



FRC Team 568

2021 Business Plan

FRC TEAM 568 NERDS OF THE NORTH

Table of Contents

1. Executive Summary	3
2. Team Overview	6
2.1 Team History	6
2.2 Student Team Members	8
2.3 Team Mentors	10
2.4 Team Sponsors	10
3. Team Management	13
3.1 Team Membership	13
3.2 Team Structure	13
4. SWOT Analysis	19
5. Team Impact/Outreach	20
5.1 Outreach	20
5.2 Marketing	23
5.3 Alumni	23
6. Future Plans	25
7. Action/Implementation Plan	26
8. Team Budget	27
8.1 Team Income & Expenditures	27
8.2 Additional Opportunities for Support: In-Kind Contributions	28
8.3 Additional Opportunities for Support: Mentors	29
9. Sponsor Benefits (Monetary and In-Kind donations)	30
10. Team Fundraising Opportunities	31
10.1 Current Team Fundraisers	31
10.2 Future Team Fundraisers	31
11. Final Statement	32
12. Team Contact Information	33

1. Executive Summary

1.1 Mission Statement

FRC Team 568's mission is to inspire Alaska's next generation of STEM professionals, regardless of geography, socioeconomic status, race or gender, through building robots and engaging in the community.

1.2 Vision Statement

The team's vision is to expand the influence of FIRST in Alaska, to cause distance and geography to be a null factor, and to act as a bridge between people of all places, skills, and goals.

1.3 Values Statement

FRC Team 568 believes in:

- FIRST core values, especially Gracious Professionalism and Coopertition
- Independence and ability to function, despite our remoteness
- Protection of the environment
- Spread of literacy and education with STEM and FIRST values

1.4 Date Team Began

September 2000

1.5 Team and Program Summary

FIRST Robotics Competition:

FIRST (For the Inspiration and Recognition of Science and Technology) is an organization that runs robotics competitions for students aged five to eighteen to prepare them for the future through STEM. FRC (FIRST Robotics Competition) is a league for high school students in which "Under strict rules, limited resources, and the guidance of volunteer mentors, including engineers, teachers, business professionals, parents, alumni and more, teams of 25+ students build and program robots to perform challenging tasks against a field of competitors. They must also raise funds, design a team "brand," hone teamwork skills, and perform community outreach." (FIRSTInspires.org).

FRC 568 The Nerds of the North:

The Nerds of the North began 20 years ago when Wade Roach started the team as a science club at Dimond High School in Anchorage. The team continued to compete as a Dimond team for many years until turning into an Anchorage-wide team. A few years after that the team became statewide. Over the past few years, the team has been working on more structure and organization and has started using industry standard organizational tools and created leadership roles. FRC 568 has worked on one of its main goals of using

FRC TEAM 568 NERDS OF THE NORTH

STEM themes to spread literacy through Alaska while working hard on advancing engineering skills. Today, there are members from all over the state working together to create a functional and successful team.

1.6 Location of the Team & Current Team Sponsors

Physical Location: University of Alaska Anchorage (UAA) Campus, Anchorage, Alaska

Remote Communities: Eagle River, North Pole, Moose Pass, Girdwood, Palmer

Remote Community Meeting Space: Zoom Video Conferencing and Discord

Sponsors: JEDC, Spenard Builders Supply, Anchorage School District, FIRST, NASA, University of Alaska Anchorage College of Engineering

1.7 Summary of Team Impact/Outreach

FRC 568 values outreach and has devoted numerous hours to three main outreach initiatives: STEM Education, FIRST Promotion and Support, and Encouraging Literacy. This season alone, the team has accumulated more than 156 event hours (time spent volunteering as a team) and roughly 360 hours of combined personal time (the sum of volunteer hours invested by members) of outreach. Over the past two years, they have reached over 7,920 people across all ages and grade levels.

The team engages in marketing techniques in order to spread both the team and FIRST influence. These techniques include maintaining a blog and website (<http://frc568.akfirstrobotics.org/>), a YouTube Channel (with 44 followers), Twitter (with 1307 followers), Facebook (with 93 followers), and Instagram (with 605 followers).

FRC 568 has produced approximately 220 alumni throughout the team's history of 20 years. Graduated members have gone on to several prestigious universities for many fields, many in STEM. As well, graduates have gone on to careers in distinguished fields of work, such as anesthesiology, engineering for Apple, military intelligence, and the CIA.

1.8 Relationships and Information Regarding Current Sponsors

UAA College of Engineering: The University of Alaska Anchorage is the main university in Anchorage, and their engineering program is one of the best in the state. They provide lab space and mentors, as well as access to industrial equipment.

UAA Center for Community Engagement and Learning: UAA CCEL funds student worker positions that are devoted to growing the team and promoting the team's literacy programs.

JEDC: The Juneau Economic Development Council implements initiatives to maintain, expand, and create jobs and economic opportunities. They seek to strengthen key regional industries; promote entrepreneurship and small business; develop talent; and deliver core economic development services. They are the biggest backer of FIRST in Alaska, and pay team registration fees.

ZJ Loussac Library: Loussac as a public library is part of the Municipality of Anchorage. They read and edit the Riley Robot books, and help to publish them.

FRC TEAM 568 NERDS OF THE NORTH

BP: BP is one of the leading energy companies in the world, whose purpose is “reimagining energy for people and our planet. We want to help the world reach net zero and improve people’s lives.” They have sponsored numerous programs and events to spread STEM education and provide monetary donations to the team.

1.9 Summary of Team Growth

The team has demonstrated growth trends in many areas :

- The number of schools, communities, and sheer amount of geographic area the team now covers.
- Relocating from the back of a chemistry lab to multiple labs at a university.
- The team’s structure through the development of the leadership committee and team bylaws.
- The development of a literacy outreach initiative through writing, illustrating, and translating multiple STEM-based children’s books.

Unfortunately, an entire year of existence as a fully remote team during the Covid-19 pandemic has impacted our team’s growth in some areas:

- Team membership reduced by 58%
- Number of schools reduced by 54%
- Number of communities reduced by 33%

Despite these setbacks and fewer team members, our team has continued to demonstrate growth in numerous areas:

- Amount of outreach events and projects has increased 220% since 2017, with the number of individuals impacted by our outreach increasing 13%
- We participated in all three remote competition challenges presented by FIRST this season (game design, innovation challenge, and robot design)
- The percent of women on the team remains 33% higher than 2017
- Completed two major projects outlined in the 2020 Business Plan:
 - Developed an interactive app-based game featuring Riley Robot that will create an interesting interface for kids to learn math.
 - Developed “Project Avatar” in which virtual contact for remote team members is enhanced through the use of a remote presence robot that our team designed and built.

We are hopeful that we can continue our growth trends once the team is able to meet face-to-face again in the future.

1.10 Summary of Future Team Plans

FRC Team 568 has a number of ambitious plans for the future, including:

- Improve recruitment in all areas, especially outside of Anchorage.
- Improve connections with alumni.
- Develop Riley Robot in writing and publishing more books, translating books into other languages, and creating animated videos.

FRC TEAM 568 NERDS OF THE NORTH

- Refurbish old robots to optimize them for outreach potential.
- Promote FIRST in Alaska by gaining members and assisting other robotics leagues.

2. Team Overview

2.1 Team History

In September of 2000, the Nerds of the North was founded by teachers Wade Roach and Paul Schwartz, and programmer Chris Curry (as mentors) and a handful of Dimond High School science club students. The team worked in the back of a chemistry classroom and in Chris Curry's garage. The Nerds of the North were sponsored by Kleiner Perkins Caufield & Byers as a rookie team and attended the Silicon Valley Regional and the FIRST Championship at Epcot Center in Florida. The team had some difficulties back then, including lack of infrastructure and expensive travel that actually continue to this day. Despite its struggles, the team won several awards in the early years including the Regional Woody Flowers Award which was presented to mentor Chris Curry in 2005 at San Jose. Since then, the team has drastically evolved. After moving into the high school engineering room, the team began to flourish as the only remaining team of seven in Alaska.

In 2017-2018, the team moved into a lab on the UAA campus and began to incorporate members from across the state, truly becoming an all state team. The team is now completely housed at UAA and is fully incorporated throughout the state through remote/virtual participation. In 2018 and 2019, the team received the Engineering Inspiration Award at the Pacific Northwest District Championship and advanced to the Houston World Championship. We received the Team Spirit Award at the Houston World Championship in 2019. In 2020, our team was scheduled to compete in the Pacific Northwest District, but were unable to travel due to the pandemic. We participated in remote judging and received the Chairman's award at the Wilsonville Tournament, as well as the Pacific Northwest District Championship Chairman's Award. The University of Alaska Anchorage honored us with a drive-through awards ceremony, using our robot to distance-deliver medallions to participants. We have not met in-person since March 10, 2020.

Membership

From 2017-2020, the team evolved greatly. The number of schools involved went from 8 to 13, which is a 63% increase. The team's membership grew an incredible 44%. The team once covered a geographic area of 1,227 square miles, but expanded to cover an astonishing 461,124 square miles. The percentage of female team members increased from 15% in 2017 to 22.9% in 2020. Unfortunately, our team has felt the impacts of the pandemic, and our membership has decreased this year. At present we have 15 student members (20% women) from 6 schools over 377,000 square miles.

Team Location & Facilities

Beginning in 2017, the team began a shift, moving from Dimond High School to UAA. In doing so, the team opened itself to greater variance of members. Prior to this, team composition was mainly Dimond High School students, with some students from other Anchorage area high schools. However, at UAA, students from other high schools, cities, and villages across the state now have greater access to joining the team. Team members that cannot physically attend meetings attend virtually via Zoom and Discord, and make up 13% of the team (though, at present, 100% of our team meets remotely).

