



## Chapter 6

# COMMUNITY IMPACT



For additional chapters or for more information  
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## 6.1 COMMUNITY IMPACT



It is possible to fulfill *FIRST's* Vision and Mission by impacting your local community and your larger surrounding community of your state, nation, and the entire world. This may seem like a daunting task. Begin with what you know. Use your contacts locally first before you start turning your thoughts to your region or state.

First, start out by asking yourself and your team, “Does our local community really know who we are, what we do, and what we stand for?” In almost every case, the level of knowledge the greater community has about your team can be improved. There are always more people you can reach and the people you have reached probably don’t know everything they should.

The message is clear:

- Math and Science are Cool!
- Math and Science can be Fun!
- Anyone can be active in Math and Science!

By being active and promoting *FIRST's* Vision and Mission, you are letting your community know that our future depends on producing enough math and sciences graduates to continue sustaining ourselves as a society in an ever changing fast paced global economy based on math, science, and technology.

In reaching younger kids and students in your community, you are setting them up for a successful future by letting them know what is out there and what is available to them. Some students may not even know a path in math and science is possible. They may not like math and science because they have never been exposed to the real world applications that show how it can be fun. It is your job to reach out and empower these kids. You are empowering them to absolutely demand a hands-on fully integrated math and science experience both in school (through curriculum) and outside of school (through clubs and activities).

Each community interaction, demonstration, or event may be slightly different. Some may contain a presentation component where the students can demonstrate the robots abilities and talk about what they have done on the team. Other opportunities may consist of the students standing around the robot or driving it and having people come up and ask questions and possibly interact and drive the robot. It is a good idea to have some kind of hand out or take-away containing some upcoming events, some basic information about the team, and your contact information including your website. You may have the opportunity to sell or give away team buttons or other team giveaways at these demonstrations and community events.

## Chapter 6: Community Impact

These ideas are presented here as a way for you to “do” community outreach. Some of these ideas are simple and very easy to implement and others take much time and planning. These ideas in many cases can be worked into fundraisers as well by selling items at any of these events, charging a fee for participation, or simply putting out a jar for donations. It is up to you how you balance the community outreach and the need to always be raising funds for your team.

# NOTES



## **6.2 STEP 1: IMPACTING YOUR COMMUNITY IS TO IMPACT YOUR SCHOOL OR ORGANIZATION**

### **YOUR OWN SCHOOLS EVENTS**

Does your school have an open house, curriculum night, or a meet the teacher event? It may be a good idea to demo the robot and give information to parents and students on how they can get involved and support the team. Invite them to upcoming team events. Are there other schools in your districts or nearby schools you could contact as well? Certainly promoting FLL or FTC in the younger grades can create a sustainable stream of future team members for you. Perhaps you can partner with an FLL team in your area when reaching local elementary schools.

### **ASSEMBLIES AND PEP RALLIES**

Can you do robot demonstrations to your students during a pep rally for a football game? Can you demo your robot at football games or the homecoming assembly? Can you run some demonstrations and let other students drive the robot during lunch?

### **SCIENCE DAY AND CAREER DAY**

Are there any Science Day or Career Days that your students or mentors could participate in? *See the handout example from a local Science Day (Item 29)*

### **SCHOOL CLUBS**

Within your schools, are there any other clubs or organizations that you could partner with on an event or present or have a demonstration at their event? Can you attend some of their meetings to update them on what you are doing and can they come to your meetings to update the team on what they are doing?

### **PARENT TEACHER ASSOCIATION AND BOOSTER CLUBS**

Are there parent support groups or booster clubs within your school that you could contact to work together to make presentations to or to even help volunteer at one of their events?



### SCHOOL SUPPLY DRIVE

Do you have schools where children are in need of help with school supplies? Your team could organize a school supply drive and work with school administration to invite these children in to pick up their school supplies. They can learn about math and science and interact with your team and the robot at the same time.

