

# Evergreen Valley High School Robotics 2009-2010 Strategic Plan

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## Introduction

Team members of the Evergreen Valley High School Robotics Team came together early August to develop this strategic plan, providing the team a roadmap for the 2009-2010 year. In this plan, we have identified our goals and their associated action plans. Members of the team will meet regularly to review progress and update the plan as needed.

## Executive Summary

**Mission Statement:** We are the Evergreen Valley High School Robotics Team. We are committed to provide Evergreen Valley High School students the opportunity to get practical experience in engineering and robotics with resources that would otherwise not be obtainable. We compete in state-wide, nation-wide, and worldwide robotics competitions and dedicate to promoting community awareness of science, technology, engineering, and mathematics.

## Goals and Action Plan

The following goals for the Evergreen Valley High School Robotics Team over the next year are reflective of our mission. The action plans provide a roadmap for fulfilling the goals.

## Sustainability

Currently, our team is composed of 12<sup>th</sup>-grade students only. Our top priority this year is to allow the team to sustain after current members graduate.

### For immediate sustainability:

#### Changes to recruitment policy:

- Open recruitment policy – no official cutoff date for joining
- No applications
- Team members to be classified as active and inactive – no official “removal” of team members during the year
- Make clear that no prior knowledge/experience is required
- Emphasis on recruiting girls and non-seniors

August (2009)	<ul style="list-style-type: none"><li>▪ Freshmen orientation demo to target freshmen and parents</li><li>▪ Prepare fliers and selling points for our first meeting</li><li>▪ Morning announcements</li></ul>
September	<ul style="list-style-type: none"><li>▪ First meeting in first week</li><li>▪ Weekend trainings for CalGames to provide hands-on experience</li><li>▪ Ask teachers for recommendation of students</li></ul>
October - November	<ul style="list-style-type: none"><li>▪ Club day demo</li><li>▪ Provide after school and lunch Lego robot building sessions to involve more people</li></ul>

May (2010)	<ul style="list-style-type: none"> <li>▪ Identify team leadership for next year</li> <li>▪ Complete leadership transfer</li> </ul>
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### For long term sustainability:

Long term sustainability means to search for a way to recruit active new members.

March (2010)	<ul style="list-style-type: none"> <li>▪ Freshmen orientation demo at Chaboya and Quimby</li> </ul>
April-June	<ul style="list-style-type: none"> <li>▪ Demo during lunch time</li> <li>▪ Demos at community events</li> </ul>

### Financial Stability

Our funding sources have been inconsistent and often uncertain. In conjunction of the goal for a sustainable team, we want to make sure that we have a working financial plan. Ultimately, we want to find sponsors who are willing to return every year.

This year, we have a budget of \$15,000 and a fundraising target of \$10,000. To eliminate/decrease budget for things like food and materials, we're looking for "in-kind" sponsors.

### Finding Sponsors:

- Demo our robots at events and companies
- Door-to-door knocking for local businesses
- Ask for in-kind donations
- Grant writing campaign
- Ask parents for potential sponsors

### Sponsor Incentives:

- Give bumper stickers for donors (potential ones included)
- Award sponsorship levels
  - Bronze (\$100+) – name on website
  - Silver (\$500+) – name on banner
  - Gold (\$1000+) – name on t-shirt
  - Platinum (\$2500+) – name on robot
  - Diamond (\$5000) – name on team name
- Prepare sponsor packets and letters for information/statistics on the spot
- Prepare prepaid pre-addressed envelopes
- Invoices with address and tax-ID

### Keeping Sponsors:

- Follow up
- Send t-shirts as a gift
- Inviting them to competitions

- Show them our robots

## Activities

Our goal is to provide team members with maximum opportunity. Assuming schedules do not overlap too much, we will be participating in both FIRST and Botball this year. During off-season, we'll commit our resources to implementing our aforementioned goals.

2009	
August	▪ Active recruitment
September	▪ CalGames preparation ▪ FIRST training
October – December	▪ Continued recruitment ▪ Botball Training ▪ Research and Design Challenge ▪ Safety Animation contest
2010	
January – mid-February	▪ FIRST Build Season
Mid-February – March	▪ Botball Season ▪ FIRST Competition
April	▪ FIRST Championship in Atlanta, GA
May	▪ After-party ▪ Follow-ups ▪ Demos
June-July	▪ Botball GCER in Edwardsville, IL (undetermined)