FRC TEAM 568 NERDS OF THE NORTH

Team Structure

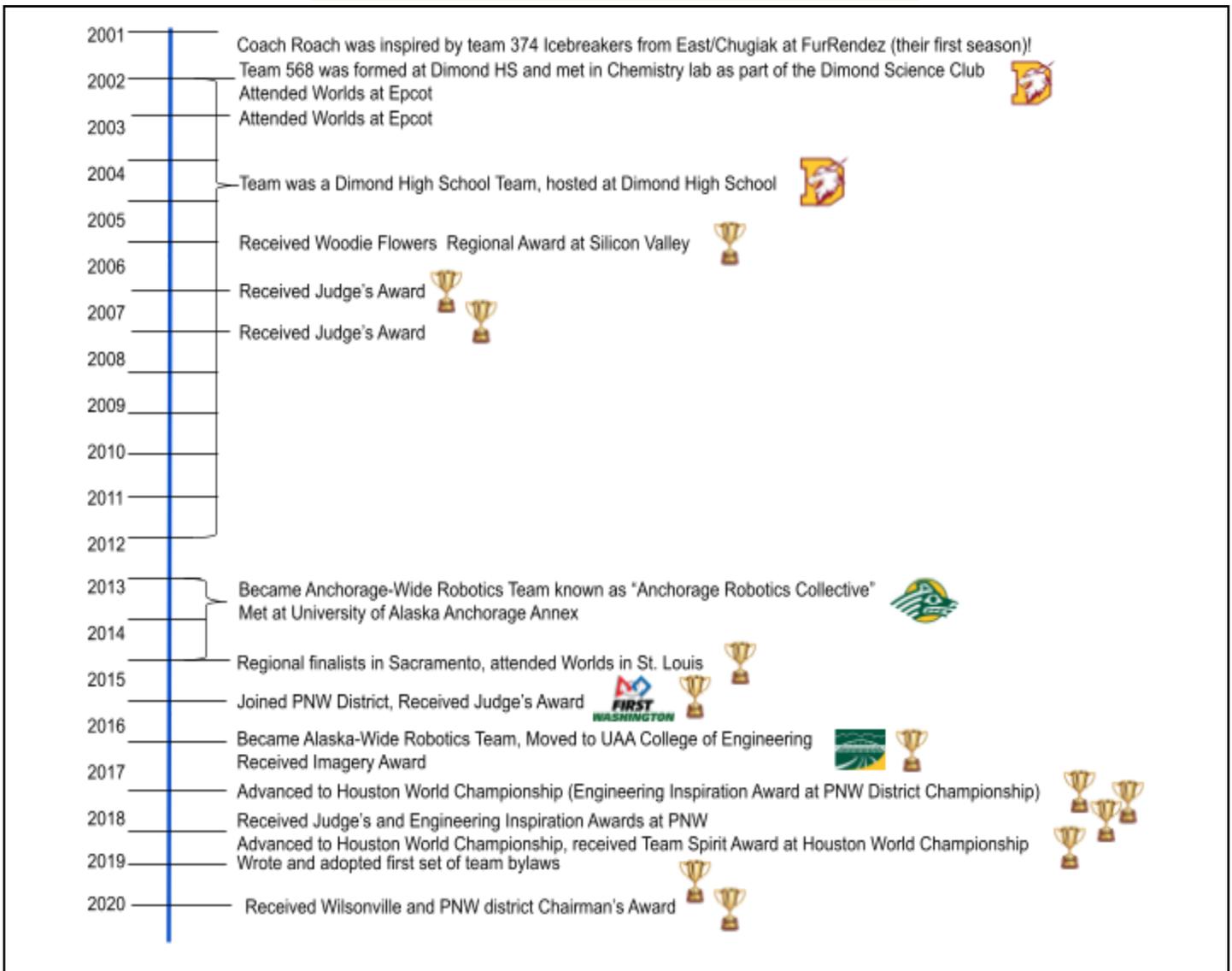
FRC 568 has developed an efficient structure, including eight leadership positions to govern over two team departments. They have developed a full business department and created their first set of official bylaws to better structure the team. Team meetings are planned and structured based on guidelines in the bylaws. Our first year in holding accountable using the 'member in good standing' clause led to an increase of outreach man hours by 84% from the previous year. During the pandemic, we have relaxed this clause, yet still seen great growth in outreach. The team has also integrated a variety of project management tools to increase efficiency, such as a hybrid of Work Breakdown and Product Breakdown Systems integrated into Gantt Charts.

Literacy Outreach Programs

Another main area of team growth is the Riley Robot literacy initiative, designed to use engaging STEM-themed children's books to encourage younger students to read more. In 2017, the team wrote its first children's book, *Riley Robot and the Race in Space*. Since then, the team has written and illustrated several sequels within the categories of social lessons, math, and science, partnered with other robotics teams to translate several books into Alaska Native languages, opened a storefront on MagCloud, and developed a new website devoted to the Riley Robot Universe to host the team's books and future related educational resources.

Figure 1: FRC 568 Timeline

FRC TEAM 568 NERDS OF THE NORTH



Over the 20 year history of the team, it has evolved and has received 12 total awards since starting in the back of a chemistry lab in Dimond High School.

2.2 Student Team Members

The Nerds of the North is a highly diverse group from a widely spread area. They are composed of 15 high school students, 0 middle school students (team members in training), and 7 mentors. Members come from 6 different schools, only 41% of which are in Anchorage. Members live in 6 communities covering 377,191 square miles. While meetings are traditionally held physically in Anchorage, the team has been utilizing their preexisting virtual tools, which are normally used for distant members, to conduct all team meetings virtually during the pandemic (see Figure 2).

Schools

Communities

FRC TEAM 568 NERDS OF THE NORTH

- South Anchorage High School
- West Anchorage High School
- Dimond High School
- Eagle River High School
- Gilmour Academy
- Homeschool
- Anchorage
- Eagle River
- Moose Pass
- North Pole
- Palmer
- Girdwood

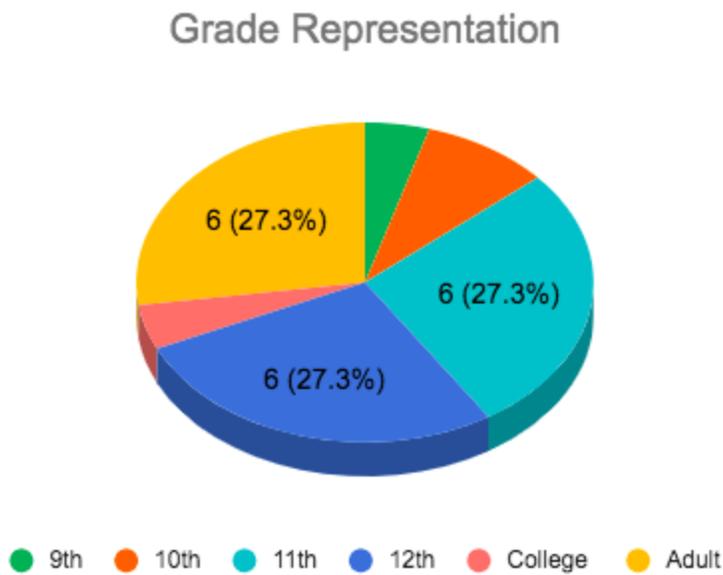
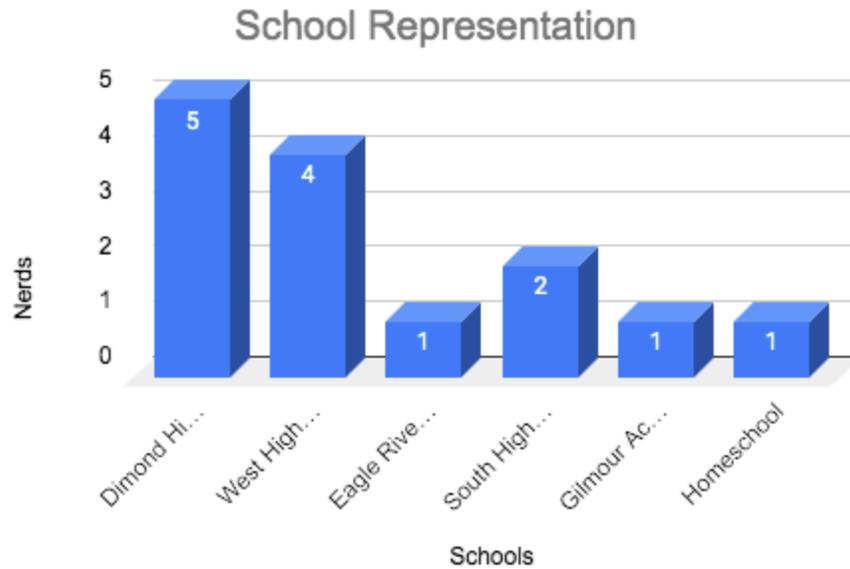
Figure 2: Geographic Spread of Team Members



The Nerds of the North have members from 6 communities across Alaska. The team covers 377,191 square miles geographically (not pictured: Gate Mills, Ohio).

Figure 3: Team Member School & Grade Representation

FRC TEAM 568 NERDS OF THE NORTH

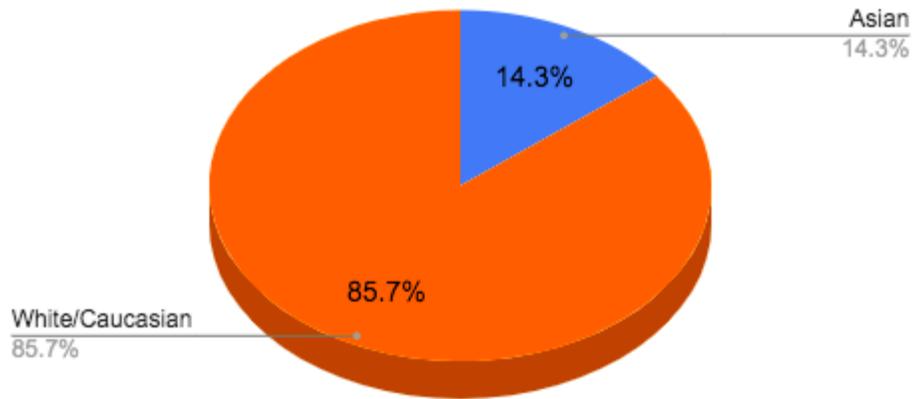


FRC Team 568 is composed of students (Nerds and Nerdlets) from 6 different schools across Alaska (and one in Ohio). The team is mostly comprised of 9th-12th graders, but traditionally has a strong force of upcoming Nerdlets in 8th grade.

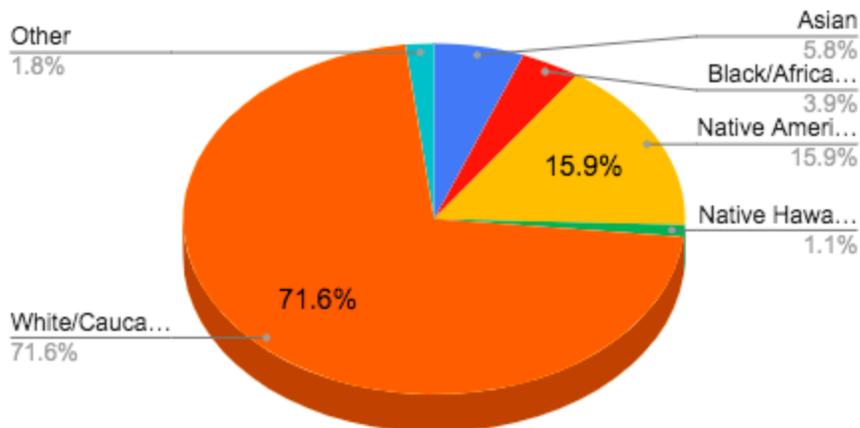
Figure 4: Team Demographics-Race & Ethnicity

FRC TEAM 568 NERDS OF THE NORTH

Ethnicity (Students Only)



Alaska Ethnicity Data

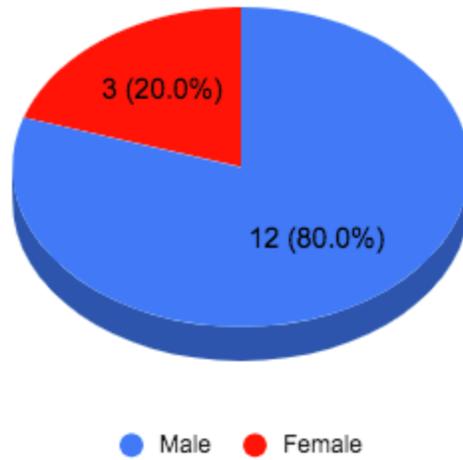


Being the only team in Alaska, FRC 568 aspires to equally represent the state as a whole. Unfortunately, we are currently falling short of this goal. We have created an Equity and Diversity plan to address these concerns.

