



Recruitment & Marketing

National History Academy Update – June 2, 2022

COLLEGE BOARD PARTNERSHIP & EMAIL MARKETING

National History Academy has again partnered with the College Board to access the Student Search Service, which allows us to specifically target students who meet our strict academic criteria. **The Academy has targeted 128,000 high school students** from across the country with a GPA between A+ and A-, who have specifically indicated they intend to major in history, law, political science, archeology, social sciences, or a similar field.

The names of these 128,000 students have been funneled into our drip marketing campaign, meaning they receive a series of emails, one every 7 days, to keep them engaged and to help us generate firm leads. Each email blast contains an image, a short paragraph of text, and a clear “call to action,” such as “Learn More” or “Register Now” in an effort to drive visitors to the National History Academy website, www.NationalHistoryAcademy.org.

APPLICATIONS & CONFIRMED CLASS

191 students have completed the National History Academy application. **We have 63 confirmed students, with 16 offers outstanding.**

131 of the 171 applicants have requested scholarship funding.

130 girls, 50 boys and 9 students who identify as “other gender” have applied.

	APPLICATIONS	CONFIRMED STUDENTS
Alabama - AL	2	1
Alaska - AK		
Arizona - AZ	2	
Arkansas - AR		
California - CA	12	
Colorado - CO	3	1
Connecticut - CT	1	
District of Columbia - DC	1	
Delaware - DE		
Florida - FL	9	3
Georgia - GA	5	1
Hawaii - HI	1	
Idaho - ID	6	3
Illinois - IL	5	1

Indiana - IN	2	1
Iowa - IA	2	
Kansas - KS	2	2
Kentucky - KY	2	1
Louisiana - LA	2	
Maine - ME	1	1
Maryland - MD	5	1
Massachusetts - MA	5	4
Michigan - MI	3	3
Minnesota - MN	2	1
Mississippi - MS	1	
Missouri - MO	1	
Montana - MT	1	
Nebraska - NE		
Nevada - NV	3	1
New Hampshire - NH		
New Jersey - NJ	3	2
New Mexico - NM	1	1
New York - NY	7	3
North Carolina - NC	9	7
North Dakota - ND		
Ohio - OH	2	
Oklahoma - OK	3	
Oregon - OR	1	
Pennsylvania - PA	6	
Rhode Island - RI	1	
South Carolina - SC	2	1
South Dakota - SD		
Tennessee - TN	1	1
Texas - TX	16	1
Utah - UT	1	
Vermont - VT		
Virginia - VA	4	3
Washington - WA	4	3
West Virginia - WV		

Wisconsin - WI	1	1
Wyoming - WY		
Singapore		
Northern Mariana Islands - MP		
Puerto Rico - PR	1	1
United Kingdom - UK		
Bangladesh	1	
Brazil	3	
Colombia	2	
Egypt	1	
India	4	
Indonesia	1	
Israel	1	1
Kazakhstan	2	
Nigeria	1	
Saudi Arabia	1	
Thailand	3	1
Tanzania	1	
Turkey	1	
South Korea	1	
UAE	1	
Uzbekistan	1	
New Zealand	1	
American Samoa	1	
Virgin Islands - VI	1	
TOTAL	166	51
<i>Number of states Represented</i>	41	25
<i>US Territories</i>	2	1
<i>Foreign Countries</i>	17	2

Average GPA: 3.93

Average Age 15.94

Average ACT: 25.8
Average PSAT: 1160

Average SAT: 1300
Average AP History: 4

TEACHER & COUNSELOR RECRUITMENT

We have four confirmed teaching fellows. Our teachers come from Florida, DC, and New York. We are in the process of recruiting one additional teachers.

We also have **eleven confirmed college-aged Teaching Assistants/Counselors**, seven of which are former students. We are recruiting 1 additional counselor.

We are also recruiting a college-aged videographer.