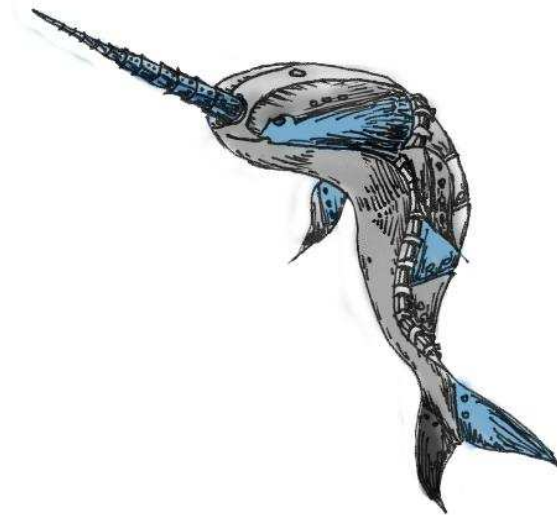

ALUMINUM NARWHALS
TEAM 3128



***2009-2010 MARKETING AND
COMMUNITY OUTREACH PLAN***

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Introduction

The Aluminum Narwhals is a robotics team at Canyon Crest Academy (CCA) a public high school located in North County San Diego. The team participates in a non-profit program known as *FIRST* (For Inspiration and Recognition of Science and Technology) in the high school division known as FRC (*FIRST* Robotics Competition). Founded in 1992 by inventor Dean Kamen, *FIRST* has quickly grown to be a worldwide, prestigious, competitive robotics experience for all ages. Between the elementary level *FIRST* Lego League division (FLL), FTC and FRC, thousands of students and adults participate in competitions across the globe each year; culminating in a large, championship competition currently held in the Georgia Dome in Atlanta, Georgia.

We are a rookie *FIRST* Robotics Competition Team. We formed in September, 2009 with a handful of students, two teacher advisors and several mentors. We spent the preseason recruiting members, fundraising, developing a marketing and business plan, and learning as much as we could about *FIRST* and robotics. We divided ourselves into six sub-teams: programming, design, fabrication, and business, marketing and logistics. We met twice a week to build our skills and grow our team. As of kick-off, January 9, 2010, we had 60 student team members, ten mentors and two teacher advisors.

This document is to serve as organization and documentation of the marketing and community outreach plan of the CCA robotics team as well as a guide for the future development of Team 3128, setting out our needs, goals and strategies.

Imagery and Branding

Official Team Name

Our official team name is Canyon Crest Academy *FIRST* Robotics Competition Team 3128.

Nickname

Aluminum Narwhals. We selected the name Aluminum Narwhals because our team believes in promoting education and awareness of the environment. We want to pick an animal that is rare and endangered that we could help protect. We selected the Narwhal because of our school's proximity to the ocean and because Narwhals are rare and almost mythical creatures. We added the word Aluminum because most of our robot is made of aluminum. Also, we are actively promoting environmental protection and recycling and aluminum is one metal that is relatively easy to recycle.

Mission Statement

Our mission is to provide a positive high school team experience through robotics while inspiring intellectual creativity, fostering a passion for science, technology and engineering, and developing critical thinking, problem solving and team building skills.

Motto

Our motto is “*Pointing the Way to Robotics*”. We hope that in the upcoming years we can point our school and our community towards more involvement in science and technology.

Team Cheer

The team’s cheer is BLLAAARRRGGG!!! which means, “Go Team...You’re Awesome” in Narwhal.

Logo

The logo is the narwhal. This year the narwhal was drawn by hand by one student and revised on Photoshop by another student. We used the logo on our t-shirts, hard hats, competition banner, buttons, business cards, tri-fold brochures, website, posters, and power point presentations.

Color

Our team colors are royal blue and silver which reflect our proximity to and love of the ocean.

