GET TO KNOW
THE ROCK AND ROLL FOREVER FOUNDATION
EMPOWERING TEACHERS, ENGAGING STUDENTS & REDUCING THE DROPOUT RATE THROUGH MUSIC

From The Beatles to Beyoncé, from early elementary STEAM to AP History—the free, standards-aligned curriculum at TeachRock helps teachers connect with their students through the music we love, the people who made it, the time and place from which it came, and the science of its sound.
What Is The Rock and Roll Forever Foundation?

• The Foundation is a 501(c)(3) created by Rock and Roll Hall of Famer Steven Van Zandt

• Our mission is to empower teachers and engage students by using popular music to create interdisciplinary, culturally responsive education materials for all 21st century classrooms

• The curriculum - called TeachRock - uses the lens of popular music to help children learn all subjects, with innovative lesson plans developed by experienced educators and top experts in the field. From social studies and language arts to geography, media studies, science, general music, and more: TeachRock has engaging and meaningful material for every classroom - all available at no cost

• The TeachRock curriculum is endorsed by the National Councils for Social Studies, Geographic Education, and Music Education, and is an official component of the New Jersey School Boards Association’s STEAM education program
USED BY OVER 25,000 TEACHERS IN CLASSROOMS ACROSS ALL 50 STATES

OVER 600,000 STUDENTS REACHED*

*Based on each teacher using RRFF materials in one class and the National Center for Education Statistics data of 24.2 students per classroom
REGISTERED USERS AT TEACHROCK

- 2013: 7,500
- 2014: 15,000
- 2015: 22,500
- 2016: 30,000
- 2017: Increase
- 2018: Increase
- 2019H: Increase
Music is the path to better class engagement, higher graduation rates and happier lives.

There are places in the United States where more than 40% of students don’t finish high school. In some urban communities, 60% of that 40% will later serve time in prison. The cost to those people, their communities, and to all of us, is immense.

There are many reasons a student might drop out. However, research shows that if a student likes one class or establishes a meaningful bond with a single teacher, that student is likely to keep coming to school.

TeachRock empowers teachers to harness the excitement and energy of music to engage their students and build that bridge between generations. TeachRock can be the class that keeps kids coming.

^ Black Boys In Crisis: The School to Prison Pipeline, Education Week, 2016
We live up to the “interdisciplinary” in our mission by using music as a gateway to all subjects.

TeachRock teachers aren’t wearing guitars; they’re making connections between the music we love, the people who make it, and the times and places from which it came.

See a video of TeachRock Master Teacher Ben Wides (pictured) help his New York East Side Community High students connect Kendrick Lamar and “Alright” to music and the Civil Rights Movement throughout the 20th century.
Culturally responsive teaching recognizes the importance of including students' cultural references in all aspects of learning.

TeachRock uses popular music as a lens through which men and women of all ethnicities and socioeconomic backgrounds are seen as important contributors to the fabric of our society.
TeachRock curriculum is -
Online and free
Malleable and able to provide solutions to:
• Changing educational standards
• Teachers of all disciplines
• New mandates, such as LGBT History or Indigenous People Curriculum
• Varied learning styles
Steven Van Zandt Plots Tour for Music Curriculum Initiative

Wearing his trademark silk-bead wrap, an ethnic blend of Barbary pirate and Russian babushka, Steven Van Zandt was relaxing backstage at the PlayStation Theatre in Times Square, recently, before a gig with his fourteen-piece band, the re-formed Disciples of Soul. Van Zandt, who is sixty-seven and is widely known as Little Steven (he goes by that name on his Sirius XM radio show), was timing his undistinguished career as a high-school student. “I was only interested in rock and roll and getting laid, probably in that order,” he said. Because neither was part of the curriculum at Middletown High School in Middletown, New Jersey, he went on, “I had no interest in school whatsoever.”

The Washington Post

After Springsteen and ‘The Sopranos,’ Steven Van Zandt has a new mission: Getting every school to teach kids about America through rock music history.
"My husband and I have been to many (arguably too many) professional development workshops through the years, and without a doubt this ranks as one of the best. We will certainly be utilizing ideas and lessons from your website. As President of our local teacher's union, I also wanted to thank Little Steven for his strong advocacy for educators and for union rights.”
Ann F.

