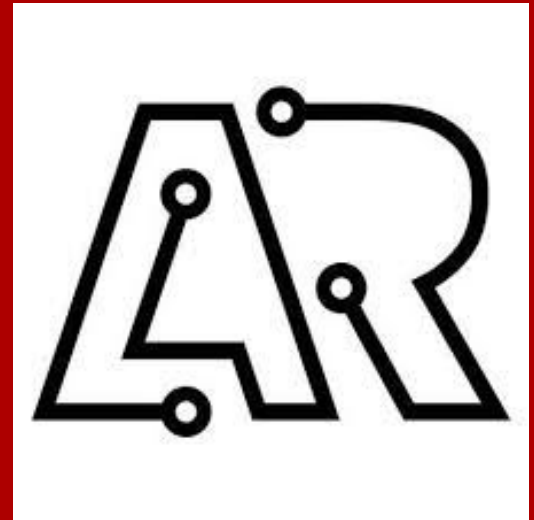


# Aragon Robotics

**Outreach Workshop**  
FTC Kickoff 2019

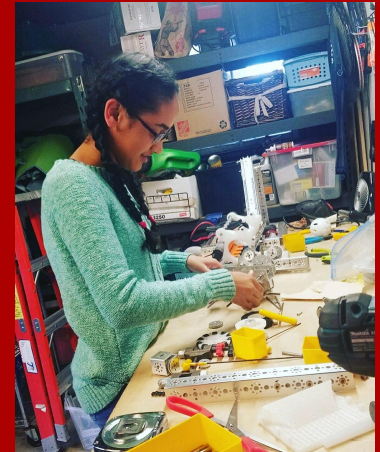


# Who are we?

**Shelby Cherkas** - 11th grade,  
Business Captain, FTC/FRC



**Riddhi Mehta** - 12th grade, 3rd  
year FTC member and  
Outreach Specialist



# Who are we?

- Aragon High School - San Mateo, CA
- Founded in 2000-2001 School Year - FRC 840, Started FTC in 2010 - 4345
- 2018 - FRC program (2nd year!)
- 59 Members & Growing!



# What is Outreach?





# What is Outreach?

“Any activity that engages our team members with the broader community”

(super vague definition = wider variety of things we can accomplish)

# Our Outreach

- Where did we come from?
- 2017-2018 Season - very little outreach
- 2018-2019 - Team PRIORITY!
  - Appointed Lead Position
  - Worked all year on it



# Our Outreach

- Outreach team works for FTC and FRC
- Business Captain plans events
  - Outreach Specialists
  - All Team Members participate



# Our Outreach

- Outreach Points
  - Requirement for members
  - Tracked throughout year
  - Incentives:
    - Food, Overnight Comps, Recognition, Leads Selection



# Benefits of Outreach

- Improve Public Speaking and Leadership
- Connect and engage with your communities
- Become a more well-rounded team
- Have fun and do great volunteer work
- Judging?? Awards?? What??





# Types of Outreach

## Focus on your Communities!

- FIRST Community
- School Community
- Tech Industry Community
- Local Community
- International Community

## Outreach

### Contents:

1. Aragon Robotics Social Media
2. Borel Middle School
3. Bayside Middle School
4. San Mateo County Fair
5. Maker Faire Bay Area
6. Aragon Club Fair
7. Intuitive Surgical Event
8. #FIRSTLikeAGirl
9. Fall Potluck
10. Aragon 8th Grade Expo Night
11. Campaign Sign Collection
12. Boy Scouts Troop #47
13. BoogeyBots Romania FTC
14. Stanford and Berkeley Lab Visits
15. Netherlands (Almost) Trip
16. Collaboration with FTC Teams
17. Girl Scouts Programming



# FIRST Community

- Mentoring Younger Teams
- Workshops - like this!
- Hosting Qualifiers, Scrimmages, Etc.
- #FIRSTLikeAGirl
  - \* Get your team out there \*



# School Community

- Club Fair, Expo Night, Open House
- Rallies and Leadership events
- Live and Video Announcements, Bulletin Boards, Posters

\* Engage your school for credibility, image, and recruitment \*



## ARAGON ROBOTICS

Interested in Joining our Team?