T-Shirts/Uniform

Our team uniform consists of a royal blue T-shirt, blue jeans, closed toe shoes, a royal blue hard hat with an aluminum horn, our team number and our logo, blue safety glasses and an aluminum colored narwhal cape that we actually sewed out of bright silver colored lame. The horns, which are a defining feature in our uniform, are actually made out of paper party noise maker horns and covered with aluminum foil. We have had difficulty with the horns in keeping them securely affixed to the hard hats and finally resorted to clear packing tape. Our goal for next year is to come up with a way so attach the horns to the hard hats that does not involve so much tape. We would also like to have silver colored numbers on the hats which are much more visible than the black numbers, but also more costly. The T-shirts have silver lettering with our name and logo on the front and our corporate and community sponsors’ logos on the back.

Name Tags

All of our team members wear a name tag at competitions and community outreach events. The name tag is a 3”x4” card that hangs on a lanyard and is very visible. It says, “HELLO, My Name is Student. Ask me about my rookie team, Aluminum Narwhals.” We wear the name tags to make visitors feel more comfortable talking to us and so that they can address us by name, if they would like. We also want visitors to know that we are delighted to talk about our team and our experiences on a FIRST competition team.

Mascot

Our mascot is a Narwhal. We sewed an outfit out of a bright aluminum colored material that could be worn by one of our team members at competitions and community outreach events. We encourage our mascot, like all our team members, to be an ambassador of goodwill, and spread the joy of being at a competition. The mascot can do this by greeting everyone, giving high fives, cheering with the crowd and being very visible.

Buttons

We designed and printed buttons to hand out at competitions and community outreach events. The buttons display our team name, team number, and our mascot. We plan the do different buttons each year that reflect the growth and spirit of our team.

Theme Song

Our theme song was found by one of the students. We performed it in our video, and it brings great team spirit to the Aluminum Narwhals. The narwhal theme song is also quite popular on websites like Youtube. The song and video raise awareness about Narwhals.

Flag

The flag is used by the team at competitions and at community outreach events. At the competitions, we proudly carry it in front of our robot procession as we head to the queue for our next round. Also, the flag is displayed by the competition emcee at the beginning of our matches as the drive team steps up to the controls. The emcee grabs the flag pole and runs it around the playing field as our team name is being announced. We designed a royal blue team flag with an aluminum narwhal on one side and our team number, 3128, on the other.

Pit Structure

The Pit structure for our team needed to serve a number of purposes: house the robot and pit crew during the competitions, have organized space for all of the tools and equipment that we would need to repair the robot during the competitions, and reflect the image of the team. We also planned to have a pit structure that would be light weight and easy to assemble at competitions. We agreed that the pit structure needed to be as tall as allowed by FIRST's rules to provide the maximum space possible to display our marketing materials. We display four flat screen monitors with: our team video, our rotating, 3D robot design, our website, and, our Narwhal video. We also display our four posters: "Go Green Tips, Safety Tips, Our Robot Can, and Coopertition Specialists. We also display smaller posters of each of our corporate sponsors logos. To emphasize the ocean and the environment we use an ocean theme wrap that looks like water.

Publicity Materials: Electronic Communications

Website

In order to raise awareness about our team and FIRST Robotics, we have created a website at <http://team3128.org>. Not only does this give us a place to showcase our team's achievements, goals, and information, it also gives us a place to point people so they can learn more about the FIRST message, as well as get valuable information and updates about science and technology. We hope in the future to start a blog where we can post news pertaining to FIRST, NASA, and other organizations involved in the furthering of the fields of science and technology.

We also plan to use our website to promote environmentally friendly practices as well as ways to reduce, reuse and recycle materials during FIRST competitions, or in everyday life. Currently our website features tips on helping the environment as well as how individuals can do things in their everyday lives to help save marine life.

Computer Aided Design

Our goal was to design our robot on SolidWorks and provide a plan for the fabrication team to follow. Our plan was to see how the different pieces would look and how they would fit together. This year, we spent a lot of our time training team members how to use SolidWorks. However, when build season hit, we got ahead of ourselves and ended up building the robot before we had a completed design on SolidWorks. We completed most of the design on paper. We tried to do a three dimensional rotating image of the robot after it was built, but the robot was not completed until the morning that we shipped it to our first competition and some of the specifications were not recorded. As a result, we actually found that Blender was easier and faster to use. We have a rotating, three dimensional image of our robot, Fezzik, that we will display at the Championship. Our goal for next year is to complete the design of the robot on SolidWorks prior to building it.

