



**THE  
AMERICAN  
ROAD®**

EDUCATION & COMMUNITY  
SUPPORT OPPORTUNITIES



## Education and Community Engagement | Support Opportunities

The American Road® explores a fundamental hallmark of our shared American experience: the dynamic balance between individual rights and common responsibility. How that balance has evolved and continues to evolve guides our identity, our values and our path as a people. Through a music-driven history and civics education initiative, The American Road gives voice to the full American experience over the last 125 years. It aims to prepare and engage youth as the legacy-bearers of our democracy by presenting new tools, resources, and learning experiences and then connecting them to activities to benefit their local communities. Fully vetted by a wide range of organizations and experts, it meets all educational requirements and is designed to be adopted and adapted nationwide, with massive reach and impressive impact.

**The American Road is in its pre-launch phase.** To bring The American Road into schools and communities on schedule we intend to have pilot (beta) testing in a variety of educational settings underway within the next year. This will allow us to publicly launch nationwide by Fall 2022 with all educational, civic and community engagement elements, including the music which drives this initiative and the unique digital platform that delivers and enriches it.

**For those who are excited by this project, there are many ways to help us meet this goal.** Participation can be by area of interest or by level of support or a combination of both. Recognition opportunities can also be arranged. You will find a variety of support levels and opportunities below.

### EDUCATIONAL MATERIALS

The American Road educational materials include an interdisciplinary curriculum organized around seven themes and seven time-periods (from 1890 on) that can be explored through more than 40 units either thematically, chronologically or both. We aim to have 14 units (2 units per theme) developed in hard copy for beta tests and all units completed in digital form (including all graphics, links, tools, resources, extensions, and complete curriculum maps) before launch.

- \$60K for the completion of draft (non-digital) outlines for 14 beta test units (without recordings/see below)
- \$100K for above plus completed curriculum maps for 14 beta test units (without recordings/see below)
- \$150K for all above plus the embedding of extensive primary and secondary resources (documentary, graphical, musical, and others) into all units
- \$250K for all above plus digital versions for 14 beta test units (without recordings/see below)
- \$650K for all above plus completion of digital versions for 42 units (without recordings/see below)
- \$1.25M for integration and coordination of the community and civic engagement activities in local communities
- \$2.5M for all of above plus completion of a national evaluation effort

### MUSIC

The American Road will produce 50+ new recordings (“covers”) of songs selected from nearly 400 historically important American songs in original versions integrated into the materials. Created by top performers, these new covers will use contemporary casting, arrangements and genres to make great music, both to appeal to youth and to use the juxtapositions between originals and contemporary versions to create context, highlight contrasts and encourage empathy. We will produce 14 covers for beta tests and the remaining 36 before launch.



# THE AMERICAN ROAD®

## SUMMARY – PROJECTED EXPENSES



- \$50K for music casting and genre development for 14 song covers for beta testing
- \$100K for the above plus music and history “backgrounders” for beta testing
- \$250K for casting and genre development of all 50 song covers plus clearances, graphic design, digital production, connections to thousands of primary and secondary resources
- \$500K for all music-related items above plus recording of first 14 covers for beta test
- \$750K for all music-related items above plus clearances, digitization/URLS, to all 400+ originals and related primary resources
- \$1.25M for all music-related items above plus recording of all 50 covers
- \$1.5M for all music-related items above plus video interviews of artists on meaning of covers and all music post-production

### TECH

The American Road will develop the **Tapestry** — a digital platform and pipeline that will provide new tools, expanded resources, and extensive features that will be robust, innovative, intuitive to navigate and fully integrated with all materials and resources.

- \$300K for development of beta version of the Tapestry
- \$450K for the tech-related item above and the handshaking and integration of third-party and partner resources
- \$850K for development of the full operational version of the Tapestry for educational piloting
- \$1.5M for all tech-related above plus development of integrated digital assessment protocols for data collection and reporting, compliance and safeguards.

### PROFESSIONAL DEVELOPMENT AND OUTREACH

The American Road will work with major professional educational associations to prepare teachers to use these materials. In addition, we plan on two major conferences over a four-year period to inform teachers, community leaders and students about The American Road and its underlying substantive content.

- \$250K for the costs of the first educational conference on use of music in history and civics education
- \$300K for the costs of the second educational conference on constitutional democracy and civics
- \$850K for the costs of a nationally-presented teacher training program through professional associations
- \$1.5M for the costs of a regionally and locally-presented teacher training program

### OVERALL SUPPORT

In addition to these specific types of costs, there are many other elements to complete in order to bring this project into schools. To reach the 16M cohort of secondary students and 1M teachers projected within three years of launch will **require \$7.3M in support**. If you are interested in more general support for the project, we can tailor levels and focus support to match your interests.

**For More Info on The American Road**, please contact Jennifer Cohen, Managing Partner  
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