**Information Session:**

Mon. 8/26 @ Lunch in Room 315

**First Meeting:**

Thurs. 8/29 @ 3:30pm in Room 315

Gain experience in programming, marketing, business, electrical, and mechanical, compete in FTC and FRC

*Questions?*

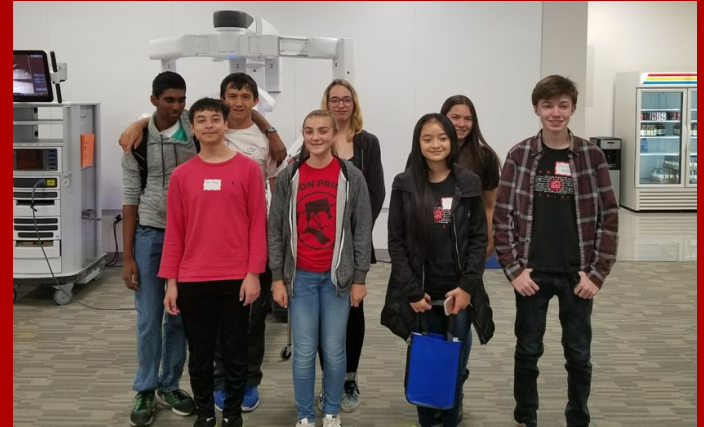
[aragonroboticsteam@gmail.com](mailto:aragonroboticsteam@gmail.com)

Instagram: [@aragonrobotics](https://www.instagram.com/aragonrobotics)

# Tech Industry Community

- Intuitive Surgical Open House Event every Year
- Oracle Presentation
- Field Trip to Denali Biotech Company

\* Connect with your sponsors - or,  
find MORE sponsors! \*



# Local Community

This is a majority of our (and most teams) Outreach!

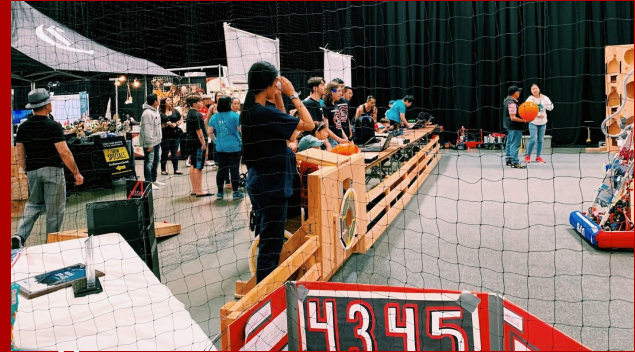
- Elementary & Middle Schools
  - Recruitment
  - Science/Invention Fairs
  - Tech Club Mentoring
- Night of Robots
- Local Media





# Local Community

- Community Events
  - Maker Faire
  - County Fair
- Materials Drive with City Council
- Library Python Class
  - 6 weeks, 6 sessions



# SCOUTreach

- Our Favorite Outreach!
- 10 events at our school campus
- Work with K-8th grade, mostly girls (programming and design)
- Super easy and accessible

**If your team is interested in this program, email us for the materials!**



Bay Area Girl Scout Troops:

ARAGON ROBOTICS PRESENTS

## INTRODUCTION TO ROBOTICS PROGRAM FOR JUNIORS



CONTACT US AT  
ARAGONROBOTICSTEAM@GMAIL.COM

**EARN THE PROGRAMMING ROBOTS AND  
DESIGNING ROBOTS BADGES**

A two-hour program full of prototyping, coding, driving,  
learning, games, and fun activities for your troop!

# SCOUTreach

## **Brownies/Juniors (K-5)**

1. Programming Robots - games to introduce concepts
2. Try programming (code.org)
3. “Types of Robots” guess game
4. Design, Build, and Share LEGO Prototypes
5. Drive our outreach bot
6. “I’m Inspired to...”

## **Cadettes (6-8)**

1. Programming Robots - games to introduce concepts
2. Try programming (Khan Academy)
3. Two engineering Challenges
4. Drive our outreach bot
5. “I’m Inspired to...”

**If your team is interested in this program, email us for the materials!**

# SCOUTreach



**If your team is interested in this program, email us for the materials!**



# International Community

- Video Chat with teams from other countries
  - Use Social Media to make those connections
  - Our goal = 20 countries
- Working with kids in other countries
  - Take advantage of opportunities





# Within our team...

- Icebreakers and Bonding at start of new season
- Newsletter
- Biannual Potluck
- Alumni Network
- Team Bonding Events



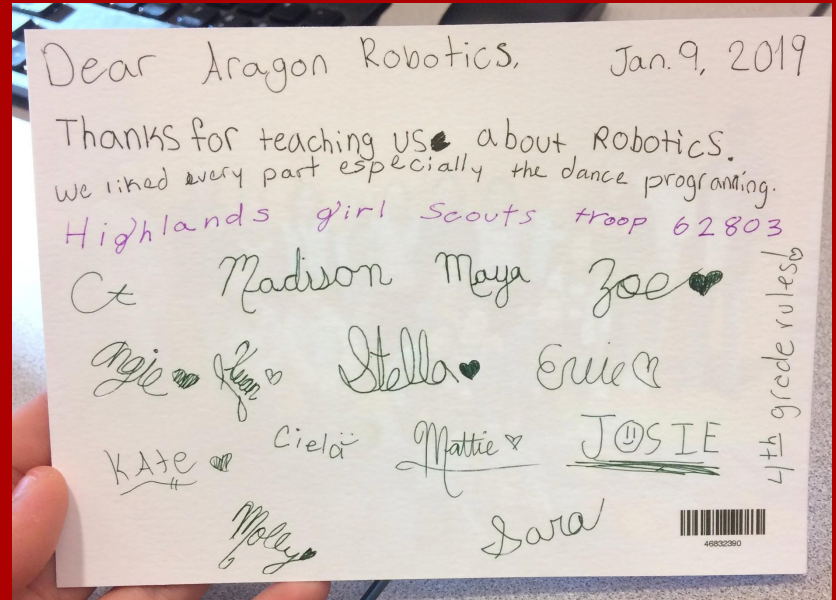
# During an Event:

- Be present! Talk to people!
- Wear team gear for cohesion
- Document your experience
  - Photos
  - Videos
  - Livestream



# After an event:

- Send thank you notes!
- Follow up - how can you expand those connections?
- Share pictures (with them and with your social medias)



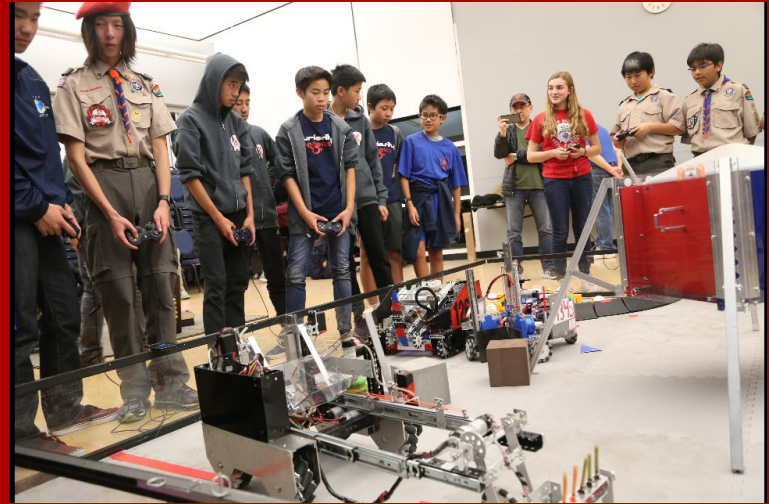
# Our Outreach Bot

- FTC bot from 2017-2018
- Small, light, and durable
- Easy to repair and get running regularly
- Simple and easy to drive
- Decked out in Aragon Swag



# Advice on Getting Started

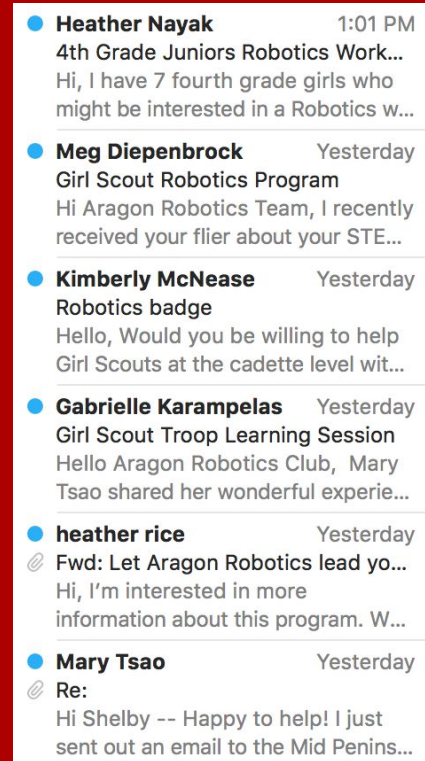
1. Work with other teams!
2. Take initiative!
  - There are a lot of people who'd want to learn from you
3. Use the connections that you have!





# Advice on Getting Started

4. Pay attention to local community events!
5. Make Outreach a priority and follow through!
6. Include your whole team!



# Building your Brand

- Colors, Name, Logo
- Social Media
- Consistency - Stick to it!

Member T-Shirts



Aragon Robotics Hoodies



Team Banners



Biannual Newsletter



# Building your Brand

- Make SWAG!!
  - T-Shirts, Hoodies, Buttons, Stickers, etc.
  - Give away at Outreach events, comps, etc.

