

# It's More Than Just Robots



## FIRST Outreach: How To Expand FIRST In Your Community and Beyond

April 11, 2018

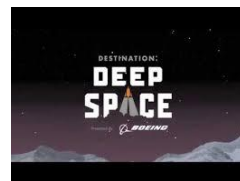
# ***FIRST* Outreach - Agenda**

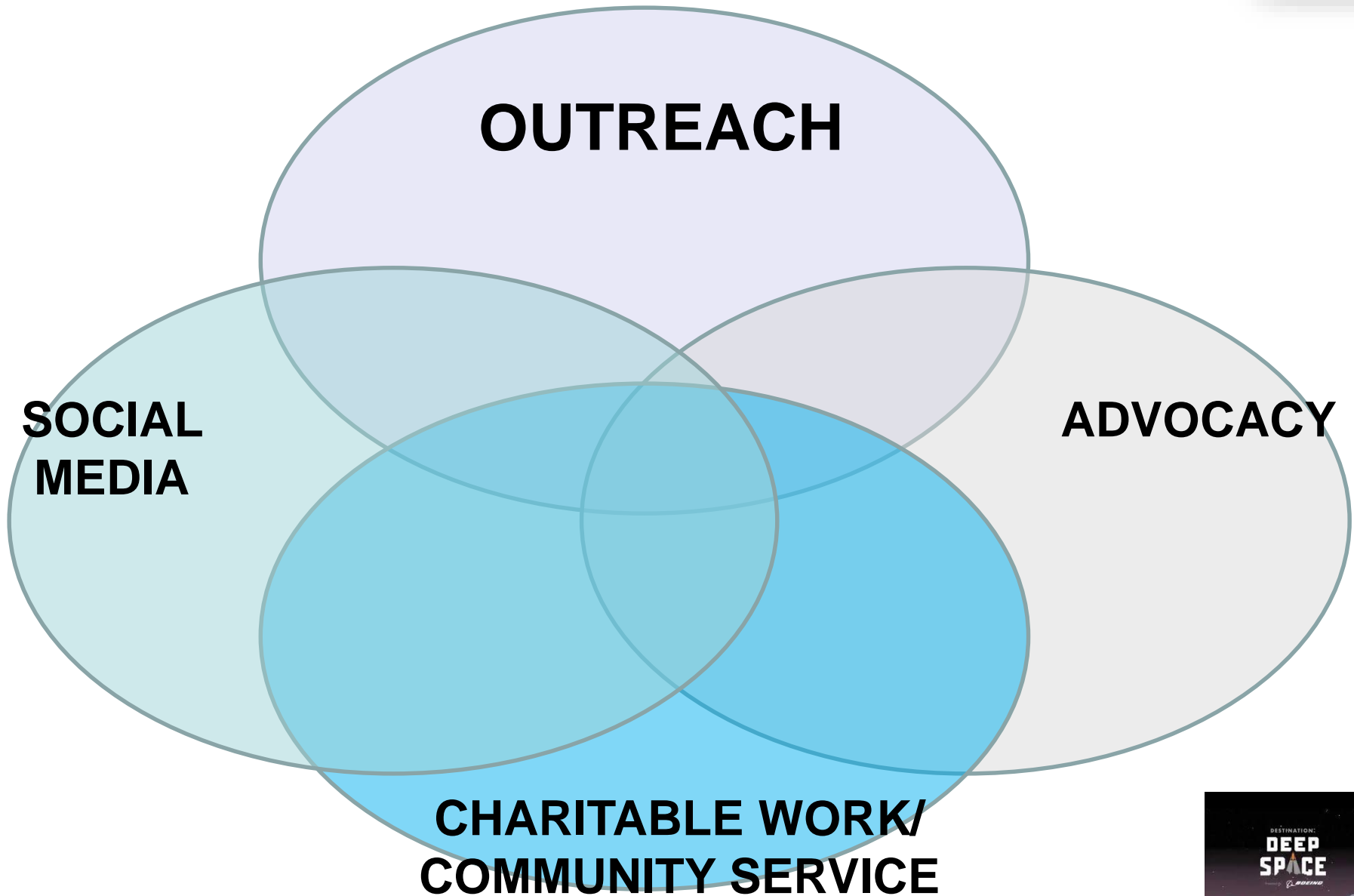
- Define “Outreach”
- Identify Your Objectives
- Have a Resource Plan
- Have Measurables
- Some Tips
- Recap



# *FIRST* Outreach

Let's Try to Define  
"Outreach" .....

