

# REACH AND TEACH CAMPUS TOUR

Campus Tour is an educational program that facilitates the opportunity for students to plan, promote and produce a real entertainment broadcast episode, giving them hands on experience, which not only teaches content knowledge but also employability skills such as teamwork, communication and problem solving. Complete with all lesson plans and resources, Reach and Teach Campus Tour is geared toward business, marketing, entrepreneurship and other career and technical education pathways. The program is easily implemented into the daily classroom activities, whether virtual, hybrid or in-person.



## PROGRAM OVERVIEW:

Students begin the program by setting goals for their entertainment broadcast, pertaining to how much profit they intend to make, satisfaction of viewers and effectiveness of marketing strategies.

Then, students identify and analyze their target market, in order to effectively develop content, implement marketing strategies and create a desirable viewer experience.

Throughout the program, students maintain a budget, which directly affects the development of their sponsorship proposals, complete with various price and benefit packages.

Students must also design and oversee logistics of the entertainment broadcast, including set-up, production and post show activities.

Finally, students analyze their success and failure as it relates to their goals established at the beginning of the program.

## THE OVERALL GOAL OF REACH AND TEACH IS TO...

- Motivate and encourage students to discover new career paths.
- Provide opportunities for students to develop essential soft skills.
- Inspire teachers to explore new teaching methods.
- Facilitate productive partnerships between schools and industry & community leaders.



## UNIQUE IMPACT:

Although Reach and Teach is designed for all students, the program especially identifies with students who struggle to engage and succeed in a traditional classroom setting. Unfortunately, these students typically get overlooked and “fall through the cracks.” Reach and Teach uniquely provides these students with a purpose and confidence, just as organized sports do for athletes.