Figure 5: Team Demographics-Gender

FRC TEAM 568 NERDS OF THE NORTH

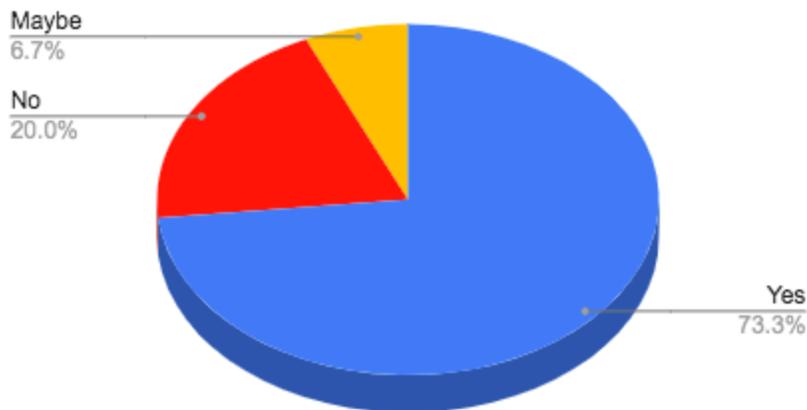
Gender Representation (Students Only)



The team is made up of 20% female students and 80% male students. While still below the national rate of 28% females working in STEM careers, this is a major opportunity for growth of the team.

Figure 6: Students Pursuing STEM Careers

Students going into STEM

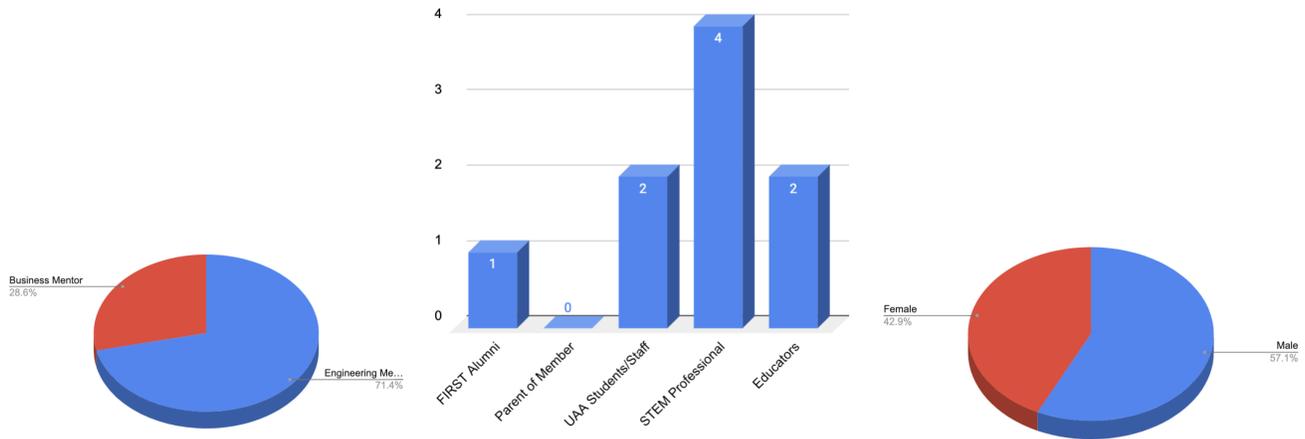


Over 70% of current student members have expressed plans to pursue a career in the areas of Science, Technology, Engineering, or Math.

FRC TEAM 568 NERDS OF THE NORTH

2.3 Team Mentors

Figure 7: Mentor Background & Representation



The team is guided by a wide range of mentors who advise both the engineering and business departments. These mentors represent FRC alumni, university students and staff, STEM professionals, and educators.

2.4 Team Sponsors

FRC Team 568 is grateful for each and every one of the many community sponsors and partners. Outlined below are ten key partnerships and their contributions and collaborations with the team:



Juneau Economic Development Council: FIRST Affiliate Partner in Alaska. JEDC allocates a portion of the FIRST in Alaska funds to pay the team's registration fees. They also promote the team's work and accomplishments through their communication channels.



University of Alaska Anchorage College of Engineering: Provides a lab and workshop space for the team's use. Several of their staff also support the team through coaching and mentoring. The college provides numerous engineering students as team mentors, funds some purchases of robot materials, and covers some travel costs. Provides a FIRST Robotics scholarship for FIRST Alumni.



Anchorage School District: Supports the team with \$2500 in supplies and provides a substitute for Coach Wade Roach while traveling. ASD is a strong supporter of all FIRST programs providing funding for a five-year development plan for FTC, FRC, and FLL.

FRC TEAM 568 NERDS OF THE NORTH



Alaska Airlines: Supports FIRST in Alaska, who, in turn, supports FRC 568 and numerous other FIRST teams and events throughout the state. They also support the team by supplying two airline vouchers for competition travel.



University of Alaska Anchorage Center for Community Engagement and Learning: Has funded several positions for UAA Community Engaged Student Assistants to serve as team mentors and to assist with the Riley Robot book project.



ZJ Loussac Library: Welcomes the team as a part of their Reading Rendezvous event each summer, providing a platform for a read-aloud of the Riley Robot books on stage. Their librarians and youth services have also provided edits and revisions as the team continues to write and illustrate additional books.



GCI: Supports FIRST in Alaska, who, in turn, supports FRC 568 and numerous other FIRST teams and events throughout the state. GCI hosts a virtual qualifier tournament for FLL robotics and supplies judges and other volunteers to many FIRST in Alaska events.



AOF Robotics: Supports FIRST in Alaska, who, in turn, supports FRC 568 and numerous other FIRST teams and events throughout the state. Sponsors can directly donate to our team by signing checks to AOF Robotics.

Incentive levels for all donors, both monetary and in-kind donations:

Blue Level (Up to \$499)	Silver Level (\$500-\$4,999)	Gold Level (\$5,000-\$9,999)
<ul style="list-style-type: none"> ● Spenard Builders Supply ● University of Alaska Anchorage College of Engineering 	<ul style="list-style-type: none"> ● Juneau Economic Development Council ● Anchorage School District ● FIRST ● NASA 	

3. Team Management

3.1 Team Membership

Eligibility

All high school students who live in the state of Alaska are eligible to join the Nerds of the North (with special exceptions for previous residents). An application is required by prospective team members. Middle schoolers (known as 'nerdlets') are allowed to work with and learn from the team as an outreach initiative. For these nerdlets, there is also an application.

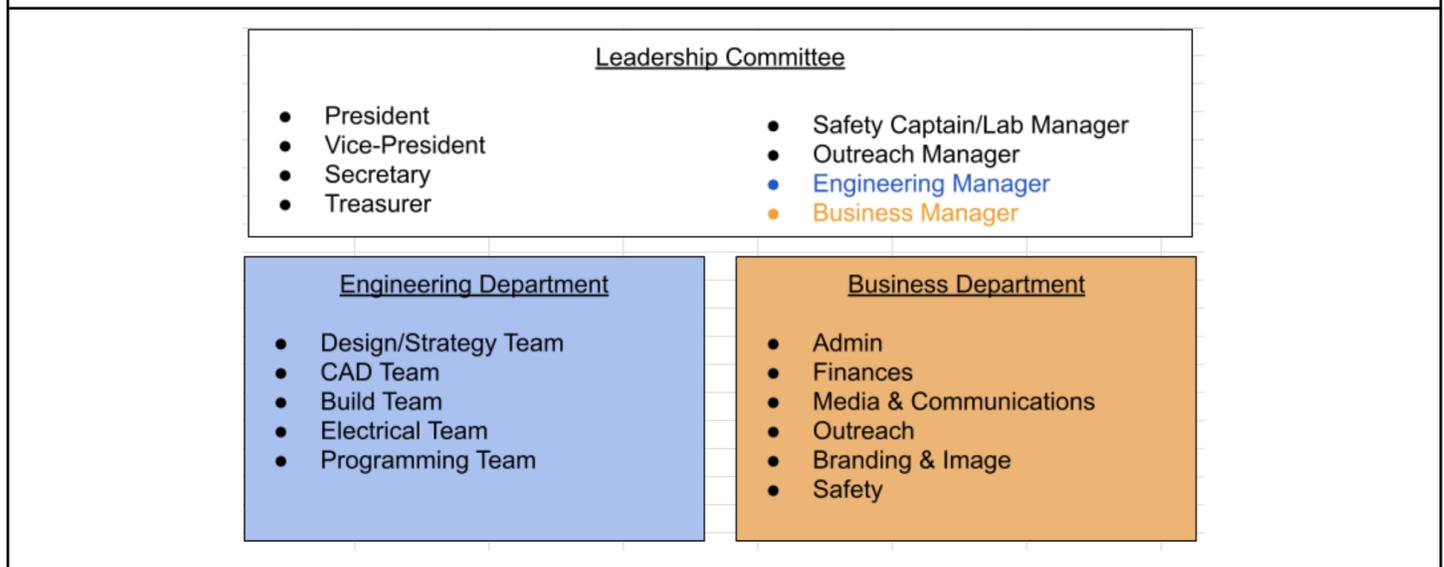
Members in Good Standing

A student must be a member in good standing to be eligible to travel with the team to competition, fill a leadership position, and vote on team matters. In order to remain a member in good standing, members are expected to register with FIRST online, attend at least half of team meetings, and attend a quarter of outreach events in their region. The team meets year round, so team members cannot remain in good standing by only attending build season meetings.

3.2 Team Structure

The team is comprised of two main departments: Engineering and Business, which are comprised of teams devoted to specific tasks (see Figure 8). The Engineering and Business Departments are both headed by a department manager who oversees productivity, progress, priorities, and communications within their departments. The team as a whole is overseen and directed by a leadership committee, comprised of elected officers.

Figure 8: Team Organization Chart



FRC TEAM 568 NERDS OF THE NORTH

This organizational chart defines our elected officer positions, and the role of the leadership committee within the team, as well as subteam roles within the Engineering and Business departments.

