



PRINCIPAL FOR A DAY[®] SCHOOL OVERVIEW

On April 16, hundreds of business and civic leaders will visit public schools across New York City to participate in Principal For A Day.[®] It is an opportunity for schools to welcome a guest who is eager to learn about the school and its students. Participants may be interested in shadowing the principal to learn the ins and outs of daily school leadership or they may be interested in meeting directly with students and teachers.

As a school leader, you can let us know the type of guest you are most interested in hosting, and PENCIL will match you with an executive who has similar interests or experiences. Many of PENCIL's ongoing school/business partnerships began with a Principal For A Day[®] experience and we hope this year's event is the launch of many longstanding relationships!

WHAT TO EXPECT AS A PFAD SCHOOL

- Planning and preparation with the PENCIL team to set the agenda for your PFAD visit
- Participation of the Principal and a designated school liaison in the day's activities
- Offering a hands-on immersive experience for your PFAD on April 16
- Working with the PENCIL team to send a thank you letter to your PFAD

STEP ONE: Sign up on PENCIL's website www.pencil.org/pfad

STEP TWO: PENCIL's team will be in touch to discuss matching you with a business executive to be your school's Principal For A Day[®]!

STEP THREE: Welcome your Principal For A Day[®] on April 16 and be prepared to share, strategize, and learn!

If you have any questions, please do not hesitate to reach out to Katje Lilah King at kking@pencil.org



PRINCIPAL FOR A DAY[®] 2019

ON APRIL 16, 2019, HUNDREDS OF NYC PUBLIC SCHOOLS ACROSS THE FIVE BOROUGHS WILL OPEN THEIR DOORS TO SENIOR BUSINESS EXECUTIVES, SOCIAL ENTREPRENEURS, AND CIVIC LEADERS WHO WILL BECOME PRINCIPAL FOR A DAY[®].

For nearly 25 years, PENCIL's Principal For A Day[®] has been the event to connect the business community with our city's 1.1 million students. This unique, hands-on experience gives executives an insider view of how our schools are preparing the next generation of New Yorkers. It opens eyes to amazing success stories and to the many opportunities that can help our incredible students achieve their ambitions.

Since its launch, Principal For A Day[®] has engaged over 9,000 individuals including: Maria Bartiromo, Michael Bloomberg, Frances McDormand, and Diane von Fürstenberg as well as hundreds of CEOs and senior leaders from companies like A+E Networks, Apple, Condé Nast, Estée Lauder, IBM, JetBlue, JPMorgan Chase, Sony Music, Toyota, and VH1.

NOW IT'S YOUR TURN!

**LEARN MORE
AND SIGN
UP AT
[PENCIL.ORG/PFAD](https://pencil.org/pfad)**

If you have
any questions,
please reach out to
Katje Lilah King,
PENCIL's Senior Program
Officer at:

**kking@pencil.org
or (212) 524-2382**