### HOMELESS STUDENTS

Does your school or county have a program geared towards helping homeless students? Does your state run this program? Whenever you travel as a team and stay at a hotel, you could collect the unopened soap, shampoo, and other toiletries that are typically put in your room each day by the hotel and donate these items to the homeless students through this program. The program is federally mandated and is usually run by a state or county organization. These organizations that run the program are usually very happy to receive these items as it helps the homeless students greatly.

### SCHOOL BOARD

Consider asking your local school board to allow you to do a presentation. School boards are always bogged down with policy and budget issues so the ability for them to hear what their students are doing is a great way for them to understand what kinds of impact their decisions will have on math and science programs. School board meetings are usually well covered by the local media and this may provide some additional exposure for you as well.

Once you have started to do these events at your school, you do not need to maintain and keep up each event every year. You could develop a schedule or rotation of which events you do on which year so you can keep reaching new students with each presentation but have the correct amount of overlap and repetition so your school community really gets to know who you are and what you do without getting sick of seeing you everywhere!



# SCIENCE DAY

February 2008

## ROBOTICS

PRESENTED BY OSMTech AND TEAM RUSH

### What is a Robot?

- It Needs:  
 -A Body (Chassis)  
 -A Purpose  
 -A Program



### ROBOTS IN YOUR HOUSE...

You have many robots in your house, even if you don't know it. Here are a couple...

- Microwave
- TV
- Computer
- Cell Phone
- Video Game Consoles

What other robots are in your life?

Do you want more robotics?

If you liked these robots, then you will love FLL. FLL is First Lego League, where you learn a lot more about robotics! Ask your parents to read the back of this flyer for more information.

#### Robotics Word Search

J S I S S A H C M G Q S N F S  
 D K R D E Q N O E S R X F L Q  
 N R B Q X N D A V I O L B U U  
 D X O P K X S R S U V S X A A  
 M R R T L F R O F A N A Z C Z  
 W V L M O R G B R U D J C Y X  
 T T P E D M A O O I M N F V U  
 G B L L O S H T J C X W X Q M  
 U H E P J E Y B A Q B W X G P  
 D V G H N P K N C I H I O N Z R  
 O V M T L N T O W U E Z K C O  
 X M M Q Y T A V A H N Z K H G  
 U E Q B D L C A F I F B Z O R  
 J T X B C I F Y V F D V I A  
 Y W I X P B Q I P O H I R K M

- Chassis
- Lego
- Motor
- Program
- Robot
- Sensor



Did your child enjoy the robotics workshop? Help them learn more!

#### Get Involved: FIRST Lego League

If your child liked today's robotics session, then the perfect place for them would be FIRST Lego League. FLL is an organization that promotes Lego Robotics. Students form teams to compete in FIRST Lego League, which uses the same robots they saw today. In the eyes of Dean Kamen, founder of FIRST, FIRST's vision is:

*"To transform our culture by creating a world where science and technology are celebrated and where young people dream of becoming science and technology heroes."*



#### Summer Camp Discount

If you sign up for a week of camp with Team RUSH this summer, keep this flyer for \$5.00 off of the camp price!

Each day of camp is devoted to learning more about robotics.

- Day 1: What is a robot, beginning chassis and beginning programming
- Day 2: Sensor training, more programming and challenge introduced
- Day 3: Work on problem solving and challenges
- Day 4: Complete challenges, mini camp competition, Team RUSH robotics demonstration and awards celebration!

#### How Do I Get Involved?

The first thing one should do if interested in FIRST robotics is visit [www.usfirst.org](http://www.usfirst.org). Look for the FLL site: [www.firstlegoleague.org](http://www.firstlegoleague.org).



#### Feeling Overwhelmed?

Team RUSH may be able to help. Team RUSH is a FIRST Robotics Team for high school students housed at Clarkston High School. We build a robot from scratch in six weeks. As any team member can attest, it is very challenging, but fun. If you choose to become involved in FLL, then Team RUSH may be able to help. We offer Lego camps over the summer and rookie FLL camps to get teams started. Visit [www.teamrush27.net](http://www.teamrush27.net) for more information on summer robotics (will be posted in the spring). Times will be posted closer to the dates of the camps, which should be in the early summer.



