

# Faculty Advisor Guide

2025-2026

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## Contact Information

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# Important Dates

<b>September 2, 2025</b>	NSAC Case Study Released to Faculty Advisors
<b>September 16, 2025</b>	AAF Faculty Call 3:30pm EST hosted via Zoom
<b>October 9, 2025</b>	Online Q&A Session #1 with NFL (participating teams only)
<b>October 17, 2025</b>	Fall Membership Deadline for College Chapters
<b>November 6, 2025</b>	Most Promising Student Application Deadline
<b>November 12-15 2025</b>	Student Advertising Career Conference, NYC
<b>January 16, 2026</b>	NSAC Intent to Participate Forms Due by 5:00pm EST
<b>January 30, 2026</b>	Campus-to-Corporate Student Applications Due
<b>January 30, 2026</b>	Spring Membership Deadline by 5:00pm EST
<b>February 19, 2026</b>	Collegiate Recruiting Forum with Industry Professionals (held virtually)
<b>February 2026</b>	Most Promising Students Program, NYC
<b>February 19, 2026</b>	Online Q&A Session #2 with NFL (participating teams only)
<b>March 20, 2026</b>	Distinguished Advertising Educator Award Nomination Deadline NSAC
<b>March 27, 2026</b>	Alpha Delta Sigma Nomination Deadline
<b>March 26, 2026</b>	NSAC Materials Deadline by 3:00 pm EST
<b>April 2026</b>	NSAC District Competitions (2nd & 3rd weekends in April)
<b>April 30 &amp; May 1, 2026</b>	NSAC Semi-Finals
<b>May 29, 2026</b>	NSAC Finals held during ADMERICA (May 28-31) in Austin, TX

*[View local chapter deadlines for Student American Advertising Awards](#)*

## Year in Review: 2024-2025

Read an overview of last year's events and programs.



## National Education Executive Committee

The National Education Executive Committee (NEEC) is responsible for advancing the interests of advertising students, and promoting close ties between faculty, students, and advertising professionals. The Committee works closely with the AAF National office and plays a vital role in the success of our programs.

The committee is comprised of educators from the AAF's College Chapters across the organization's 15 districts plus advertising professionals. Leading the charge of the Council are:

- Chair, **Jeff Sheets**, Brigham Young University
- Vice Chair, **Armand McCoy**, Oklahoma University

## College Chapter Benefits & Resources for Advisors

We are just as invested in your professional growth and development as we are in your students! The AAF is proud to offer the following resources for our faculty advisors:

### AAF Membership

As the faculty advisor, your annual AAF membership dues are waived. We truly appreciate your commitment to teaching the industry's future leaders.

### Distinguished Advertising Educator Award

Each year, an educator is recognized at ADMERICA for mentoring students, supporting the success of the advertising industry through research, teaching and advocacy, and engaging in the advancement of the mission of the AAF through activism within the organization. [View the nomination criteria.](#)

### Classroom Tools

You **MUST** have a login for [aaf.org](http://aaf.org) as a faculty advisor for an active college chapter in order to access the faculty toolkit webpages. If you are the current faculty advisor and are not able to access these pages, please email [education@aaf.org](mailto:education@aaf.org). Tools prepared just for you, including [In-Class Engagement](#), [Class Planning](#), and [Skills Assessment](#), are available at [aaf.org](http://aaf.org) on the [Educator Resources page](#).

### Newsletter

Check your inbox for Unifying Voice, a monthly newsletter designed to keep AAF Members in the know on AAF opportunities, programs, events, and resources.

# College Chapter Benefits & Resources for Students

## Competitions

- **Participate in the National Student Advertising Competition.** Many recruiters have stated that when an NSAC alum's resume comes across their desk, they automatically are set for an interview. [Learn more.](#)
- **Submit your work for the American Advertising Awards Student category** and compete for nationally recognized awards (and bragging rights!). [Find your local chapter competition and deadlines here.](#)

## Honors and Awards

- **Apply for the Most Promising Student Program.** AAF connects the advertising industry with the nation's top college seniors. Students will engage with professionals, network, meet mentors, participate in a recruiting event, and learn from industry leaders. [Learn more.](#)
- **Be nominated for Alpha Delta Sigma Honor Society.** [Learn more.](#)

