

## WHAT IS REACH AND TEACH?

Reach and Teach is an educational program geared toward business, marketing and career tech students in grades 9-12. The Reach and Teach program is the ultimate project based learning experience. Through Reach and Teach, students not only gain content knowledge, but also essential life skills, such as communication and teamwork.

## HOW DOES THE REACH AND TEACH CAMPUS TOUR WORK?

Career tech teachers implement the nine-week curriculum into their classroom. The curriculum is designed to be student-led, meaning the teacher acts as merely a guide. This allows students to experience every aspect of planning, promoting and producing an entertainment broadcast, including goal setting, target marketing, content creation budget development, operations, logistics and so much more. All lesson plans and resources are provided upon enrollment in order to ensure a successful, high quality final edit of the entertainment broadcast which will be premiered on a video sharing site and viewed by thousands worldwide.

## CAN IT BE IMPLEMENTED VIRTUALLY?

Yes! The Reach and Teach Campus Tour can easily be implemented into virtual, hybrid or in-person classrooms while effectively following the CDC pandemic guidelines.

## HOW MUCH DOES IT COST?

The Reach and Teach Campus Tour is provided to educational institutions FREE of charge. In order to provide the Reach and Teach program at no cost, schools must allow Reach and Teach to promote their official sponsors throughout the duration of the program. Representatives and industry professionals affiliated with our official sponsors are also provided opportunities to mentor students during the nine-week program.

## CAN IT BE USED AS A FUNDRAISER?

Yes! Schools are encouraged to use the project as a fundraiser. No funds are ever exchanged between Reach and Teach and the enrolled school. Therefore, schools keep 100% of all profits gained during participation. Revenue can be generated through sponsorship sales, product placement or any creative means developed by students. Each school's entertainment broadcast episode will be entered into a semester long competition with the winning school receiving an educational grant.

## WHAT IS THE IMPACT?

Studies show "81% of dropouts say relevant, real-world learning opportunities would have kept them in high school." The mission of Reach and Teach is to provide these type of real-world learning opportunities to ensure at-risk students have a space to "plug in" and find their passion while building their confidence.