- debug a program
- How to write a program to do an advanced function
- That robots are fun!



The Honda Asimo, one of the most advanced and lifelike robots in the world

#### Other cool robotic sites:

- [www.asimo.honda.com](http://www.asimo.honda.com)
- [www.jpl.nasa.gov](http://www.jpl.nasa.gov)
- [www.teamrush27.net](http://www.teamrush27.net)

## **6.3 STEP 2: FOCUS ON YOUR LOCAL COMMUNITY (CITY, TOWNSHIP, COUNTY)**

### **PARADES**

Does your community have parades? Can you participate in the parade by either walking in the parade (you can dress up in any number of ways to promote your robot or an upcoming event) or building a float that may contain your robot? You may want to hand out invitations for the community members watching the parade to sign up for your team's e-mail updates or to attend an upcoming fundraiser or promotional event or direct them to your website to learn more about the camps you offer for kids. *See Item 30 for Parade Float Guideline*

### **START A PARADE**

Does your community have a Memorial Day, Labor Day, Fourth of July, Holiday, and Home Coming Parade? If not, how about starting a parade for an event or occurrence that you currently do not have a parade for. You could even invite other FLL and *FIRST* teams to participate in the parade as floats or walking entries. You could even hold your holiday parade at night potentially so everyone has to engineer lights to illuminate their floats and costumes. This is a great way to invite Boy Scouts and Girl Scouts and other school and community groups to get to know your team better and get to know each other better. This may help you promote some of your camps to these groups by increasing your attendance.

### **LOCAL SERVICE CLUBS**

Does your community have any local service clubs (Rotary, Optimist, Jaycees, Lions, Kiwanis, etc)? You could partner with them at their events and help them by offering some volunteers. You could do demonstrations or updates to their clubs on an ongoing basis or event present or do robot demonstrations at their events. While they may end up sponsoring you in the future, generally these clubs appreciate someone approaching them to partner in a mutually beneficial fashion instead of just asking for money. Each club or group has its own unique personality and mission and you may want to investigate that before contacting club leadership. Club leadership tends to change year to year as well so that can impact your relationship depending on the plans of the new leadership. You can definitely use your partnership with these groups to reach segments of the community you would otherwise not be able to reach. Some of these groups would prefer to support startup funding for a new program instead of providing operational funding for ongoing club operations. Sometimes a new camp or outreach opportunity can be funded with the help of one



## Chapter 6: Community Impact

of your community service partners. These clubs may be interested in reaching parts of the community that your team has reached and they may want to piggy back on some of your team demonstrations and events as well.

### CHAMBER OF COMMERCE

It is also a great idea to reach out to your local Chamber of Commerce or business association. This is a group that typically will hold networking events, expos, golf outings, and other community events. It is a great idea to partner with this group to provide volunteers when needed and then be able to exhibit at a variety of community events like concerts in the park or a community wide taste fest.

### PARKS AND RECREATION

Your local or county Parks and Recreation department is another good opportunity for partnering with. You may look to Parks and Recreation to coordinate registration and the running of your youth camps. You may also look to bring your robot and do some demonstrations at Parks and Recreation events or even camps they may run during the summer. Partnering with them may open up other opportunities in providing facilities for some of your events (like a Regatta). Additionally, sponsoring a softball or baseball team (we prefer girls and special needs, but any team can work) can be a great way to reach out into the community

### ADOPT-A-ROAD

Does your county or state have an adopt-a-road program? This can be a great way for people to see your signage year round and then several days a year they will see your team in their uniforms cleaning up the community. This helps the environment and gets you greater recognition and exposure in the community. *See Adopt-A-Road planning document (Item 31)*

### WALK-A-THONS

Walk-a-thons, Fun-Runs, and other foot races are good opportunities to be able to provide volunteers and also do some robot demos at the starting or ending event for the race. This is a good way to develop other charity partners who may be sponsoring these events.

### SPECIAL NEEDS CHILDREN

Does your community have any organization or event geared toward special needs children? In our local community, we annually do an interactive robot demo at our local special needs summer camp and the kids and volunteers at the camp love it.