Facebook

We created a Facebook page so that we could post updates of all of our team events and happenings and our friends and family could follow us. We try to post the most up to date pictures and provide information daily to keep it interesting. Our goal is to have at least three team members actively posting everyday.

Twitter

We also created a Twitter page so that we could easily communicate and collaborate with the other FIRST teams. As of the competition we have followed over 117 FIRST related Twitter accounts and we are constantly trying to follow and connect with more FIRST teams. In order to spread the word about FIRST, we also notify the people following us about new relating to FIRST such as when the FRC Director posts valuable information on his blog. We also used twitter in order to give friends and family a live feed of what is occurring. We have used it to post messages such as "at the competition" and "watching other robots."

Google Groups

In order to reduce time and travel costs, we create a Google Group to discuss parts of the competition, team projects, and upcoming events. Google Groups acts as a mailing list, allowing us to give out team information to all members without having to print up flyers. This saves paper, and gives us a way to contact team members quickly. On our Google groups site one can find team forums and ideas for different things such as the building of the robot and different marketing tools. We have also used Google Groups as a method of voting on items such as team names and logos. Also, the dates on the forum posts show a chronological growth of our team from when we were just formed to now.

Google Calendar

We use Google Calendar to keep our team members and mentors up to date on all of our events for the whole calendar year. We include everything from our general team meetings and sub-team meetings, to our competitions and community outreach events. We also keep track of important deadlines. Our schedule changes depending on the time of year, whether it is pre-season, build season, competition season or post season. With one central calendar, every one on the team can track the schedule. We post our calendar on our website.

Team Videos

As part of our Rookie All-Star Award submission, we created a team video that highlights the progress we made over the course of our first year. We captured moments in the year such as the season kick off, the joys and struggles of build season, and CCA FIRST Robotics Day. We have had the video played for our entire high school during the morning news and we use it for community outreach events such as our visits to other schools. We play the video on one of the flat screen monitors on the front of our pit at competitions so that other teams, the media, judges and visitors can have a look at our year. The video is available on our website team3218.org and on YouTube.

Team Photos

We recruited several student team members to take photographs of the team to document the events of our rookie year. We have them displayed on our website in several galleries and we post them on our Facebook page. The photos are also used for our printed marketing materials such as our fliers and tri-fold brochure.

Power Point Presentations

In the fall, our leadership team invited all of the parents of the team and members of the local business community to a PowerPoint presentation on our business plan and team goals. We had over 70 people in attendance and got coverage in a number of local newspapers. We used the Presentation to introduce ourselves to the community and ask for donations. We also recruited engineering mentors and parent helpers that evening.

Publicity Materials: Printed

Printed materials are a valuable tool in sharing our team's information, and give the recipient immediate insight into our accomplishments and goals. However, as a team, we attempted to be very judicious in the amount of paper that we were using so as to have as little impact on the environment as possible. All of our printed materials are multi-purpose, providing information on our team as well as the environment, and are printed on 100% recycled paper.

Press Releases

We have written several press releases this year, including one when we received the grant from NASA in November, 2009, one when we won the Rookie All-Star Award at the San Diego Regional Competition, in March 2010, one announcing the completion of our robot and our bon voyage party as we shipped it to our first ever competition in February, 2010, and one to announce our CCA FIRST Robotics Day Assembly in March, 2010 in which we celebrated being the first high school in the history of FIRST to send two rookie teams to the World Championship in one year. Our FTC team will be in Atlanta as well as our FRC team. Our press releases were sent out electronically to more than 80 local media outlets, including newspapers, magazines, radio and television stations. It is our team's policy to always provide a description of FIRST in our press releases and to acknowledge our corporate sponsors and list their websites.

Flyers

We have done several fliers to post around the school and hand out at events. The purpose of the fliers is to build awareness of our team on campus and recruit members. We have created fliers to announce Club Day, Choices Night and CCA FIRST Robotics Day.