Elected Officers

President	<ul style="list-style-type: none"> ○ Serves as the elected leader (team captain) of Team 568 ○ Is accountable for general management of the team and resides as a leader while also being involved in all aspects of the team ○ Facilitates team meetings and leadership committee meetings ○ Facilitates the end of year election ○ Determines winner of ties in a vote ○ Coordinates Officers and Department Leads ○ Tracks progress of individual committees ○ Ensures that bylaws are executed accordingly
Vice-President	<ul style="list-style-type: none"> ○ Assumes president's duties during absences ○ Assists in team management
Secretary	<ul style="list-style-type: none"> ○ Takes attendance at the beginning of meetings ○ Schedules meetings ○ Writes agenda during Leadership Committee meetings before whole team meetings ○ Reaches out to members and mentors who haven't been attending meetings and makes sure they are still invested in being a member
Treasurer	<ul style="list-style-type: none"> ○ Consults team members from all departments to form a budget ○ Tracks and documents team expenses and incoming funds/in-kind contributions ○ Keeps track of all grants, sponsorships, payments, purchases, etc. ○ Ensures sponsors are acknowledged at the correct sponsorship levels and receive sponsor benefits
Safety Captain/ Lab Manager	<ul style="list-style-type: none"> ○ Keeps lab environment and equipment in safe operating condition ○ Ensures members are wearing safety glasses and other personal safety equipment ○ Monitors appropriate use of lab ○ Makes sure all members have passed a safety test to be in the lab, and equipment test/demonstration in order to use equipment ○ Ensures proper mentors are notified of medical situations and fills out plan of action for improvements to team safety plan ○ Conducts regular safety inspections of the lab ○ Meets monthly with UAA Facilities Manager and UAA Robotics Lab Manager
Engineering Manager	Helps all engineering teams and communicates with department leads to solve problems and questions on the robot
Business Manager	Helps all business teams and communicates with department leads to solve problems and questions relating to business

FRC TEAM 568 NERDS OF THE NORTH

Outreach Manager	<ul style="list-style-type: none"> Creates cohesive outreach plan each season Manages logistics of coordinating outreach Communicates outreach in media including chairman's submission Coordinates outreach event specifics, or assigns other members to do so Ensures three outreach goals are met each season Collaborates with communications team to create Chairman's essay/video
------------------	---

Leadership Committee

The entire team is led by the Leadership Committee, a group of elected team leaders. These students are responsible for establishing season goals and timelines, and monitoring progress toward those goals. They create an agenda for each meeting and guide breakout groups, as well as make executive decisions as outlined in the bylaws.

Departments

The team is divided into two departments: Business and Engineering. Students are not confined to these sections, however, actions and activities are sorted into these sections for organizational reasons.

Engineering Department Teams	Business Department Teams
<p><u>Design/Strategy Team Lead:</u> Strategizes the robot design and build after the season's game has been released</p> <p><u>CAD Team Lead:</u> Documents and presents CAD models or drawings to the team. CAD Lead should have experience in 3D modeling.</p> <p><u>Build Team Lead:</u> Communicates the build team's decisions to the team and oversees the physical building of the robot. Build Lead should have experience in mechanical engineering and building.</p> <p><u>Electrical Team Lead:</u> Manages electronics and wiring on the robot. The Electrical Lead should know what each electrical component of the robot does and how to be safe around live electronics.</p> <p><u>Programming Team:</u> Programs and manages connectivity to the robot. Programming Lead should have experience programming with the appropriate program.</p>	<p><u>Communications Team Lead:</u> Coordinates external communication of the team including social media and other forms of external communication. Collaborates with the Outreach Team to create the Chairman's Essay/Video.</p> <p><u>Image and Branding Team Lead:</u> Designs and formats the team's image through jobs such as T-shirt design and logo management on the robot.</p> <p><u>Outreach Team Lead:</u> Coordinates and leads outreach events and tracks data from events as well as securing outreach opportunities. Collaborates with the Communications Team to create the Chairman's Essay/Video.</p>

Coaches & Mentors

FRC TEAM 568 NERDS OF THE NORTH

The team is guided by two team coaches and team mentors. The team has one coach for each department, as well as several mentors for each.

Recruitment & Training

The team hosts several 'onboarding' sessions each year, where the season is explained to the team as well as to possible team members, nerdlets, and mentors. Once a member is a part of the team, the team gives them basic training on how to engage in the day-to-day activities of a robotics team, and then allows them to choose a subteam from which to learn advanced skills.

Bylaws

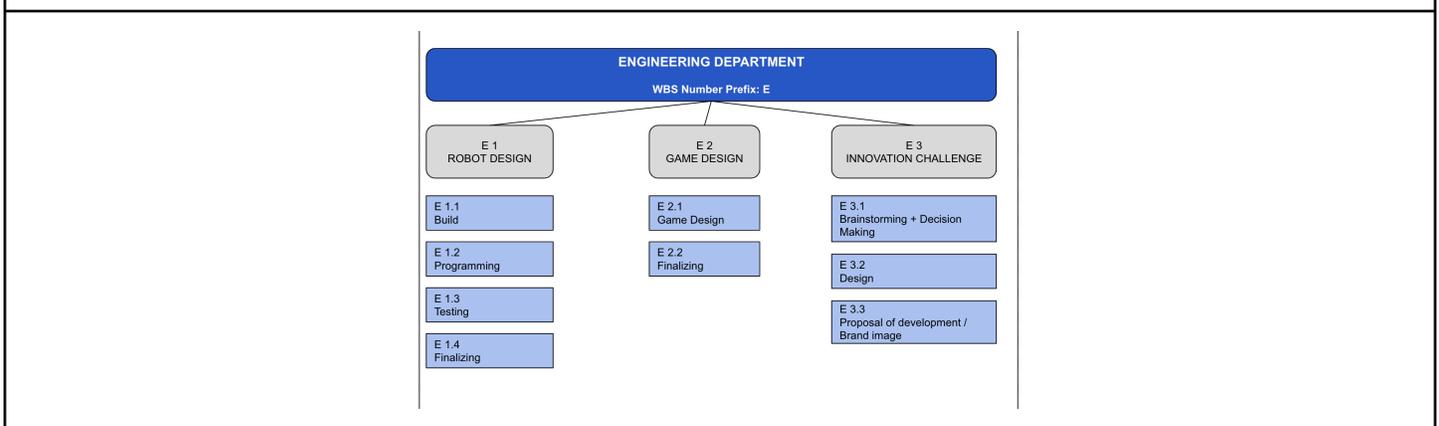
As of September 2019, the team is officially governed by a set of bylaws that were written by and voted upon by student team members. The Leadership Committee and members follow the bylaws, which guide every action of the team. The bylaws outline the purpose, membership rules, leadership rules, team organization, meeting rules, finances, lab and safety rules, and competition guidelines.

Project Management Tools

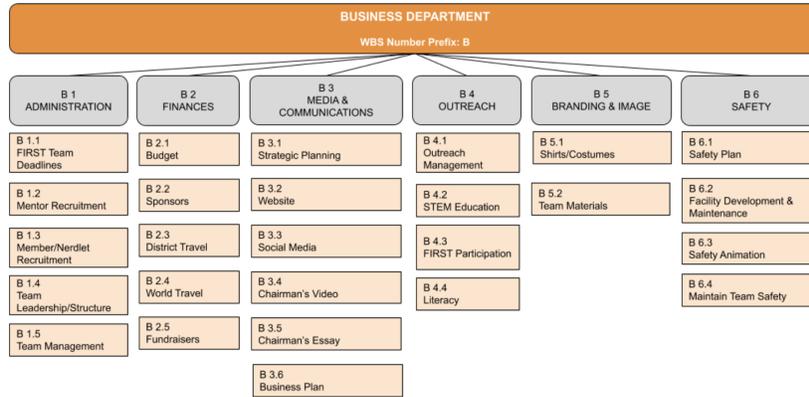
The team uses several tools to manage business affairs. Gantt Charts are used to integrate Work Breakdown Structures (WBS), Product Breakdown Structures (PBS) and the Responsible, Accountable, Consulted and Informed (RACI) Analysis.

FRC 568 has one chart for each department of the team (Engineering and Business) detailing what tasks need to be done, when they should be started, and when they should be finished. WBS (both flowcharts and Gantt Charts) are used to break tasks down into sub-tasks and assign structured numbering to indicate how each task fits into the big picture (see Figures 9 & 10). For tangible products such as the robot and pit, the team also uses a PBS to categorize products into subcomponents and systems and track progress toward components and parts being developed for the overall product (see Figure 11). The RACI Analysis, integrated into the team's Gantt Charts, is used to delegate responsibilities within the team and represents a hierarchy of responsibility, as each member is assigned one of the four titles for every task.

Figure 9: Department Work Breakdown Structure Flowcharts

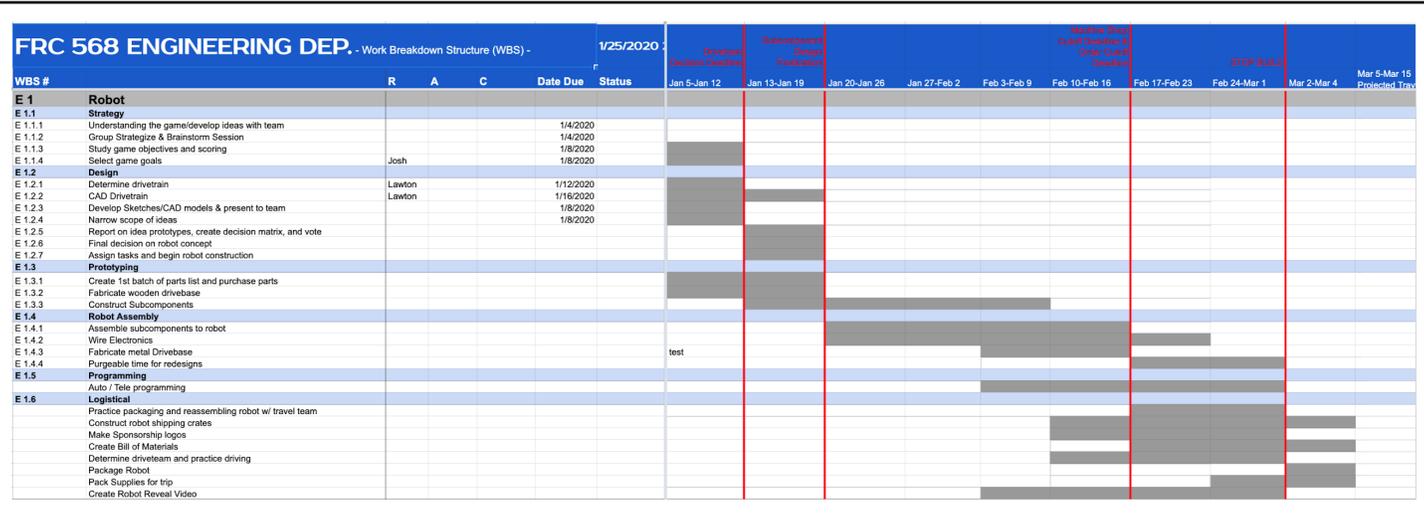


FRC TEAM 568 NERDS OF THE NORTH



The Business and Engineering Departments' WBS flowcharts provide an overview of all the main categories and subcategories of business and engineering tasks, as well as their prefix and numbering systems. The corresponding WBS Gantt charts for each department provide a more detailed breakdown, timeline, and RACI assignment under each of these sections.

