



National Pathway Day Activation Toolkit



Welcome & Purpose



National Pathway Day recognizes the value and impact of career pathways, also known as academies, on high school students in career and technical education programs. Porterville Unified School District in Porterville, California, led the charge to declare April 16 National Pathway Day in 2025, in honor of the long-time advocacy and district-wide pathways work in PUSD, in collaboration with NAF, Linked Learning Alliance, and ConnectEd.

Introducing students to career pathways early makes a difference for students, as students who participate in career pathways programs report feeling better prepared for college and the workforce. Career pathways have the power to make education relevant for students, transforming the high school experience, and transforming communities, as they work to build a pipeline of skilled talent that will support economic growth.

This toolkit is for educators, administrators, like-minded organizations, and employer partners who may be interested in participating in celebrating National Pathway Day in their local community.

What Is a Pathway?

Career pathways are often embedded within a traditional educational experience, combining career-focused coursework with hands-on experience in the workplace and providing students with exposure to the working world. This combination of industry knowledge, professional skill development, and social capital puts students on a path towards a viable career.

Pathways give students the opportunity to learn industry standards from qualified CTE teachers and business partners through real-world learning projects and internships. Whether the occupation or field of study is business, healthcare, or natural resources, pathways are designed to meet the needs of the student as they prepare to prepare for their future.

Why Celebrate



- Celebrating student pathways and choices – It's a great opportunity to celebrate student success!
- Elevating educator and employer partners – Shine a light on the partners that make it possible
- Enabling current students to see that they are part of a much larger movement than their school alone
- Strengthening school–community connections
- Increased student awareness
- Family engagement – great change to bring families along for the ride
- Instill pride on pathway members

How to Participate (At-a-Glance)

There are many ways your pathway can participate in National Pathway Day.



Classroom Activities

- Plan a lesson that spotlights career options in your pathway
- Assign student a reflection prompt: "Why I chose my pathway"
- Conduct a career skill mapping activity



School-Wide Activations

- Host a career fair or showcase
- Host an alumni panel
- Include in morning announcements or assemblies



Employer & Community Engagement

- Host a guest speaker (in person or virtual)
- Schedule a workplace tours or virtual site visits
- Share industry shout-outs on social media



Student Voice Activities

- Provide students with storytelling prompts for them to share their experiences
- Encourage students to create a LinkedIn profile, and connect with one new professional they'd like to learn from.
- Host a poster contest

Publicity

Be sure to include information regarding your celebration in your school's morning announcements, on bulletin boards, in school newsletters and on event calendars.

You can use the [media alert template](#) before to invite press to attend your celebration.



Branding & Visual Assets

The logo below may be used for all of your National Pathway Day efforts. It can be used as a standalone, or in conjunction with any of your co-branding needs.



Social Media & Digital Engagement



Share your National Pathway Day celebration on social media!

Official hashtag: #NationalPathwayDay

Tag: NAF, Linked Learning Alliance, Connect Ed

Sample captions + photo prompts

- **Schools:** Today we're celebrating #NationalPathwayDay! Pathways give students a chance to explore different careers, learn new skills, and discover what career path they might want to pursue after graduation. Through industry-themed coursework, partnerships, and hands-on learning, we're proud to offer experiences that connect education to opportunity.

Photo prompt: Students working on a work-based learning activity.

- **Educators:** Happy #NationalPathwayDay! I love being a part of a school that gives students the opportunity to learn by doing. I get to support my students in exploring different careers, building new skills, and ultimately deciding what they want to do after high school. Pathway programs make school feel relevant, and seeing students succeed after graduation is a reminder of why this work matters.

Photo prompt: One-on-one moments between an educator and student.

- **Students:** It's #NationalPathwayDay! My pathway classes have helped me discover the type of career I want to pursue and experience new opportunities I wouldn't normally get to in my regular classes. I'm gaining real-world experience and learning career skills I can actually use after I graduate. Excited to see what's ahead!

Photo prompt: Group photo of classmates presenting a project.

- **Employers:** It's #NationalPathwayDay, a day to recognize the value of career pathways and industry-education partnerships. We're proud to partner with schools to give students real-world experience like internships, mentorships, and hands-on projects that help prepare the next generation of leaders.

Photo prompt: Employer speaking to a class during a site visit.

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Guidelines for student privacy:

To protect student privacy, please use only first name and last initial when identifying high school students in captions or graphics. Avoid tagging students' personal social media accounts unless explicit permission has been granted.

How to tag partner organizations:

NAF: Tag @nafcareeracads on Instagram, LinkedIn, and Facebook

ConnectEd: Tag @connectednational on Facebook and Instagram

Linked Learning Alliance: Tag @linkedlearningalliance on Instagram, LinkedIn, and Facebook

Thank You



Thank you for celebrating National Pathway Day with us! We look forward to this celebration growing every year as our collective movement to prepare students for successful careers marches forth. If you have any questions or ideas you'd like to share with us, please reach out to:

nationalpathwayday@gmail.com.

Haley Steinhauser, Linked Learning Alliance:



haley@linkedlearning.org

Dana Pungello, NAF: dpungello@naf.org



Daphannie Stevens, ConnectEd:

dstephens@connectednational.org



Contact Us!