## Events

- **Attend the Student Advertising Career Conference.** This year's conference will be held in New York City, November 12-15, 2025. We look forward to welcoming all AAF students to engage with advertising leaders and explore new trends and opportunities in the industry. [Register now.](#)
- **Attend the AAF 2026 Recruitment Forum, February 19, 2026.** [Register now.](#)
- **Receive discounted tickets to ADMERICA, AAF's National Conference.** [Register now.](#)

## Career Resources

- Apply for exclusive internship opportunities through the [Campus-to-Corporate Program](#)
- Network online and through AAF events
- Find your next position with the [AAF Job Bank](#)
- Stay up to date with [AAF SmartBrief](#)
- Access research and data from MRI-Simmons, AdMall, Lumiere, and Nielsen through NSAC
- Make connections, learn about opportunities, and stay current on the advertising industry on the [AAF LinkedIn Page](#)
- Discounted [products and subscriptions](#)

# Lifelong Journey with the AAF

## **As a Young Professional...Stay Connected with Ad 2**

[Ad 2](#) is a collaborative community of passionate, forward-thinking and motivated professionals that are making a difference in their local communities and their industry. Ad 2 fosters the professional development for advertising professionals 32 and under through public service and education.

## **As an Advertiser Throughout Your Career...Connect with a Community of Advertising Pros in AAF Professional Chapters**

There are more than 35,000 professional [members of the AAF](#) representing 15 districts across three regions who are actively engaging in local, district, regional and national programs. Being a professional member gives you access to invaluable resources, connections and advertising opportunities.

## **As a Professional...Be Recognized in the Advertising Hall of Achievement**

Each year, leading advertising professionals age 40 and younger are recognized at the [Advertising Hall of Achievement](#) for making a significant impact in the advertising industry and through philanthropic work in their communities. Top executives and leaders at 72andSunny, American Express, Whalar Group, Netflix, Dick's Sporting Goods, Spotify, Google, Beats by Dr. Dre, Twitter, and more have been recognized in recent years.

## **As the Industry Leader...Become a Legend in the Advertising Hall of Fame**

The [Advertising Hall of Fame](#) celebrates industry legends, who, throughout their trailblazing careers, have distinguished themselves with outstanding, nationally- and globally-recognized professional achievements. Since its inception in 1949, nearly 300 advertising legends and several iconic global companies have been elected to the Hall. The event is among the advertising industry's biggest and most prestigious of the year, attended by nearly 1,000 C-suite and senior level executives from the world's largest brands, advertising agencies, media and tech companies. Robert De Niro, Nike, Spike Lee, David Ogilvy, Beth Comstock, Carol H. Williams, and others are all members...Could you be next?

# Advocating for Advertising: AAF Government Affairs

## Why It's Important to Know About Government Affairs as an Advertising Student

Government regulations and grassroots campaigns aren't usually top of mind when starting a career in advertising. But privacy laws, advertising taxes, data security, digital regulations and other legislative actions can create huge impacts on our industry. By staying informed and engaged with these issues, our students become leaders in their workplaces and communities.

## AAF's Advocacy Efforts

The AAF protects and promotes advertising at all levels of government through grassroots activities. Our nationwide network monitors advertising-related legislation on local, state and federal levels. We put our members face to face with influential lawmakers while encouraging self-regulation as a preemptor to government intervention, when appropriate of course.

## Advertising Day on the Hill

Advertising professionals from around the country gather each year to learn about the vital issues facing our industry and take to the halls of Congress to educate lawmakers about the vital role advertising plays in the U.S. economy.

## Get Involved

- [Contact Clark Rector](#), Executive Vice President of Government Affairs, to sign up for the monthly [Government Report newsletter](#)
- Check out [Advocacy Resources](#)

# Focusing on Diversity & Inclusion: Mosaic Initiatives

## Student Programs

**Most Promising Students Program.** The [Most Promising](#) program honors the nation's top multicultural college students and enhances their knowledge and understanding of the advertising industry.

Most Promising is considered one of the premier multicultural recruiting programs because the applicants are some of the most high-potential students from around the country and have been vetted by a group of senior industry professionals. Students will also join an exceptionally vast Most Promising Alumni network.

