

# Executive Summary

## *Impact of FIRST on Team members:*

The FIRST program pollinates every aspect of the Killer Bees' lives. Students learn to approach new problems with open-minded excitement, while gaining team building and leadership skills. Killer Bee students take advantage of FIRST scholarship opportunities which lead to excellent college options, where they pursue higher education, leading to successful career choices. FIRST offers unique networking prospects, benefiting students and mentors alike as their careers blossom.

## *Role Model Characteristics:*

We are an established team with a successful business plan that ensures our sustainability. Our sponsor relationships give us financial assurance, our work facilities are reliable and our mentors are dedicated and passionate. Our reputation of success and visibility contribute to our growing popularity within the school and feed us a constant supply of new students. Our gracious professional communication with other teams fits the spirit of Coopertition as we help them.

## *Impact on Community:*

Team 33 mentors 10 FLL teams, a Jr. FLL team, and rookie and veteran FRC teams. We run a FLL camp, demonstrate our robot for every educational level (preschool to college), raise money for and participate in the Walk for Hunger, volunteer at K-mart, wrapping presents for disabled children, collect food to donate 4 times a year, collect items for donation to the Humane Society, demonstrate our robot at our own school many times a year, and are key promoters of the Boy Scouts of America Robotics merit badge.

## *Innovative Ways to Spread FIRST Message:*

Innovative ways the Killer Bees spread the FIRST message include gas station advertisements for all FRC completions around the US, demonstrating a new robot iPhone app at the Apple store, promoting the new Boy Scouts of America robotics merit badge and teaching ways the

badge can be earned and coordinating with other FRC teams to march in the Rochester Christmas Parade, where our float won the best collage/high-school float.

### *Strength of Partnerships:*

The Killer Bees strive to develop strong relationships. Notre Dame Preparatory, our school, graciously provided us with contacts to widen our financial base. Our Parent Committee supports us by seeking new sponsors, providing us with team dinners, and building our playing field. Our relationships with our sponsors' blossom as we often include them in team events like Kickoff.

### *Communication Methods and Results:*

The Killer Bees communicate diversely. Our website includes a calendar of events, resources for other teams to utilize and blog updates from team members. Our Facebook page has over 500 fans and is updated with pictures, daily happenings, and upcoming events. Our Twitter is updated after every match at competition and during travel, keeping parents informed of our whereabouts. Wrap-up sessions at the end of every meeting keep the entire team informed of any issues and/or progress made.

### *Other Matters of Interest:*

This past summer the Killer Bees lost major funding from a key sponsor. This forced us to examine our business plan and reevaluate the way we acquire money for our team. We created a student marketing committee which contacted potential sponsors and set up demonstrations for CEOs of companies, personalizing our sponsorship process. The results of this were phenomenal! We surpassed our budget expectations by nearly \$30,000, giving us team sustainability for many years to come.