Figure 10: Department Work Breakdown Structure Gantt Charts



FRC TEAM 568 NERDS OF THE NORTH

FRC 568 BUSINESS DEP. - Work Breakdown Structure (WBS) -						1/25/2020						
WBS #		R	A	C	Date Due	Status	Nov 4-Nov 10	Nov 11-Nov 17	Nov 18-Nov 24	Nov 25-Dec 1	Dec 2-Dec 8	Dec 9-Dec 15
B 3.1.3	Create weekly social media schedule document											
B 3.2	WEBSITE											
B 3.2.1	2019 Content: Update team photos	NA	Caden	Vicki	9/30/2019	Abandoned						
B 3.2.2	2019 Content: Fix Sponsors	Taylor	Caden	Vicki	9/30/2019	Not Started						
B 3.2.3	2020 Content: Update Summer Outreach Blog Photos				9/30/2019	Not Started						
B 3.2.4	2020 Content: Create Season Landing Page	Vicki	Caden	Vicki	9/30/2019	Complete						
B 3.2.5	2020 Content: Create the Game Page	Vicki	Vicki	Vicki	1/10/2020	Complete						
B 3.2.6	2020 Content: Create Team Bio Page	Claire, Emily	Emily	Vicki	3/10/2020	In Progress						
B 3.2.7	2020 Content: Robot Page			Vicki	3/10/2020	Not Started						
B 3.2.8	2020 Content: Create Chairman's Page			Vicki	3/10/2020	Not Started						
B 3.2.9	Create Blogposts for all Outreach Events	Various Authors	Caden	Vicki	3/4/2020	In Progress						
	--Reading Rendezvous 2019	Lawton	Caden	Vicki	5/18/2019	Complete						
	--BP Bring your Child to Work Day 2019	Lawton	Caden	Vicki	5/23/2019	Complete						
	--Robot II - Summer Camp Volunteering	Lawton	Caden	Toya	6/27/2019	Complete						
	--JAA LEGO Robotics Camp	Lawton	Caden	Mitchell	6/27/2019	Complete						
	--FIRST in Alaska Coach Training Workshop	Alexa	Caden	Josh, Alexa, Lawton	7/30/2019	Not Started						
	--Science Pub	Caden	Caden	Josh, Alexa, Lawton	9/10/2019	Complete						
	--FTC Kickoff	Caden	Caden	Josh, Alexa	9/10/2019	Complete						
	--JAA STEM Day	Jaden & Art	Caden	Rest of team	10/6/2019	Complete						
	--Riley Robot Writing Workshop	Eric & Madison	Caden	Rest of team	10/6/2019	Complete						
	--Riley Robot Illustration Workshop	Madison	Caden	Rest of team	11/16/2019	Complete						
	--Introduce a Girl to Engineering Day	Madison & Nora	Caden	Emily, Cooper, Vicki	11/23/2019	Complete						
	--FTC SouthCentral League Championship	Ian	Caden	Vicki	11/24/2019	Complete						
	--FLL Qualifier	Eric	Caden	Vicki	12/7/2019	Not Started						
	--Kasiguk Cake Walk	Eliza & Cyrus	Caden	Greg	12/13/2019	Complete						
	--FLL Qualifier	Eric	Caden	Vicki	12/14/2019	Not Started						
	--FLL State Championship	Taylor	Caden	Vicki	1/20/2020	Complete						
	--FTC State Championship	TBD	Caden	Vicki	2/10/2020	Not Started						
B 3.2.10	Create Season Blogposts (Build/Season-specific Content)	Various Authors	Caden	Vicki	3/4/2020	Not Started						
	--FRC Kickoff	TBD	Caden	Vicki	1/4/2020	In Progress						
	--Simulation Team Update Post #1: Spreadsheet	Brian	Caden	Roach	1/9/2020	In Progress						
	--Playing Field Build Update	Griffin	Caden	Steve	1/11/2020	Not Started						
	--Intro to Testbeds	Will	Caden	Steve	1/16/2020	Not Started						
	--Simulation Team Update Post #2: Java Application	Brian	Caden	Roach	1/21/2020	Complete						
	--Build Update: Cheeto	Madison	Taylor	Steve, Vicki								

The team uses charts like these (above) to try and stay on top of the building agenda. The team also uses charts like the one above to try and stay up to date on the business agenda.

Figure 11: Department Product Breakdown Structure

FRC TEAM 568 NERDS OF THE NORTH

FRC 568 ENGINEERING DEPARTMENT							
- Product Breakdown Structure (PBS) -							
PBS #	Name	Type	Source	Quantity	Status	Project Owner	Comment
# 0.0	Pit Design	Assembly	Various	1	P - DESIGN IN PROGRESS		
# 1.0	Tent Structure	Assembly		1	D - DESIGNED		
# 1.1	Tent	Purchased Item	UAA	1	R - RECEIVED	Danny	
# 1.2	Banner Display	Assembly	UAA	1	P - DESIGN IN PROGRESS		
# 1.2.1	Banner	Designed Part	UAA	1	R - RECEIVED		
# 1.2.2	Wooden Dowels	Material	Lowe's	2	N - NOT DESIGNED OR PURCHASED		
# 1.2.3	Zip Ties	Hardware	Lowe's	6	N - NOT DESIGNED OR PURCHASED		
# 1.3	Lighting	Assembly	Amazon	1	O - ORDERED		
# 1.3.1	LED Lights (16 foot roll)	Purchased Item	Amazon	2	O - ORDERED		
# 1.3.2	Strip light mounting clips	Purchased Item	Amazon	15	O - ORDERED		
# 1.4	21" Flat Screen Competer monitor	Purchased Item	UAA	1	N - NOT DESIGNED OR PURCHASED	Vicki	
# 1.5	Video	Designed Part	Make	1	P - DESIGN IN PROGRESS	Taylor	
# 1.6	Raspberry Pi	Purchased Item	Lawton	1	R - RECEIVED	Lawton	
# 1.7	Mounting	Designed Part	3D print	1	N - NOT DESIGNED OR PURCHASED	Lawton?	
# 2.0	Backboard	Assembly		1			
# 2.1	Star Wars Theme Background	Purchased Item	Amazon	1	O - ORDERED	Eliza & Breana	
# 2.2	Grommets	Hardware	Amazon	10	O - ORDERED		
# 2.3	Tent Bungees	Purchased Item	Amazon	10	O - ORDERED		
# 3.0	Walls			1			
# 3.1	PVC Peg Board Wall Frame	Assembly	Make	1	P - DESIGN IN PROGRESS		
# 3.1.1	1-Inch PVC (4 ft)	Material	Lowe's	7	N - NOT DESIGNED OR PURCHASED		
# 3.1.2	PVC T Couplers	Material	Lowe's	1	N - NOT DESIGNED OR PURCHASED		
# 3.1.3	4 Way Side Outlet PVC Coupler	Material	Lowe's	1	N - NOT DESIGNED OR PURCHASED		
# 3.1.4	3 Way Side Outlet PVC Coupler	Material	Lowe's	2	N - NOT DESIGNED OR PURCHASED		
# 3.1.5	L Coupler	Material	Lowe's	2	N - NOT DESIGNED OR PURCHASED		
# 3.1.6	PVC Adhesive	Purchased Item	Lowe's		N - NOT DESIGNED OR PURCHASED		
# 3.1.7	Zip Ties	Purchased Item	Lowe's	12	N - NOT DESIGNED OR PURCHASED		
# 3.2	Pegboard Wall	Assembly	Various	1	P - DESIGN IN PROGRESS		
# 3.2.1	Pegboard (2x4 foot)	Material	Dimond HS	4	R - RECEIVED		
# 3.2.2	Hinges	Purchased Item	Lowe's		N - NOT DESIGNED OR PURCHASED		For folding/collapsing peg board sections

The team uses this PBS chart to help break down pit design and construction into subsections to tackle the process more efficiently.

FRC TEAM 568 NERDS OF THE NORTH

4. SWOT Analysis

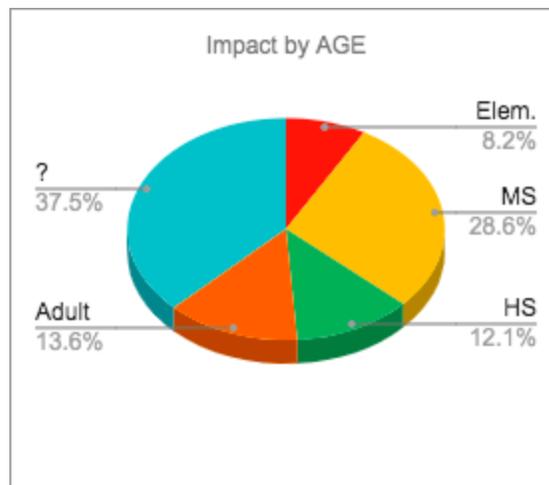
STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> ● FRC 568 is diverse and incorporates members from a wide array of backgrounds. ● The team has access to UAA lab space, which allows access to excellent equipment and computers, and collaboration with the UAA Robotics Team. ● Most members of the team have valuable experience in engineering, building, and business. ● Team members work together on different outreach opportunities, especially Riley Robot to inspire kids to read. ● The team uses virtual tools such as Google Drive, Discord, Zoom, Kately, etc. to allow virtual members to participate. ● The team uses organization charts, RACI matrices, Gantt charts, and other project management tools. ● The team includes people from all over the state allowing us to expand into communities with no local STEM activities available. ● The team has nearly 20 years of history and many mentors with over 5 years of involvement. ● The resources of UAA College of Engineering. 	<ul style="list-style-type: none"> ● FRC 568 has to travel out of state for any competition. ● Being in Alaska, FRC 568 faces high shipping rates and must wait a longer time to get parts that are needed during the short build season. ● Being in Alaska, the team has few large organizations available to sponsor the team. ● FRC 568 is the only team in the state of Alaska, so there is little to no physical interaction with other teams. ● FRC 568 has members in bush Alaska, so participation is virtual and they have to take several additional flights if they travel with the team. ● The team is roughly 80% male, so it disproportionately represents the Alaska youth population interested in STEM. ● FRC 568 has a hard time recruiting and retaining new members.
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> ● FRC 568 is the only FRC team in Alaska, so let's make it the best! ● Alaska has the most FLL teams per capita out of all the states, yet a decreasing number of FTC teams. Many FLL alumni wishing to pursue robotics have no access to FTC, making FRC 568 an ideal choice for them. ● There is a lot of space to expand & recruit members. ● The team has distance delivery platforms and support, enabling inclusion of virtual team members. ● Alaska has the most FLL teams per capita for mentoring and volunteering opportunities. ● The ability to access additional resources of UAA College of Engineering. ● Amazing mentors participate with the team, and more are always welcome! ● In 2018 & 2019, Alaska has tested 50th in reading performance for 4th graders. There is so much room for growth, providing an ideal environment to continue building the team's literacy projects (Riley Robot books). 	<ul style="list-style-type: none"> ● In the last 2 years, FIRST in Alaska has suffered the loss of two major sponsors: BP and ConocoPhillips. They have been an FRC 568 and FIRST in Alaska sponsor for decades, and leave a difficult void to fill. ● The Alaska state budget faces a number of deep budget cuts over the next few years, many of which impact the team directly (including K-12 education and UAA). FRC 568 is already feeling the impacts of these cuts in the level of financial support provided by state funded entities. ● The team faces extreme travel expenses (airfare, hotel, car rental) and increasing costs of tournament registration.

