tracker. KnoPro, NAF's free digital platform, gives students the opportunity to build in-demand skills by completing real-world projects—individually or as part of a team—for a chance to earn cash prizes. Open to all high school students in grades 9–12, whether they attend a NAF academy or not, KnoPro expands access to hands-on learning and career exploration. NAF's Work-Based Learning Participation Tracker helps academies intentionally document work-based learning experiences, monitor student and industry partner engagement, and leverage data.

During the 2025–26 school year, NAF supported 152,230 high school students through its programming and products. This included 110,188 students enrolled in more than 600 NAF academies across 34 states and territories, 28,868 non-NAF students who engaged with KnoPro, and 13,174 non-NAF students who used the WBL Tracker. Additionally, 380,589 high school students benefited from access to NAF career academies in partner districts. Over its 46-year history, NAF has supported more than 700,000 students and alumni through its national network.

In 2025, NAF academies reported 99% of seniors graduated with 89% of graduates planning to go to college. Learn more at naf.org and follow us on social @NAFCareerAcads.

84% of hiring managers say most high school graduates aren't prepared for today's workforce. That's why career-connected learning isn't an enhancement to education—it's essential.

US Chamber of Commerce



OUR IMPACT



152,230

High school students supported by NAF programming and products

110,188

Students enrolled in NAF academies

28,868

Non-NAF student s engaged with KnoPro

13,174

Non-NAF students engaged in WBL Tracker

600+

ACADEMIES

357

HIGH SCHOOLS

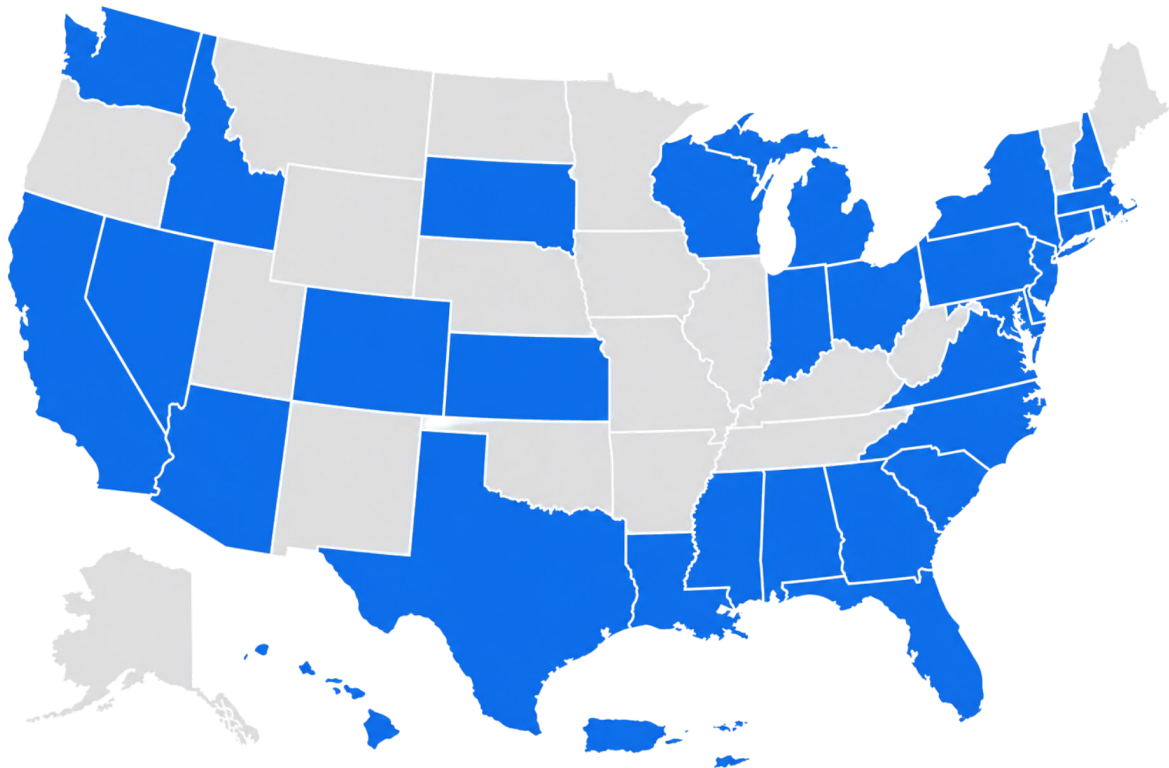
142

SCHOOL DISTRICTS

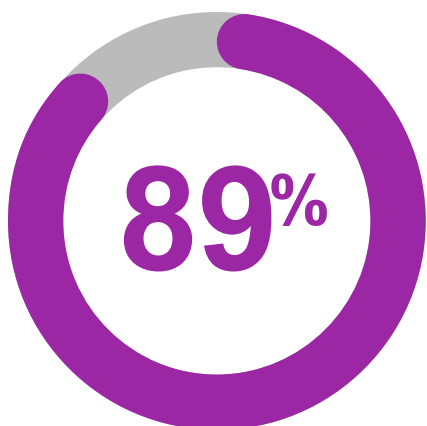
34

STATES AND TERRITORIES

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



OUR IMPACT



SENIORS GRADUATED

*Self-reported



78% of students (nearly 8 in 10) who completed a work-based learning experience said it helped them understand what skills they need for a future career.



72% of students (7 in 10 indicated they feel ready for the workforce.

73%

Three in four students (73%) indicated work-based learning connected classroom material with what goes on in the workplace.



89%

College Enrollment Rate



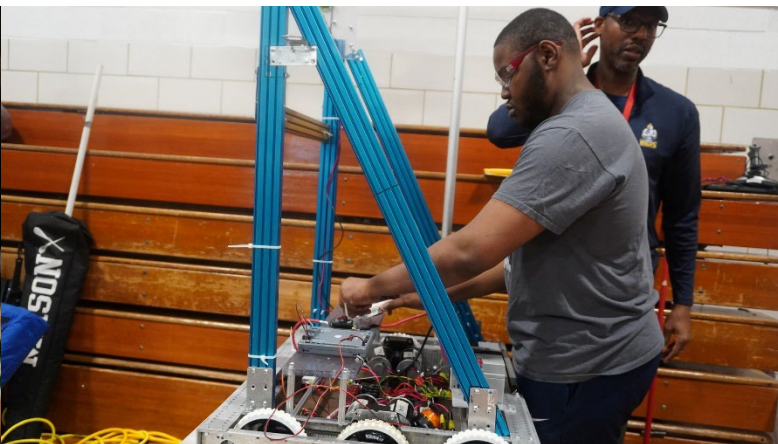
1,234

Colleges Attended



9%

Straight to work or military



AREAS OF EXPERTISE

For 46 years, NAF has led a movement for immersive, career-focused teaching and work-based learning in high school, connecting schools and employers to prepare students for meaningful careers while equipping young people with the voice, confidence, and agency to shape their futures. We take students beyond what traditional high schools offer by providing access to the tools that will help them navigate and build skills for what's next, whether that's college, a career, or another pathway.

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



[Access Creates Opportunity](#)



[Learning Connected to the Real World](#)



[Students at the Center](#)



[Partnerships Power Impact](#)



[Outcomes that Last](#)



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
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Marketing & Communications



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Connect on Social Media



BE FUTURE
READY