



FAQ SHEET

What is Reach and Teach?

Reach and Teach is an educational program geared toward business education and career tech students in grades 9-12. The Reach and Teach program is the ultimate project based learning experience. Nine weeks of curriculum culminate with a concert, which is planned, promoted and executed by students. Through Reach and Teach, students not only gain content knowledge, but also gain the employability skills necessary to succeed after high school.

What is the mission of Reach and Teach?

It is our mission to provide passion and confidence to all students through the revolutionary collaboration of education and experience. Our goal is to provide an educational opportunity that is fun and effective.

How does Reach and Teach 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 executing a concert, including issuing a press release, maintaining an online presence and developing an event budget. The program also provides opportunities for students to work directly with industry professionals. At the end of the nine-week program, students will reap the reward of their hard work by enjoying a concert on campus, which can be used as a fundraiser for the school.

How much does Reach and Teach cost?

Reach and Teach 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.

What is the impact of Reach and Teach?

Reach and Teach allows students to explore career paths, not only in marketing but also in various industries through interactions with our official sponsors. Our post program survey shows 100% of students enjoyed the real-world learning experience provided by Reach and Teach. The survey also shows 96% of students felt as though they gained knowledge that would be beneficial to them in the future. Although the learning aspect is obviously effective, it is not the only benefit of the program. The experience Reach and Teach provides changes not only the mindset of students struggling to learn in a traditional learning environment, it also increases school climate and student/staff morale.