5. Team Impact/Outreach

5.1 Outreach

FRC 568 conducts community outreach in 3 main categories: STEM Education, FIRST Promotion and Support, and Encouraging Literacy. This season alone, they have accumulated more than 156 event hours (time spent volunteering as a team) and roughly 361 hours of combined personal time (the sum of volunteer hours invested by members) of outreach. Over the past three years, the team has reached over 7,920 people across all ages and grade levels (see Figures 12 & 13).

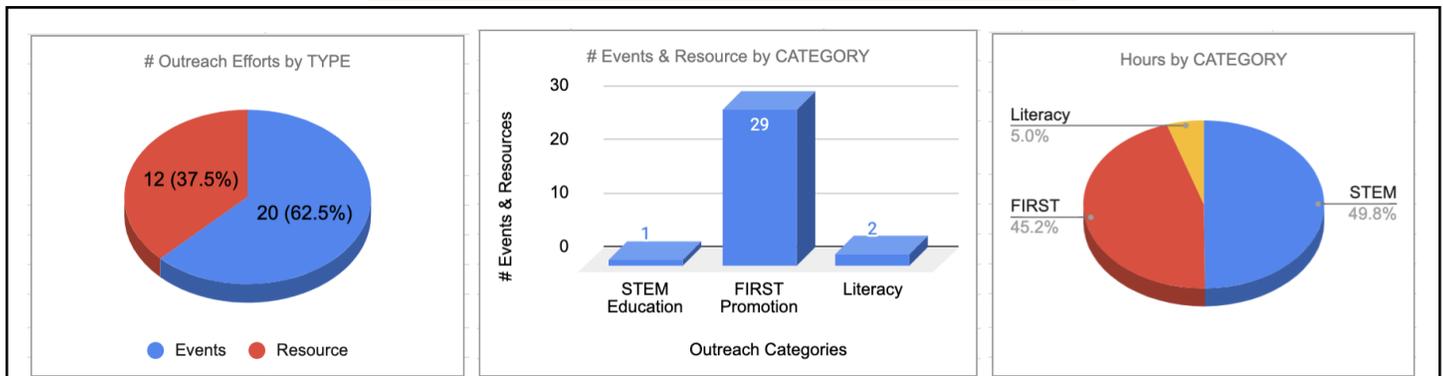
Figure 12: Outreach Impact by Age Group



This graph highlights every age group the FRC Team 568 outreach impacted throughout the State of Alaska through the 2020-21 Season . This year, many of our outreach efforts were online events and resources, leading to a large portion of individuals in unknown age groups.

Figure 13: Outreach Events and Hours

FRC TEAM 568 NERDS OF THE NORTH



This graph highlights the number and hours of outreach resources and events that the FRC team 568 has participated in throughout the State of Alaska through the 2020-2021-2020 Season (Updated 3/16/2021). This season, we converted many of our outreach efforts into online resource development in place of events.

STEM Education: FRC 568 believes that STEM drives society's forward progress and will lead the world into a brighter future. Exposing youth to STEM topics allows for the potential for pursuit in these fields. This belief is why the team conducts youth outreach.

- **Summer Camps:** The Nerds of the North volunteer at summer camps at the UAA Summer Engineering Academies and at the Anchorage Museum, where the team teaches students how robots work, and how to program and drive a robot. FRC 568 presents students with challenges and encourages them to work together to find creative solutions and practice cooperation and gracious professionalism.
- **STEM Days:** The team volunteers at dozens of local STEM Days events, where they provide hands-on activities that teach children STEM concepts beyond robotics, including binary beaded bracelets, paper airplane launching, and kazoo making.
- **Women in STEM:** The team conducts outreach at STEM events specifically aimed at girls such as Smart Girls Rock! and Introduce a Girl to Engineering. FRC 568 provides tours of engineering labs, robot demonstrations, and interactive activities explaining the engineering process. Over the past 2 years, the team has reached approximately 200 middle and high school girls at these events.
- **Workshops:** Nerds of the North assist and hold workshops to help people and teams build robots and learn programming. They have participated in BP Bring Your Kid to Work Day, where they taught younger kids how to build and program basic FLL and FTC robots for the day. The team also assisted with an event hosted by the JABOTs(Just A Bunch Of Techies) FTC team, which helped FLL teams prepare for their qualifiers.

FIRST Promotion and Support: The team recognizes the value of promoting FIRST programs and encouraging participation in FIRST. The Nerds of the North volunteers at FIRST events to support FIRST teams in all leagues. They also reach out to the community through robot demos and presentations to encourage forming new FIRST teams and volunteering at FIRST events. Some of these include:

- **Tabling Events:** Team members volunteer at events such as educator conferences, where they interface with community members and encourage startups of new teams.

FRC TEAM 568 NERDS OF THE NORTH

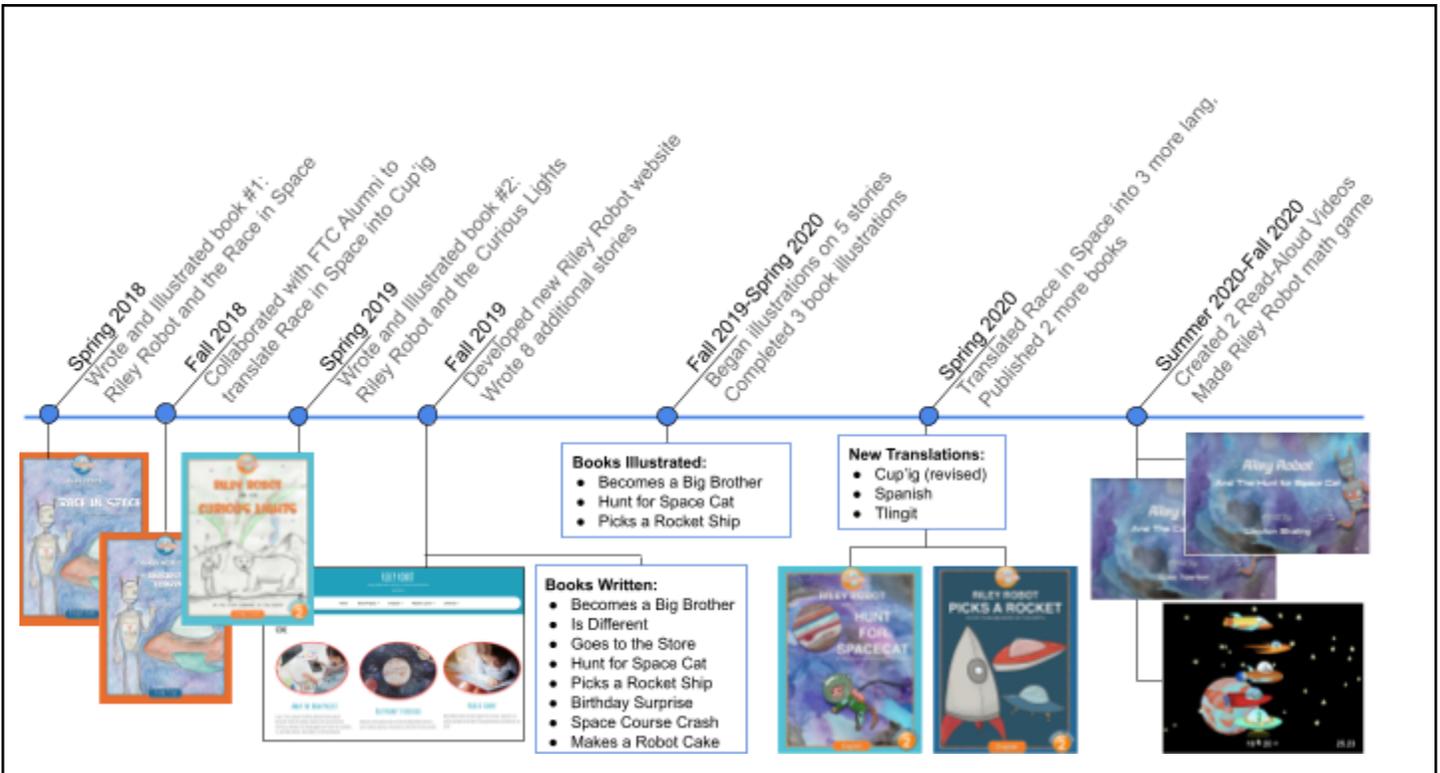
- FTC Coach Training: In Summer 2019, FRC 568 volunteered at FIRST in Alaska's new model of coach training, where they mentored 20 new FLL and FTC coaches through an entire season of robotics in just 1 week. The team saw a number of these coaches with their teams at the state championships at the end of their first season.
- FLL and FTC Kickoffs: The team has hosted and ran the Southcentral Alaska FLL and FTC kickoffs for the past several years.
- Volunteering at Local FIRST Tournaments: FRC 568 has volunteered at and organized FLL Qualifiers and State Championships, along with FTC Qualifiers and State Championships, for the past 9 years. This season alone, they represented over 20% of the FLL State Championship volunteer force.
- Mentoring & Assisting FIRST Teams: The team is available to mentor FLL and FTC teams in the area, and have mentored several in the past. This year, the team president mentored a local FTC team, and 12% of Nerds of the North members are active on FTC teams. When the 7.0 magnitude earthquake struck Alaska the week of FLL Qualifiers (November 2018), it left many FLL teams without locations to meet. FRC 568 assisted 4 teams to prepare and practice for the newly scheduled competition.

Encouraging Literacy: According to UAA, illiteracy is a common barrier to college-bound students, and Alaska has consistently ranked as the nation's lowest in 4th grade literacy. Alaska has an 11% illiteracy rate, and FRC 568 believes they can help fix this problem. The Literacy Initiative includes the following:

- Reading Rendezvous: 60% of students lose school skills during the summer, and the Anchorage Public Library has a mission to change that by encouraging youth participation in libraries over the summer. They kick off this summer campaign each year with a massive fair-like celebration with the ZJ Loussac Library in Anchorage. The team provides STEM activities, robot demos, and reads aloud the Riley Robot books on stage.
- Barnes and Noble Events: The team takes advantage of as many Barnes and Noble events as possible, including read alouds and their annual Mini Maker Faire which they showcase peoples homemade innovative gadgets.
- Riley Robot Books: Over the past 4 years, FRC 568 has written and illustrated a number of children's books about Riley Robot, which span three themes: math, science, and social lessons. This literacy initiative exposes students interested in engineering to these values along with increased reading proficiency (see Figure 14).