## Campus Opportunities

**HBCUs for Advertising.** Historically Black Colleges & Universities (HBCU) have played a powerful role in the black community for years. HBCUs were among the first academic institutions to provide Black students access to higher education and have matriculated some of the most influential figures in their respective fields. As it relates to advertising, between 1978-2014, the percentage of Black Americans that made up the advertising workforce went from five percent to merely 5.8%. Today, Black people remain significantly underrepresented in the ad industry. As an incubator for Black success stories, many untapped black talents can be found at HBCUs.

To remove the financial, academic, and logistical barriers that may exist at often underfunded HBCUs and to support students along their advertising career journey, the (AAF) has developed [HBCUs for Advertising](#). This initiative is critical in ensuring that these students do not miss out on opportunities that could be essential to their professional development.

AAF corporate members and partners will support an HBCU AAF College chapter by covering the cost of dues needed to start a chapter, as well as provide modest funding for an operational budget. We look forward to welcoming more HBCU chapters through this new initiative.

Do you know a faculty member at an HBCU that would benefit from this program? Please email [education@aaf.org](mailto:education@aaf.org), to make sure they connect with us!

## Professional Committees

**Mosaic Voice Council.** The [council](#) serves as the advisory voice to the AAF, which develops and implements the AAF's programs and policies to address the ad industry's diversity initiatives. The council is made up of national advertisers, general market and multicultural advertising agencies, media organizations and suppliers. As the advertising industry's premier think tank on diversity and inclusion, the council identifies best practices for achieving greater industry multiculturalism while advancing the common interest of all industry segments.

To create a foundation for the Mosaic Voice Council's work, the members have created the AAF's [Mosaic Principles](#). These Principles offer agencies and companies at-large the recommendations needed to institute common diversity practices that are essential to addressing the demands of our consumers.

If you have additional questions or what like more information on getting your students or school involved with the AAF's Mosaic Initiatives, please email [education@aaf.org](mailto:education@aaf.org).

# Professional Collaboration

## Why Collaborate?

Creating a membership pipeline from collegiate to professional chapters begins with a connection among the organizations. The AAF network can enhance a student's advertising education, potentially kick start their career and deepen their connection to the AAF.

## How to Connect

You can [search for a chapter near you](#), or see all our chapters by pressing Find without filling in any search criteria. Search for those in your district and if you are not already in communication, please contact the national office. We're happy to do an email introduction and/or set up an introductory call.

## Collaboration Ideas

Some great ideas we've heard of existing collaborations efforts are:

- Chapters bring in professional members as class speakers
- Professional Chapters often host agency visits and portfolio review days
- Faculty Advisors attend professional chapter meetings
- Professional Chapters create a board position for education efforts, focused on collegiate chapters
- Professionals share internship positions/entry level job postings with local collegiate chapters
- Professional Chapters share scholarship information with local student members
- NSAC: Consider hosting District competitions on your campus to reduce costs
- American Advertising Awards: Chapters share information with student members for entries  
[Find your local competition](#)

## Student Membership Registration Process

Student membership dues are \$60/year and are valid from the day you join through June 30, 2026. The registration process is entirely online, so students can either join or renew their membership with a few clicks of a button.

**[Click here](#) to view the membership registration process.**

## Recruitment

We heard from many chapters that recruitment is a challenge. While different methods will apply to different campuses, please email [education@aaf.org](mailto:education@aaf.org) to be connected with a NEEC committee member.

## Fundraising

Fundraising is key to success for a thriving College Chapter.

- Make sure to explore your campus resources. If you are a registered student organization on campus and want to host campus programming, there should be Student Activity funding available to you. Are there other departments or chapters who would collaborate on hosting a speaker or panel?
- Look into your community for support. Local Ad Chapters and Ad 2 have connections that may help provide resources and opportunities to students at discounted costs. Use your network and theirs to put together panels, agency visits, student resources, internship and job boards.
- Local businesses frequently offer fundraising opportunities.

## AAF National Contacts

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## AAF Social Media Accounts

[LinkedIn](#) | [National Instagram](#) | [Student Instagram](#) | [Facebook](#) | [X](#)