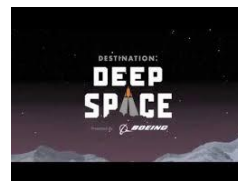






## *FIRST* Outreach

Let's Identify  
Some  
Objectives.....



# FIRST Outreach

## Some Team 2834 Objectives:

- Grow new FRC teams
- Increase the number of students on your FRC team
- Expand FIRST in your area/school district
- Increase exposure to FIRST progression outside your area/school district
- Increase number of sponsors
- Increase/retain mentors
- Education/Information/"halo" effect

# ***FIRST* Outreach - Agenda**

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# FIRST Outreach

## Timing:

- Build/Competition Season – may not be the best time?
- Summer Season – will your team meet during the summer? If so, establish a plan before school ends
- Fall Season – A good time to execute a lot of activities, but they need to be planned ahead of time

## Resources:

- Should your team have an Outreach “Sub Team”, or should everyone be involved?

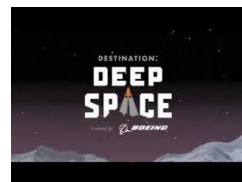


**FIRST Outreach – Have a grid or some measurement criteria to assess the impact of your outreach activities vs. available resources**

**Don't be afraid to remove activities, postpone, or save for a better time.....especially if it allows you to try new things**

<b>Meets/ Exceeds Objectives</b>	<ul style="list-style-type: none"> <li>• Hosting events</li> </ul>	<ul style="list-style-type: none"> <li>• Camps and Kick Offs</li> <li>• FRC Info days at other schools</li> </ul>
<b>Opportunity for Improved Results</b>	<ul style="list-style-type: none"> <li>• STEM Expo</li> </ul>	<ul style="list-style-type: none"> <li>• International River Crossing</li> </ul>
	<b>Difficult</b>	<b>Easy</b>

**Cost in Time, Money, Resources.....**



# FIRST Outreach

## Tips:

- Try to combine two events at once (e.g. a hosted event combined with a demonstration of other FIRST programs)
- Impact on Business Plan - - is there a cost, and is it worth it?
- Use school district PR and communication channels
- Form alliances/share resources and knowledge with other teams

# ***FIRST* Outreach**

## Recap:

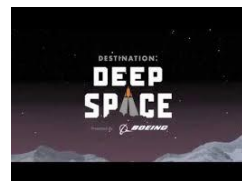
- Define Outreach (can be different than charitable work or social media or advocacy)
- There isn't any magic, just hard work and dedication across years
- Willingness to work and plan year-round
- Have objectives/willingness to measure/have a tracking system that can span years



# Bloomfield Hills High School *FIRST* Robotics Team



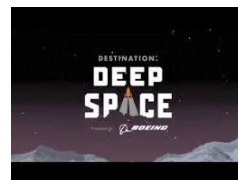
# BACK UP





# ***FIRST* Outreach – Team 2834 Examples**

- **Grow new FRC teams**
  - Hazel Park student info day - FALL
  - Direct help to other/new FRC teams during build – BUILD SEASON
- **Increase the number of students on your FRC team**
  - Information days/nights - SPRING
  - Demonstrations – ALL YEAR
- **Expand FIRST in your area/school district**
  - Demonstrations – schools, library, supermarket, etc. – ALL YEAR
  - Hosted events with demonstrations of full progression - FALL
- **Exposure to FIRST progression outside your area/school district**
  - International River Crossing - FALL
  - Robo Con, Henry Ford Maker Faire, Heroes Alliance – SUMMER/FALL



# FIRST Outreach – Team 2834 Examples (ctd)

- Increase number of sponsors
  - Sponsor night – BUILD SEASON
  - Individual team meetings at sponsor location – ALL YEAR
- Increase/retain mentors
  - Alumni reception - SUMMER
  - Info day at Senior Center (NEW)- SUMMER
- Education/Information/"halo" effect
  - STEM Expo - SPRING
  - Demonstrations at district sports events - FALL