### HELPING A FAMILY

You may also find out about a family in your community that needs some extra help. You may use your team to accept donations of food, clothing, or other supplies to help this family during a time of need. Generally you wouldn't want to publicize what family needs the extra help, but it may be a good way to help someone in your community and then coordinate with some of the other organizations who may provide this kind of ongoing support.

### PARENTS NIGHT OUT

Your team may also want to look into the idea of hosting a Parents-Night-Out at one of your schools. This is an event where the team organizes activities for students and then babysits those students one evening so the parents can go out and have fun on their own. These activities can be sports related in the gym as well as science and math related in terms of FLL robot programming and interacting with the FRC robot. This can be turned into a fundraiser as well by either accepting donations or instituting a fee when a student is dropped off.



# PARADE FLOAT GUIDELINE

## PARADE/FLOAT Guidelines

Mentor and Parent co-coordinators

This information is based on our first experience with the float and parade.

### ADVANCED NEEDS

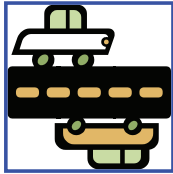
Registration	Typically info available through Chamber of Commerce, Parks and Rec or Lion's Club. You can do both the 4 <sup>th</sup> and Labor Day or just one..
Trailer we used	Borrowed open "snow-mobile" flat bed trailer from a team parent. Dimensions -- Length 22' or 264"(6' longer than CHS band trailer), Width 8' 5" or 102". Ball -- 2" Eye hooks along inside of bed for tie downs = 4 per side
Truck	Someone's pick up, Make sure hitch ball size is compatible to trailer need..
Framework/PVC	Strategize -- make generic out of wood and pvc so that this can be used year after year. Need to mount on trailer
Give-aways	Suggest purchase tubs of bubble gum from Sam's. Attach to a "Flyer" is ¼ of 8.5" x 11" sheet of paper. Students carry in bags and handout while they walk the parade route. Estimate not available -- 200 -- 300?
Robot	If you have one to display do so -- if you can modify the functionality to demonstrate it during the parade -- better. Remember to consider safety if "shooting" things into the crowd.
Flags	Both 4 <sup>th</sup> and Labor day can use flag décor from local craft/drug stores. After the 4 <sup>th</sup> there are great deals on these -- plan ahead for next year.
Vehicle décor	Pick-up owners should be made responsible for this...it's their vehicle.
Take to Meeting	Zip ties, scotch tape, packing tape, scissors, drills, and large garbage bags. Volunteers. Paint? Décor?

### MEET ONE OR TWO DAYS PRIOR TO PARADE

First parade meet twice.	For the first parade you will need two meetings. The original "design and build" meeting can take several hours. Need 10-students -- parent carpenters and handymen. Other adult support. After basic structure is built you meet once again to put it together.
Subsequent Parades	If you already have the basic structure built you will only need one meeting.
Parents & Students	In advance you need to have reminded students to wear their team shirt. Meet at parade check in location at least ½ hour early.
Final Decor	Have students finalize décor on float
Hats	We had funny flag hats -- Hand out to students
Team Banner	Affix to float
Signs	Hand out to students
Bags with give-aways	Hand out to students for distribution while they walk.