Team Buttons



Stickers



School Displays



ID Badges



# Presenting your Outreach

- Write-Ups for Eng. Notebook
  - What we did
  - What we learned
  - What is the impact
  - Pictures

<http://bit.ly/AROutreach>

## Bayside Middle School

May 2nd, 2018

### What We Did:

- Set up robot and presentation
- Presented to 30-35 middle school students from Bayside STEM
- Talked about our team, what we do, how to join when they get to Aragon
- Answered questions
- Connected with Bayside teachers
- Allowed all students to drive our robot around their classroom

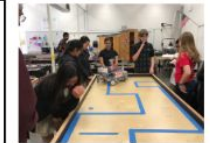


### What We Learned:

- We have a lot of interest in our program coming in the future
- We will need to be able to accommodate more students in Aragon Robotics
- Presenting at feeder middle schools builds a lot of excitement
- We should connect with younger middle schoolers more because we had a lot of interest from younger students

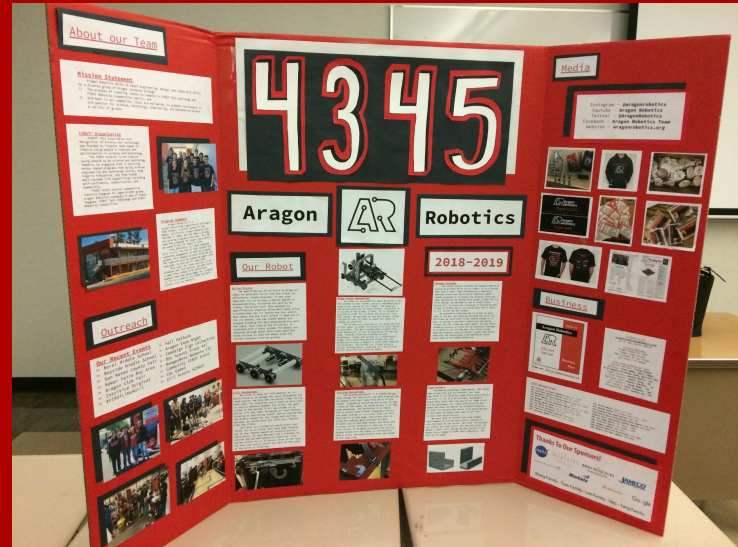
### What is the Impact?

- Gain interest in our program
- Leads more students to join
- Creates longevity and sustainability for us for the future
- Get an idea of how many students we will have joining Aragon Robotics in the upcoming years



# Presenting your Outreach

- Judging - Talk A LOT about Outreach
  - Judges ❤️ that
    - ~5 mins on the robot,
    - ~5 mins on Outreach,
    - ~3 mins for questions



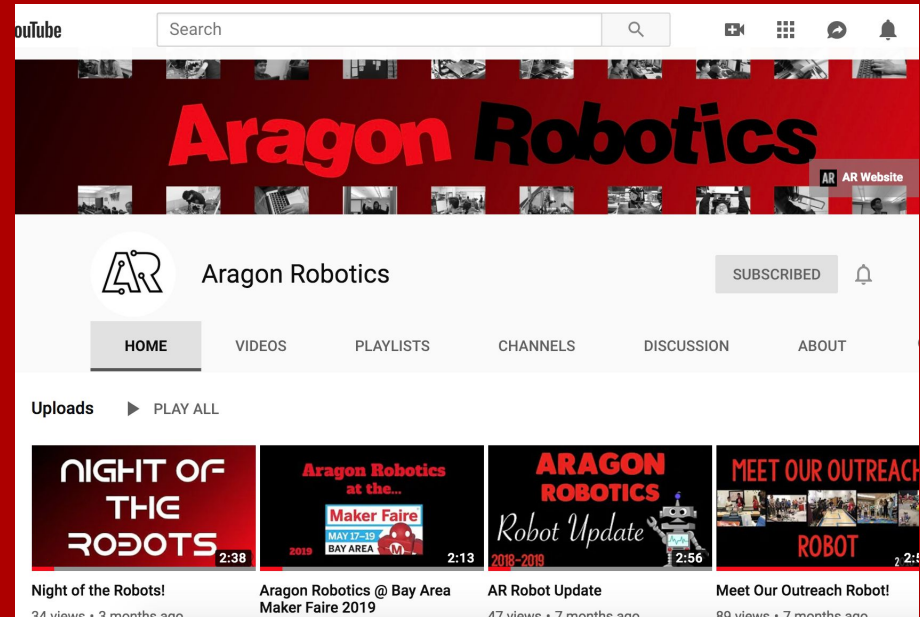
<http://bit.ly/AROutreach>





# Social Media

- Youtube
  - #FIRSTLikeAGirl
  - Tours
  - Updates
  - Reveals
  - Etc.
- *Mediocre posts are better than no posts!!*



Get out there and change the world!  
INSPIRE those people! Have fun!

# Questions?

**Email** - [aragonroboticsteam@gmail.com](mailto:aragonroboticsteam@gmail.com)

**Instagram/Snap/Twitter** - [@aragonrobotics](#)

**Youtube** - [Aragon Robotics](#)

**Website** - [aragonrobotics.org](http://aragonrobotics.org)