



Rock Star Supply Co. (RSS Co.)
A Center for Creativity and Learning that Engages Community Leaders to Improve Educational Outcomes

LEADERSHIP TEAM

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A stimulating dialogue is taking place in Minnesota about revitalizing our reputation for educational success and preparing for future prosperity and leadership. This conversation inspires the creation of Rock Star Supply Co. and the volunteerism that makes it possible. Our immediate, innovative and cost-effective strategy, formed in partnership with the sustained efforts of educators in our schools is essential to fostering the next generation of creative, empowered and engaged citizens and bettering our educational system.

MISSION

Rock Star Supply Co. is a non-profit organization committed to improving educational outcomes, enhancing arts and culture, strengthening neighborhoods and engaging the communities of Saint Paul and Minneapolis.

RSS Co.'s strategic plan is based on the success of three award-winning models for community engagement and data-driven strategies that close the achievement gap:

- The Manchester Craftsman's Guild founded in 1968 in Pittsburgh, PA by artist and community activist Bill Strickland which has launched chapters in San Francisco, Cincinnati, and Grand Rapids, (<http://www.manchesterguild.org>).
- 826 Valencia founded in San Francisco in 2001 by author Dave Eggers and 826 National which has launched chapters in seven cities across the country (<http://www.826national.org>).
- Communities in Schools founded in 1977 by Bill Milliken (<http://www.cisnet.org/>) is one of the largest dropout prevention organizations in the United States and one the largest promoters of community-based, integrated student support services. The Community in

Schools network includes 194 local affiliates in 27 states and touches nearly 2.3 million young people each year. There are no Communities In Schools programs in Minnesota.

Lives of students and the future of the community are transformed through these successful programs:

"Bita Nazarian, the school's principal and an 826 Valencia board member, believes that the huge effort that went into the project was well worth it. "There's just something really amazing about having the community engaged with the school. Our students meet a whole new kind of person that they might not normally have access to. And I think it's good for the volunteers to be working with our kids and getting to know the future of America, to be invested in our schools. It gives a lot to our volunteers. And for our kids it's like they have this exposure to different kinds of people that they wouldn't otherwise have. If the volunteer is a college student, then they're thinking about college in that moment. Or if the volunteer is a designer, our students are starting to think about design. It broadens their perspective. I think a lot of times, we only know what's in front of us when we're 13, what we immediately have access to. I think it's the job of the school to broaden that as much as possible. And one way we do that is with these volunteers." GreatSchools.com

THREE KEY ELEMENTS OF OUR VISION

1) Strong Partnerships -RSS Co. is built on the assumption that strong partnerships with schools and community organizations are essential to student success. We value collaboration and are working hand-in-hand with many programs that already exist in St. Paul. We bring to the table a strong interest in working with teens, a focus on deploying volunteers to high schools and a mission centered on improving educational outcomes through homework help and other creative learning programs. These are some of our key partners:

- Como High School "Como Park One-On-One"
- Gordon Parks High School "Record Achievement"
- Center for Hmong Arts and Talent (CHAT)
- The St. Paul Public Schools Foundation Tutoring Partnership for Academic Achievement
- Springboard for the Arts

2) Large Network of Well Supported and Invested Community Leaders Serving as Volunteers

- Emphasis will be on finding volunteers who represent the diversity of students served by RSS Co.
- Professionals from all fields rather than students from local colleges
- Special emphasis on writers and musicians
- Volunteers cultivated as donors for long-term support and growth of mission

3) Vibrant Mission Center or "Hub" on University Avenue for Attracting and Retaining Volunteers, Students and Donors

- Homework Help & Writing Center - Volunteers will be deployed to partner schools and community organizations and they will also be available evenings and weekends at the RSS Co. center when schools and libraries and other centers are often times closed. The RSS Co. center will also offer creative learning programs to encourage students to explore, stretch and grow creative writing and expository writing skills.

- Music Lab & Student Recording Studio - An important tool to attract, retain and motivate students. The Music Lab & Recording Studio hosts school field trips four mornings a week. Students and teachers tour the RSS Co. Center and then write and record their own music. This first point of contact is an important recruiting tool for RSS Co. The Music Lab and Recording Studio is a key motivator for student participating in homework help and other school partnership programs (e.g., student earns a recording session if he/she chooses not to skip school for an entire semester, etc.). After 9:00 p.m. the Recording Studio is rented out to local artists supporting the growth of the arts and cultural district along University Avenue and providing ongoing revenue to support the mission of RSS Co.

- Twin Cities Rock Star Supply Co. - A model of super-creativity for students, this imaginative retail space decreases any stigma associated with tutoring, produces revenue, attracts visitors, increases the visibility of the mission and is an entrance point for new volunteers and donors who will be increasingly important as RSS Co. moves toward increased funding from private sources. Furthermore, the Twin Cities Rock Star Supply Co. is a vibrant addition to the renewal already happening on University Avenue in conjunction with the Central Corridor development.

OUTCOMES Through the end of the 2011 school year we expect the following concrete results:

- To significantly improve educational outcomes for students through free, one-on-one homework help for 500 students through 7,000 hours of one-on-one attention. Educational outcomes will be measured by gathering feedback from participants, teachers and parents. RSS Co. will also work with St. Paul schools, parents and the St. Paul Public Schools Foundation to match testing data with participants for long term outcomes information.
- To engage youth in creative arts programming and learning experiences of the highest quality by working with teachers to offer 76 morning field trips allowing 1,500 to write and record their own music in the Music Lab & Recording Studio.
- To engage 1,000 community members as volunteers, tutors, artists and donors.

Please let us know all the ways in which you would like to be involved. Contact us via email at info@rockstarsupplyco.org.

www.rockstarsupplyco.org