# ADOPT-A-ROAD



## Adopt a Road A Rock Solid Community Service Initiative

<b>WHAT IS IT?</b>	You can have the upkeep of a local road (including a sign) assigned to you by the County Road Commission. Team members sign up in advance to cleaning up our stretch of road.
<b>WHEN?</b>	Twice annually, Team s responsible for cleaning up both sides of their adopted highway.
<b>WHO DOES IT?</b>	<b>Students</b> and any available parents are needed for this effort to be successful. About 20 students with at least 4 mentor/parent “supervisors” is ideal.
<b>WHAT TIME &amp; WHERE DO WE MEET?</b>	<b>Meet at 8:00 am at School.</b> Will car pool to the site and then return to CHS. Hope to be done between 11 a.m. and noon
<b>WHAT DO I BRING?</b>	Students will be walking in swampy areas with thistle bushes etc. Wear appropriate clothing (hiking boots, long pants etc). Bring work gloves (leather). If you have your own safety vest please bring it.
<b>WHAT WILL Team PROVIDE?</b>	We will have sun block, first aid kits, bug spray, coolers with water and 20 safety vests.
<b>TOP PRIORITY</b>	<b>Strict SAFETY rules</b> will be adhered to.
<b>HOW DOES IT WORK?</b>	<ul style="list-style-type: none"> <li>• Will have 2 chase vehicles following w/ flashers on</li> <li>• Picking up along county road right of way -- from the <b>edge</b> of the shoulder to electric lines/poles -- not ON the right of way.</li> <li>• We don't have to pick up any dead animals or medical waste.</li> <li>• We have been given 100 bags -- must use those and only those.</li> <li>• Don't need to clean up areas that are obviously already cleaned up by homeowners -- don't go onto people's property.</li> <li>• Keep full bags to the inside near -- but not on the shoulder. Don't pile bags up in one spot or leave them on or beside people's driveway.</li> <li>• No IPODS -- no talking on cell phones (but ok to bring phones).</li> </ul>



## 6.4 STEP 3: CREATE CAMPS TO EXPAND IMPACT ON YOUNGER STUDENTS AND THE FIRST COMMUNITY

These camps can be strictly locally based or can involve kids from all over your region or state. Camps can be used strictly as outreach or can be used as fundraisers also if tuition is charged.

### SUMMER LEGO CAMPS

During the beginning of the summer **Team RUSH** members work with 9-12 year old students to develop LEGO Mindstorm NXT robots. The campers learn mechanical engineering principles including:

- Simple machines
- Gear ratios
- Powertrain development

Students also learn programming principles including:

- Sensor inputs
- Motor control
- Logical decision making

Many of the campers return year after year. It also acts as training/feeder program for the *FIRST* LEGO League season in the fall.

### SAMPLE OF BEGINNER LEGO CAMP

#### DAY 1

- Define robot
  - Body
  - Program/controlled
  - Do something
- Why do we have robots
- Where are robots?
- Begin with body – build chassis
- After chassis are built –
  - Discuss programming
  - What is pseudo code?
  - Model a robot with a **RUSH** kid
  - Follow the line as blindfolded robots
  - Begin programming instruction
- Find/use checklist

### GIRLS IN ENGINEERING

Often times girls are not as enthusiastic to go into engineering as they should or could be. We've developed a specific one day summer camp geared towards girls who may be interested in engineering. This camp focuses on real world problem solving and how things are designed, built, and improved upon. The campers work with students and mentors from the team. This camp has been very well received. It has been included in the advertisements and calendar for the local Parks and Recreation. Here are some the highlights:

- Cover how things work? What is engineering?
- Discuss Biomedical Engineering advances
- Flight – Alka-Seltzer rockets project
- Transportation – hot air balloons, parachutes project.
- Electrical – circuits, blinky bots project
- Green – solar cars, mini solar panels, paper with seeds



### BOY SCOUTS AND GIRL SCOUTS

Boy Scouts and Girl Scouts have specific curriculum available so they can earn their engineering badges and technology patches accordingly. This is another great way for your team to reach younger students and get them excited about math and science. This can lead to additional participants in some of your other events and also a sustainable stream of future students on your team. *See Item 32 for Engineering Badge Day Guidelines.*

### FLL ROOKIE MENTOR CAMP

You can use your experience as a team to help new FLL mentors get up to speed with what they need to be doing and how they can motivate their kids to work together as an FLL team. Your team and your mentors can act as a resource holding a one day camp, a series of conference calls, or maybe even ongoing mentorship and support. In some cases, you may be able to offer a facility for the FLL team to meet and hold their meetings. This teaches your FRC students about mentorship and also helps the FLL students learn and almost certainly some of these FLL students will in turn end up on your FRC team.

