“In an extremely competitive business where compromises are common in the interest of financial rewards, Robert’s sense of integrity has kept him true to the quality of his work and the best interests of his family, his friends, his band, his staff, and of course his thousands of loyal fans.”

— William R. Lemmons, Jr. ’83

“I went into A&M under the impression that I was going to graduate and go into the oil business like my dad,” Keen said. “Instead, after having stolen my sister’s guitar, I cultivated a group of friends within A&M, which nurtured my love and desire to create and play music.”

An award-winning singer/songwriter with 19 albums to his credit along with his most recognizable song, The Road Goes On Forever, he came up from the Texas folk scene to recognition as an Americana music pioneer, credited with bringing a new heyday to grassroots Texas music.

In 2012, he was inducted into the Texas Heritage Songwriters Hall of Fame; in 2015, he received BMI’s inaugural Troubadour Award for songwriting. He has raised, through more than a decade of benefit concerts, three-quarters of a million dollars for The Hill Country Youth Orchestras; he has returned to A&M to play benefits for those affected by Hurricane Harvey and the 1999 Bonfire collapse; and he has worked to support many other groups including the Make-A-Wish Foundation, St. Jude Children’s Research Hospital, Kerrville’s Peterson Regional Medical Center, United Way-Hays County, Big Brothers/Big Sisters, The Boot Campaign, T.J. Martell Foundation, The Fisher House at Fort Sam Houston, Hill Country Alliance, Seton Fund, Carry The Load Foundation, TIRR Foundation, Texas Public Radio, Fine Arts Academy at Austin’s McCallum High School, BMI Foundation and many educational causes. He created the What Does Music Look Like To Me? art contest program in Kerrville schools.

Uniquely within the music industry, he provides his musicians and bandmates security by keeping them on salary year-round with insurance and retirement accounts.

Keen is a Diamond Century Club member of The Association with 29 years of giving.

His family includes his wife, Kathleen, and daughters Clara Rose and Chloe Grace, as well as his late uncle L.D. Puckitt ’44.