Figure 14: Riley Robot Literacy Project Timeline

FRC TEAM 568 NERDS OF THE NORTH



This graph shows a timeline of FRC team 568's work on the "Riley Robot" book series from spring 2018-spring 2021.

5.2 Marketing

Social Media:				
Followers:	93	605	1307	44

5.3 Alumni

In the past 20 years, approximately 230 students have participated on FRC Team 568. Many of the alumni are currently in college and working on degrees from institutions such as:

- Montana State University (Mechanical)
- Portland State University (Mechanical)
- Washington State University (Electrical)

FRC TEAM 568 NERDS OF THE NORTH

- University of Washington (Comp Sci)
- University of Oregon (Mathematics)
- University of Idaho (Statistics)
- University of Kansas (Aerospace Engineering)
- Colorado School of Mines (Chemical Engineering, Mechanical Engineering)
- Purdue University (Agricultural Engineering)

Some notable FRC 568 alumni working in diverse careers include:

- Anesthesiologist - Ben Ekstrum
- Apple Computer Engineer - Max Miller
- Marine Researcher - Lauren Curry
- Military Intelligence - Leslie Curry
- Central Intelligence Agency - Warren Weber
- Information Technology - Brian Zuke

Historically, the team has lacked a method of tracking alumni. In collaboration with the UAA Center for Community Engagement and Learning, the team developed a system that integrates Google Forms, Sheets, and Data studio to collect, organize, and display information about team alumni (see Figures 15 & 16). Due to the pandemic, the rollout of this system was placed on hold and is now scheduled to launch in fall 2021.

Figure 15: Alumni Contact Form (Mock Data)

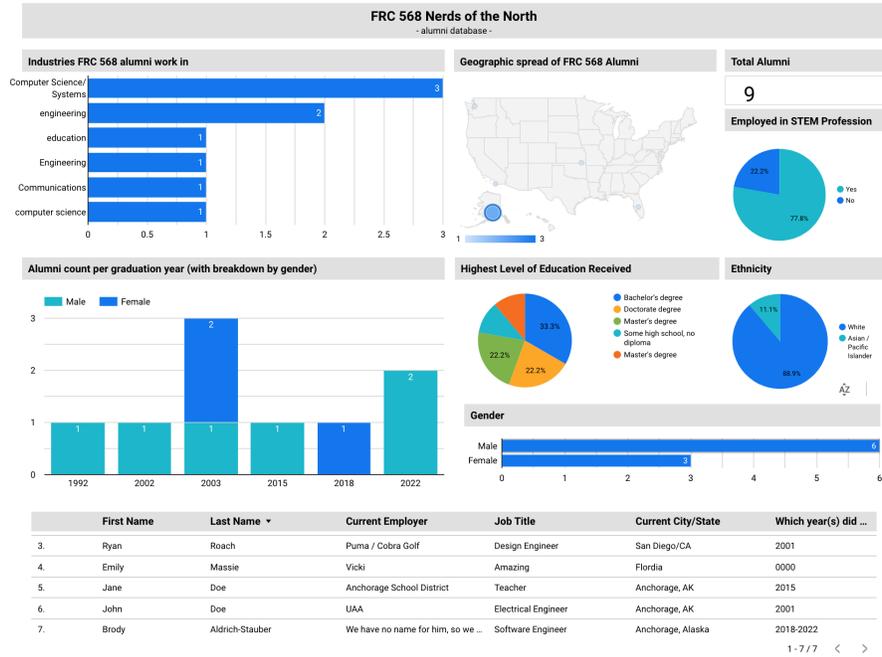
The image shows a Google Form on the left and a Google Sheet on the right. The form has three required text input fields: 'First Name', 'Last Name', and 'Current City/State'. The Google Sheet, titled 'FRC 568 Alumni Registration Form (Responses)', contains the following data:

Timestamp	First Name	Last Name	Current City/State	Email address	Gender	Ethnicity	Current E
2/3/2020 21:52:51	Bob	Smith	Anchorage, AK	test@gmail.com	Male	Asian / Pacific Islander	AK Depa
2/3/2020 21:56:12	Jane	Doe	Anchorage, AK	fae	Female	White	Anchora
2/6/2020 20:17:46	Emily	Massie	Florida	Thecoolestperson@whow	Female	White	Vicki
2/6/2020 20:17:52	Ryan	Roach	San Diego/CA	ryan@cobra.com	Male	White	Puma / C
2/6/2020 20:19:55	Catelin	Snow	Middle of nowhere	Lucy.com	Female	White	Berlin sy
2/6/2020 20:21:33	Brody	Aldrich-Stauber	Anchorage, Alaska	brodycalvin@icloud.com	Male	White	We have
2/6/2020 20:24:47	Brody	Aldrich-Stauber	Anchorage, Alaska	brodycalvin@icloud.com	Male	White	We have
	John	Doe	Anchorage, AK		Male	White	UAA
	Frank	Smith	Seattle, WA		Male	White	Microsoft

This Google Form and Sheet will provide a way to contact alumni, collect data about the team's historic makeup, and provide insight into their educational and professional pursuits. The lost alumni will fill out the form and the data will go directly into the spreadsheet.

Figure 16: Google Studio Alumni Data (Mock Data)

FRC TEAM 568 NERDS OF THE NORTH



The data from the Google sheet in Figure 15 will feed into this studio allowing data to be easily accessed and interpreted.

6. Future Plans

Team Expansion

- Project Avatar: Refine and revise “Project Avatar,” a robot that is controlled by a virtual team member. This allows team members from across the state to interact in Anchorage with the main team, increasing opportunities for members to communicate and interact. We are currently in the prototyping phase, and have yet to test in the lab and make adjustments.
- Demographic: Recruit members from more areas around Alaska to include more of the state and have more team members in each city. Hopefully having multiple members in each city could create small meetings in each location.
- Alumni: Improve communication with past alumni and create a relationship with them to help strengthen the spirit and well being of the team.
- Recruitment: Improve recruitment presentations and events to interest more high schools and that virtual team members can present at their school as well.

Literacy Initiative

- Riley Robot: Continue writing Riley Robot books in order to teach a wider spread of lessons to many different age groups, and to improve literacy.
- Translations: Get more Riley Robot books translated into more Native Alaskan languages to promote the preservation of these languages.
- Video Animations: Create educational video animations using the Riley Robot characters and world to teach STEM and literacy.
- Games: Make apps or other versions of games to teach young kids math and science skills through hands-on interaction.
- Read-aloud Robot: Create a robot that can read the book out loud at events to promote literacy skills and engineering skills by showing a robot.

Off-Season Build Projects

- Old Robots: Improve old robots to convert them into outreach robots showing a wide variety of what the team can build.
- Drive Trains: Build different types of drive trains to test out ideas and probability of them working for competitions and work in time for competition.

Equity Diversity and Inclusion

- Diverse and Equitable Recruitment
 - Create a recruitment video that includes gender and racially diverse team members.
 - Create, market, and facilitate recruitment workshops (IE: arduino builds) for prospective team members, with concentration on remote communities and high schools currently underrepresented on our team.
 - Recruit build team members with greater emphasis on not requiring previous involvement in robotics to join.

FRC TEAM 568 NERDS OF THE NORTH

- Recruit at events and organizations primarily geared toward women such as the Girl Scouts of Alaska.
- Recruit at events primarily geared toward racial and ethnic minorities
- Establish two teacher liaisons at each Title I high school in Anchorage to assist with recruitment and student recommendations. (In Anchorage these schools are in the most ethnically, racially, and linguistically diverse areas)
- Recruit at LGBTQ+ organizations and safe spaces
- Roles on the Team
 - Recruit 1-2 female mentors for the engineering department.
 - Recruit 1-2 male mentors for the business department.
 - Provide a structured event early in the season where all members try out all departments and roles in the team.
 - Provide business members opportunities to do activities with build and vice versa through a comprehensive list of projects they can choose from
- Supporting New Members
 - Create and implement a peer mentoring system matching veteran team members with new team members.
 - Create a comprehensive online orientation for new team members, with materials available in written and video format.
 - Create a mini off-season challenge with a new member team
 - Provide dedicated skill training workshops available to all members of the team
 - Have all-team design workshop, where previous robots are examined
 - Give relief to overwhelmed participants
 - Take home robotics kits to spark interest in new members
- Create a Welcoming and Inclusive Team
 - Create a system for team members to express concerns anonymously.
 - Review and revise the team's code of conduct annually.
 - Create virtual meeting environments to continue once meetings in person resume
 - Create robot that can be piloted by virtual members to increase engagement in face-to-face meetings
 - Facilitate a quarterly social event catering to a variety of team members' interests and hobbies.
 - Have a meeting where people bring family recipes and have a dinner kind of meeting.
 - Meetings information is provided in written and verbal communication

FRC TEAM 568 NERDS OF THE NORTH

7. Action/Implementation Plan

Strategy	Actions	Group(s) Responsible	Planned Completion
Enhance connection with virtual team members	Design and build a robot for virtual members to control. This robot will allow more significant interaction with remote team members.	Build and Communications	May 2020
Use Riley Robot to increase literacy rate across Alaska	Write kids books in many languages across Alaska, and publish	Outreach	December 2020
Increase attendance outside of Anchorage	Advertise robotics opportunities and create outreach	Virtual members	May 2022
Teach kids and help them enjoy learning through games	Develop a concept, plan, and app	Programming and Outreach	May 2022
Create a library of outreach robots	Modify and maintain robots after each season	Build and Electrical	Ongoing — end of each season
Teach kids through visual media such as videos	Plan and create animations starring Riley the Robot	Outreach	May 2021
Equity and Diversity Plan	Addresses four core areas through multiple short and long term projects	Business, Whole Team	Late 2021

FRC TEAM 568 NERDS OF THE NORTH

8. Team Budget

8.1 Team Income & Expenditures

Outlined below are the team's 2020-2021 season budget, which is greatly reduced compared to a typical season.. See Figures 17 & 18 for detailed income and expenditures from the 2021 season.

Registration Total: \$4,000	District Registration	\$4,000
Lab & Robot Total: \$692.70	Robot Building Costs	\$692.70
Districts Travel Total: \$0.00	Airfare (approx. 20 people, \$800 each)	\$0.00
	Hotel	\$0.00
	Rental Cars	\$0.00
	Food	\$0.00
Potential Additional Travel Total: \$0.00	District Championships	\$0.00
	World Championships	\$0.00
Branding Total: \$0.00	Pit Hardware and Backdrop	\$0.00
	Buttons, Business Cards, Brochures, Etc.	\$0.00
	LED Lighting	\$0.00
	T-shirts	\$0.00
Online Resources Total: \$360	Website	\$50
	Kitely	\$180
	Team Snap	\$130
Outreach Resources Total: \$0.00	Riley Book Prints	\$0.00
	Stickers	\$0.00
	Total	\$5052.70

FRC TEAM 568 NERDS OF THE NORTH

Figure 17: 2021 Team Income

REVENUE & OTHER INCOMING FUNDS		
Category	Anticipated Funding	Actual Funding
Sponsors	\$9,900.00	\$9,450.00
Individual Donors	\$0.00	\$0.00
Student Payments	\$0.00	\$0.00
Totals	\$9,900.00	\$9,450.00

Total Incoming Funds by Category (AC...