### FRC ROOKIE MENTOR CAMP

If your team has a number of experienced mentors and some great experiences building the robot and competing in *FIRST*, it may be time to share some of that experience with others. *See Rookie Mentor Camp Sample Agenda (Item 33).*

# ENGINEERING BADGE DAY GUIDELINE



## ENGINEERING DAY –

### *A Rock Solid Workshop for Boy & Girl Scouts*

Held for the first time in 2007 – this workshop focused on the fulfilling the requirements necessary for Boy Scouts and Girl Scouts to earn their Engineering and/or Technology Badges.

<b>PRE-PLANNING &amp; TIMING</b>	Held from 8:00 a.m. to Noon in November mentor coordinates this workshop. One can be responsible for Boy Scout and one for Girl Scout badge workshops. At the event a minimum of 12 students and 2 to 4 mentors will be necessary. Begin 3 or 4 weeks prior to the event. Call to discuss with Regional Boy Scout Offices (find out who in their office will handle distributing flyers). Also contact local and previous years troop leaders.
<b>IMPORTANT DOCUMENTS</b>	<ul style="list-style-type: none"> <li>• RUSH Engineering Day flyer.</li> <li>• Engineering Code of Ethics.doc</li> <li>• Engineering Day. Spread sheet – includes Boy Scout roster, schedule and badge requirement/implementation strategy.</li> <li>• Session Details</li> </ul>
<b>SNACKS and BEVERAGES</b>	About 1 or 2 weeks prior – ask for a parent volunteer to coordinate this. Consider charging a nominal fee. There are adults that come with the scouts – they would likely appreciate coffee. This is a morning long event.
<b>NIGHT BEFORE or DAY OF SET UP</b>	<ul style="list-style-type: none"> <li>• Need 2 or 3 students to help set up. 2 to 4 mentors to assist in workshops.</li> <li>• Signs out front at Flemings Lake Road and at the curve guiding attendees to parking area.</li> <li>• Set-up snack &amp; beverage table – make coffee.</li> <li>• Set-up sign in “desk”</li> <li>• Workshop set-up</li> </ul>

## Sample Session #1

Requirements:

**Explain the work of six types of engineers. Pick two of the six and explain how their work is related.**

Please read the attached copied pages for the descriptions of the different types of engineers. Pages 15-32.

**Make an original design for a piece of patrol equipment. Use the engineering-systems approach to help you decide how it should work and look. Draw plans for it. Show the plans to your counselor, explain why you designed it the way you did, and explain how you would make it.**

The scouts need to create something original using the engineering-systems approach described in pages 39-47.

**Find out what high school courses you need to take to be admitted to an engineering college. Find out what other subjects would be helpful in preparing for an engineering career.**

First I'd have the scouts make a list of colleges that they think they might want to attend. Then use Google to find the homepage for those colleges. Try looking for an "Undergraduate Admissions" or similar link. If you're having trouble finding site please come find me and I'll help.



## ROOKIE MENTOR CAMP SAMPLE AGENDA

Here are some quotes from FRC rookie mentors that have attended this camp.

*"The pages of your mentor camp on the tool kit handbook are "puffy" from my referencing it. Your camp was a determining factor in my continuing this 2nd year team as a team leader that had zero experience with FIRST. Your camp gave me the confidence, knowledge and direction to even attempt this season.*

*Isolina Carlini, Leader, Livonia Warriors FRC 2832*

*"I strongly encourage all Rookie Teams to attend the Rookie Mentor Camp that Team RUSH put together. This camp is useful also for any mentors who are relatively new or are looking for ways to improve how their team performs. This camp was particularly useful for us when our team grew from 6 students in our rookie year to 23 students in our second year. We needed to completely revise our processes to accommodate a larger group of students. There were a lot of helpful suggestions on organization, communications, dealing with parents, fundraising ideas and how to prepare for award judges etc."*