Business Cards

Our business cards are our most efficient means of communicating who we are as a team and lead the recipient to more in depth sources of information. On the front, we have our Team Name, our Motto, our Logo, our website address and our Facebook and Twitter accounts. We also have the web address of Save the Whales (www.savethewhales.org) to promote awareness and education of the plight of whales. We also have our mailing address. On the back of the card, we have a list of facts about Narwhals, again to promote awareness and education.

Our Robot Can Card

We designed and printed a 3"x4" card describing the specifics of our robot and what it can do with respect to this year's game. We hand out these cards to scouts at the competitions and to visitors to our pit. We also hand them out at community outreach events. On the back of the cards, we provide a list of our top ten Go Green tips that individuals can do to help protect the environment.

Brochures

We created a tri-fold brochure to hand out at community outreach events and competitions. The brochure is like a mini website and gives as much information about our team and what

we do as we can fit. We have a section about our team history, FIRST, this year's game, our corporate sponsors, and, of course, facts about Narwhals and our "Go Green" tips for helping to protect them and their environment.

Banner

We designed a banner and had it professionally printed to hang at competitions in our pit and community outreach events. The banner includes our team name, our logo, our motto and the logos of our top corporate sponsors.

Posters

We have designed and created several posters for use at competitions and community outreach events.

Safety Tips

We have one poster that is placed at the door of our competition pit that summarizes the FIRST Safety Manual. All team members who are entering the pit must read through poster to refresh the awareness of the safety rules.

Go Green

This poster is a list of our top ten tips that individuals can do to help protect the environment and the Narwhal's habitat. We place this poster at the entrance of our pit.

Coopertition Specialists

This poster summarizes the ways in which our team has worked to help all of the other teams at the competitions. This year, we are providing a 2 GB flash drive gift to all of the other teams in our division. On the flash drive, we have loaded a copy of our online scouting report, a guide to Atlanta, our parts and tools loaner database, our Safety Tips Summary and FIRST's complete Safety Manual and our Go Green—Save the Narwhals Tips for protecting the environment.

Our Robot Can

We have a poster that we display on the front of our pit at competitions and at community outreach events that describes in detail what our robot can do with respect to this year's game. It includes our team name and number and several photographs of our robot to assist teams with their scouting.

Sponsors

To show our deep appreciation, we have created a poster for each of our corporate sponsors with their logos to display at the competition on the front wall of the pit. We also display our sponsors logos on our robot. We are sincerely grateful for our corporate sponsors and proud that they have chosen our team to aide financially.

Yearbook Page

We created our own page featuring our team members and a description of FIRST and the game, BREAKAWAY, for our high school's yearbook. The year book is an excellent

memento that will years later be a record of our rookie year at Canyon Crest Academy. One problem we had this year was that our shirts and hats had not arrived by the deadline to submit the team picture, so we are all just dressed in street clothes. In future years, we will be dressed in full team uniform!

Community Outreach

Even though we are a rookie team, we set as a goal early in our formative year to reach out to the local community and share the excitement and opportunities of FIRST robotics.

Media Coverage

Media coverage is not only free marketing, it is the most efficient means of spreading the message of our team and FIRST to large numbers of people in the community. We worked very hard this year to establish relationships with members of the local San Diego media, including editors of the local newspapers, radio and television stations. We developed a media contacts list for sending out our press released electronically. Our team members have given multiple interviews at our community outreach events. We visited FOX 6 News San Diego on April 12, 2010 to talk about our team, its success as a rookie team, our planned trip to Atlanta for the National Championships and the goals of FIRST. We did the interview live which they aired on the morning new and then again on the evening news. One obstacle for us was that we had already shipped out robot to Atlanta, so we recruited another San Diego based team, the Midnight Mechanics, Team 812, who was not going to Atlanta to bring their robot and help do a demonstration.