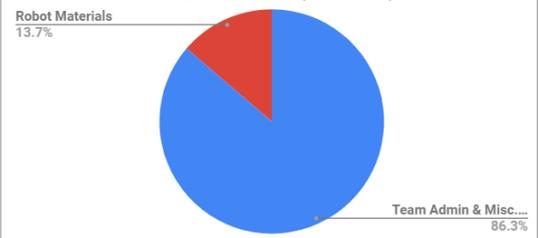


This figure shows where the team's money comes from. 100% was from sponsors. We have not needed to request funds from individual donors and students this year.

Figure 18: 2021 Team Expenditures

EXPENSES		
Category	Anticipated Expenses	Actual Expenses
Team Admin & Misc. Costs	\$4,360.00	\$4,360.00
Robot Materials	\$600.00	\$692.70
Lab Expenses	\$0.00	\$0.00
Team Image & Branding	\$0.00	\$0.00
Travel	\$0.00	\$0.00
Totals	\$4,960.00	\$5,052.70

Total Expenses by Category (ACTUAL)



These figures show what The Nerds of the North spend their income on. The majority is spent on the team's admin and misc. costs such as our district registration and our website.

8.2 Additional Opportunities for Support: In-Kind Contributions

Items:	Number Needed:	Single Item Cost	Final Cost
Team Buttons	150	\$1	\$100
Business Cards	200	\$0.50	\$50
Info Brochures (printing services)	100	\$0.60	\$75
T-shirts	100	\$13	\$1,300
Riley Robot Book Copies	30	\$5	\$150
Coffee/Hot Chocolate for Kickoff Weekend	10	\$5	\$50

FRC TEAM 568 NERDS OF THE NORTH

Food for Saturday Work Sessions	6	\$100	\$600
Next year Field Materials	1	\$400	\$400

8.3 Additional Opportunities for Support: Mentors

Mentor Roles	Role Description
Artist	Helping the team illustrate & design Riley Robot outreach books.
CAD Specialist	Helping the team design the robot digitally using Fusion 360, Inventor, etc.
Programming Professional	Helping the team program controls for the robot as well as the autonomous segment.
Graphic Design	Helping the team design shirts, banners, and websites.
Web Developer	Helping the team design and maintain the team website.
Writing/Marketing	Helping the team write the Business Plan, Chairman's Essay, and social media/blog posts
Electrical	Helping the team to wire the robot together, do cable management, and update electronics.
Mechanical	Helping the team prototype and build the robot for competition.
Travel Logistics	Helping the team plan for traveling to competitions.
Fundraising	Helping the team fundraise and acquire sponsors.

FRC TEAM 568 NERDS OF THE NORTH

9. Sponsor Benefits (Monetary and In-Kind donations)

Level	Sponsor Benefits
Blue <i>\$499 or less</i>	<ul style="list-style-type: none">● Shoutout of thanks on social media● Listed on team website with link● Listed on outgoing videos
Silver <i>\$500-\$4,999</i>	<ul style="list-style-type: none">● Shoutout of thanks on social media● Small company logo on robot● Small company logo on website● Listed on outgoing videos
Gold <i>\$5,000-\$9,999</i>	<ul style="list-style-type: none">● A thank you video posted on social media with links to your website● Large company logo on robot● Large company logo on website● Listed with logos and incoming links to website on outgoing videos

10. Team Fundraising Opportunities

10.1 Typical Team Fundraisers

The team fundraisers below are typical annual fundraisers our team participates in. They are currently on hold due to 1) pandemic restrictions of face-to-face events, 2) a decreased operating budget this season, requiring less fundraising.

- **GoFundMe:**
This is the first year of running a GoFundMe campaign. The team has a goal of \$12,000 and are currently just shy of about \$4,000!
- **FIRST in Alaska Raffle:**
Over the past few years, FRC team 568 has participated in and earned money from the FIRST in Alaska Raffle, organized by JEDC, offering items such as Alaska Airlines tickets.
- **Science Pub:**
Every year, The Nerds of the North goes to the 49th State Brewery (a local Anchorage restaurant) to present to a local community gathering called “Science Pub.” The team displays the year’s theme and robot design, and collects donations for team expenses.
- **E-Week Banquet Coat Check:**
Each year the team runs the coat check table at the Alaska E-Week Banquet (with the help of the robot) and receive tips as donations.
- **Cake Walks:**
Nerds of the North members in the villages made cakes and sold them to community members (this is a common form of fundraiser in their village).

10.2 Future Team Fundraisers

- **Basketball Tournaments:**
Team members in rural villages have discussed organizing basketball tournaments in which community teams pay a fee to enter and people pay to spectate. The funds raised will be used for the extra travel expenses required for those members to travel to competition (typically an additional \$700 per student).
- **MagCloud book sales:**
The Nerds of the North plans to self publish the multilingual series of Riley Robot books for children. The books are available on MagCloud and can be used at outreach events.

FRC TEAM 568 NERDS OF THE NORTH

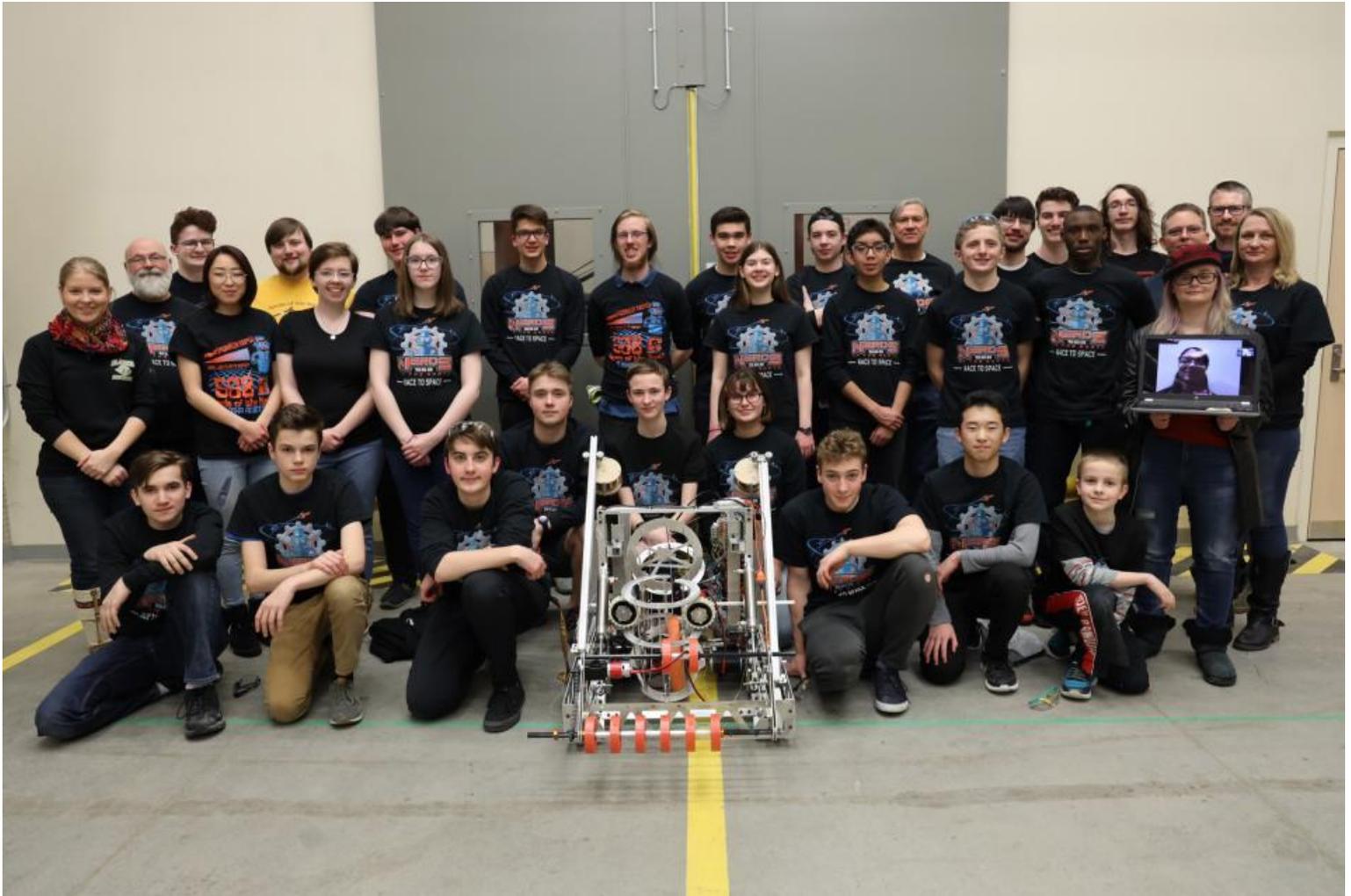
- **RedBubble:**

FRC 568 plans to have items such as T-Shirts (robot themed) to sell on RedBubble and earn money to support the team.

FRC TEAM 568 NERDS OF THE NORTH

11. Final Statement

FRC team 568 is unique because they: are the only FRC team in Alaska, do not exclude anyone in the state, utilize multiple technologies to connect with remote participants who can't physically be at meetings in Anchorage, promote STEM through children's books which are designed, written, and illustrated by the team, and have implemented a Nerdlet program which allows middle schoolers to be team members in training.



FRC TEAM 568 NERDS OF THE NORTH

12. Team Contact Information

12.1 Social Media Contacts			
Website:	frc568.akfirstrobotics.org	Instagram:	@frcteam568
Email:	frc568@gmail.com	YouTube:	FRC 568 Nerds of the North
Facebook:	FRC team 568 Nerds of the North	Twitter:	@FRC568
12.2 Main Contacts			
Wade Roach Engineering Teacher Dimond High School Roach_Wade@asdk12.org (907) 360-3793		Vicki Nechodomu STEM Outreach & Marketing Specialist UAA College of Engineering vnechodomu@alaska.edu (907) 477-2203	
12.3 Team Meeting Information			
Location:	University of Alaska Anchorage Engineering and Industry Building, Room 309 2900 Spirit Dr Anchorage, AK 99508	Dates:	Tuesday Evenings
		Times:	7:30-8:00 PM
12.4 Sponsorship Information			
By Check:	Checks can be made out and mailed to AOF Robotics AOF is a 501C3 nonprofit and donations are tax deductible Indicate FRC Team 568 in memo line aofrobotics.aktodds.com		
Online:	Donations can be made online through GoFundMe: www.gofundme.com/f/donate-to-frc-team-568		
12.5 Mailing Address			
Checks:	AOF Robotics Attn: FRC 568 7800 Schuss Circle Anchorage, AK 99507	Other:	Attn: Vicki Nechodomu, FRC 568 UAA Eng. & Industry Building 2900 Spirit Dr Anchorage, AK 99508

FRC TEAM 568 NERDS OF THE NORTH