“I have been trained in curriculum development, and I am not always impressed with curriculum materials created by outside organizations. But these lessons were very high level, and it is obvious that you have put a lot of thought into how to connect with students. Thank you for the workshop, the seats, and most importantly, your respect for the teaching profession. It is not often these days that teachers feel honored the way that we did last night by both the TeachRock organization and by Steven Van Zandt. It really was an incredible afternoon/night that has me feeling excited and rejuvenated (which was very much needed).”
Karen O.

"The lesson plan structure is great. I can use certain lessons for my American Lit. and World/English Lit. classes. In addition, I have recommended certain lesson plans to my fellow teachers in various subjects;Government, History, Drama, etc..."
Chris C.

"I'm able to use the Soundbreaking plans throughout practically all of my classes, including ensembles. They're incredibly relevant to all that we do and how we produce and consume music today.”
Tom H.
OUTREACH PARTNERS

TeachRock works with a diverse set of partner organizations who help bring the content into classrooms.
PROFESSIONAL DEVELOPMENT
AND LOCAL UNION SUPPORT

TEACHROCK IS A LICENSED PROVIDER IN NEW YORK AND
WASHINGTON STATE, AND OFFERS PROFESSIONAL DEVELOPMENT
ACROSS THE COUNTRY

BOTH THE AMERICAN FEDERATION OF TEACHERS AND
THE NATIONAL EDUCATION ASSOCIATION SUPPORT TEACHROCK
EFFECTIVE PROFESSIONAL DEVELOPMENT

- Is content-focused
- Incorporates active learning
- Supports collaboration
- Uses models of effective practice
- Provides coaching and support
- Is ongoing to allow time to learn, practice, implement, and reflect upon new strategies

**Effective Teacher Professional Development, The Learning Policy Institute, 2017**
In 2018, the TeachRock team hit the road with Little Steven and the Disciples of Soul to deliver Professional Development workshops to local educators before the start of each concert.

- 6,000+ Workshop Attendees
- 59 TeachRock Workshop Presentations across 28 US States
- 6,000 FREE Professional Development Hours Granted to Educators
Educators at Orangethorpe Elementary in Fullerton, CA
TeachRock’s Flagship Partner School

See Spectrum News Coverage of TeachRock in an Orangethorpe classroom
What is a TeachRock Partner School?

- Partner Schools implement an agreed upon number of TeachRock Lessons per month that align with the school’s needs.
- TeachRock provides continuing support for teachers through individual and team meetings, demo lessons, observations, and ongoing professional development throughout the year.
- In some states, teachers receive credit hours towards continuing education certification.
- Participating teachers receive TeachRock T-shirts, tote bags, and buttons.
TeachRock Partner Schools

- TeachRock administers pre and post-program survey with admin, teachers, students, and sometimes parents.
- Partner Schools provide data regarding attendance, discipline, assessment results, etc.
- Evaluate program outcomes via surveys and analysis of other school data at mid and end of year.
- TeachRock supports a schoolwide capstone project.
TeachRock partners with filmmakers, networks, and collectives such as PBS, CNN, The Beatles, The Association for Cultural Equity, NYU MusEd Lab, and more to create cutting edge content that is relevant and engaging for students.
Enticed by anything from Billie Eilish to the Beatles, students enthusiastically follow a path of inquiry that leads to standards-aligned class periods in Social Studies, ELA, STEAM, General Music, Social Emotional Learning, and more.
2020 CAMPAIGNS AND DONOR OPPORTUNITIES

TEACHER TRAINING
Creating TeachRock Ambassador teachers through in-person trainings at the TeachRock Grammy Summer Institute and other Professional Development workshops

STUDENT ENGAGEMENT PROJECTS
Creating TeachRock Ambassador teachers through in-person trainings at the TeachRock Grammy Summer Institute and other Professional Development workshops
For program information
Or to financially support the Rock and Roll Forever Foundation’s TeachRock Initiative, contact us at teachrock@rockandrollforever.org