*Ed, FRC Team Leader*

### MORNING SESSION:

**Core Values** (Refer to the inside front cover of your manual)

**Teamwork:** How do you get your team to work as a team

**Challenges:** How do you guide your team to make good decisions on which challenges to take?

**Team Hierarchy:** How do you guide your team into build, program, research or other categories

**Competition Readiness:** How do you assist in preparing your team for competition

**Calendar:** How do you set up a calendar for your team

**Help and resources:** Where do you go for help

**General:**

### AFTERNOON SESSION:

**Programming 101** – How to start a program, download and run a program.

**Sensors 101** – Which sensors are available to use and how to program them.

**Building 101**- Basics to building and tips for competition.

**Team Building 101** – What are the judges looking for and how can you improve on teamwork.

**Competition 101** – What to expect on competition day – tips and tricks to having a fun and successful day

**Research 101** – How to get started and some "starters" on alternative energy

### FINAL WORDS



## **6.5 STEP 4: TURN YOUR EFFORTS TO YOUR LARGER REGION, YOUR STATE, AND MAYBE EVEN THE ENTIRE NATION**

You may ask yourself, “how can one local robotics team have a truly national impact?” The answer is simple... Partner! You can develop partners at the state and national levels just as you did at the local levels that can help promote your message and ideas on a much larger scale. Our policy makers at the state and national level cannot hear too many times that education is important and particularly STEM (Science, Technology, Engineering, Math) Education is the key to our future success.

For more information on STEM education or sample curriculum for you team or school contact us at [toolkit@teamrush27.net](mailto:toolkit@teamrush27.net)

### **DEPARTMENT OF EDUCATION**

Look to your state’s Department of Education to develop some partners with any key contacts there that work in Math and Science. They can tell you what the current state initiatives are and how you can possibly help move them forward. You may be able to pilot some curriculum locally or you may develop some technology based curriculum and have your department of education distribute it statewide for you.

### **PARENT TEACHER ASSOCIATION**

Your state probably has a statewide Parent Teacher Association. Your local PTA groups can give you introductions into the key contacts at the state organization. This can allow you to do workshops and presentations at their state convention to be able to reach more parents.

### **SCHOOL ADMINISTRATORS AND SCHOOL BOARD MEMBERS**

Your state probably has a school administrators association or school board members association that your superintendents, board members, and maybe principals belong to. These are great organizations that usually have ongoing training and conferences that allow you to reach the decision makers and policy makers for districts all across your state. Giving them materials on starting a *FIRST* team or working integrated math and science concepts into their curriculum can certainly reach more students than you could directly.



### OTHER STATE ASSOCIATIONS

There may be an education association geared toward teachers or an educators association for master teachers in your state. There can also be certain technology in education associations in your state. These are all great ways to be able to reach a larger audience through their state wide meetings and conventions. You can also use some of these state associations to invite people in to your district to learn about starting a *FIRST* team or learn how to implement a fully integrated STEM curriculum. You can use some of these state association connections that you may develop to reach the national association branch of each of the organizations. You may be able to attend some of their national conferences and reach even more people that way.

### ELECTED OFFICIALS

You absolutely want to involve, include, and keep your locally, state, and nationally elected officials informed. These are influential people who can open doors for your team and help you achieve your goals and *FIRST*'s goals. Invite them to your events every chance you get and go and meet with them at their offices so they know what you are involved with. It is important to not assume they know anything about *FIRST* or your team and to give them the full background when you meet with them. Do not be shy about telling what you expect them to support (local or state or national math and science initiatives).

### DESERT ANGELS

A simple way to have a more international impact is to participate in a program called Desert Angels ([desertangels.org](http://desertangels.org)). The program facilitates the team sending care packages to troops overseas. Each care package can contain information about the team and direct them to learn more about you on your website. This is a great way to support our troops and let them know what we are working towards.

Breathe . . . You Can Do It!

As you go through and pick and choose which outreach options are right for you, make sure you are inviting the media to each and every event and demonstration that you may have. Issue press releases about your past activities. Make sure you take plenty of photos and provide these to the media if needed. All of the partnerships and outreach activities that you are doing are certainly newsworthy and your local television, newspaper, and radio folks are probably interested in covering some if not all of your events. This can help you reach millions more people with your key messages and strengthen ALL of your community impact.