Letters of Endorsement

Letters of Endorsement from local governments and community groups demonstrate to potential corporate sponsors that we have the support and understanding of the community. A letter of endorsement is a reflection of the community's commitment to stand behind our mission and efforts. Asking for a letter allows us the opportunity to present our team's message and to share our accomplishments and goals with influential members of the community. We have actively sought letters of endorsement and have received letters from the City of San Diego, the County of San Diego, the City of Solana Beach, the San Dieguito Union High School District and Canyon Crest Academy. Our goals for coming years include approaching additional cities, including Del Mar and Encinitas, and community groups such as the Carmel Valley Planning Group, the Del Mar Lion's Club and the Encinitas Rotary Club.

Middle School Outreach

This year, we have begun our outreach effort by sending our team members to other local schools to spread the message of FIRST. In March, we visited Carmel Valley Middle School and Earl Warren Middle School to recruit students for FIRST Lego League (FLL) teams next fall. Approximately 20 students signed up including the daughter of the Principal of one of the schools. We plan to mentor these teams next year to get them started

and ensure their success. This will increase the outreach of FIRST and provide a feeder system for our own team in the future.

Next year we will also plan to work with two other high schools in our district that do not have FIRST teams. Someday want to see every school in San Diego County involved with FIRST.

FTC Collaboration

Our high school has two FIRST rookie teams this year: our FRC team and a FIRST Tech Challenge (FTC) team. It was an enormous effort to get two rookie teams off the ground simultaneously. In fact, both teams were so consumed with figuring out what they needed to know, how to operate, where to get funding, and how to build a robot, that we basically ignored each other for the first few months.

But, we quickly realized that having two teams at the same high school provided an enormous opportunity to spread the FIRST message and get students excited and involved in technology. So on March 31 we cosponsored an outreach event called CCA FIRST Robotics Day. We plan to commemorate this day every year with a special event for our team to continue teaching the community about the goals of FIRST and the excitement in the fields of science and technology.

CCA FIRST Robotics Day

This year Canyon Crest Academy is the first high school in FIRST history to send two Rookie FIRST teams. The two teams are our FRC team 3128, The Aluminum Narwhals and FTC team 3513, Domo Arigoto. To celebrate this accomplishment and spread the word about robotics we held a celebration. San Diego County Board of Supervisors and the Solana Beach City Council declared March 31, 2010 as CCA FIRST Robotics Day.

The entire school attended as well as honored guests from the city and county government, our school board superintendent, the head judge from the San Diego Regional FRC competition, and executives from our sponsor companies including SAIC, Qualcomm, ViaSat and Nordson. The event was covered by local newspapers.

Great Strides Cystic Fibrosis Fundraiser Walk

On May 15, 2010, we will participate in the Great Strides Cystic Fibrosis Fundraiser Walk as a team event. Our participation will serve several purposes including supporting our Faculty Advisor and his family. We will take our robot and demonstrate its functions and allow the other participants the opportunity to drive the robot.

Narwhal Fundraiser

As part of its marketing plan, the team's goals include raising awareness of Narwhals, their habitat and environment, and their struggle for preservation. Our plans include holding a fundraiser during the off-season to raise funds to promote their preservation and heightening awareness in the community of their needs.

FAQ's and Talking Points

Based upon the questions that were asked of our team members at the San Diego Regional Competition in March, 2010, we compiled a list of the most Frequently Asked Questions by the judges, members of the media and visitors. As a team, we discussed all of the possible answers that team members could give and created a list of talking points about our team for students to mention while at competitions and community outreach events. We realize that we have more material to communicate than time allows, so we want to make sure we cover the most important details of our team and our FIRST experience.

Robot

When the design and fabrication sub-teams originally started to construct the robot for the Breakaway season, they concentrated on a strong robot that could lift itself and others off the ground. The robot reminded the team of Fezzik, the giant in the movie, "The Princess Bride" that is extraordinarily strong and can lift hundreds of pounds. Hence, the name Fezzik. The marketing team has considered changing the name to one that was more consistent with the Narwhal theme and the preservation of the environment and habitat, but the team as a whole, felt very attached to Fezzik, so the name stayed put.

However, the marketing team collaborated with the build team to create a narwhal theme to the robot and settled on a narwhal that would rise up out of the robot when the scissor lift reaches up to clasp onto the tower bar at the end of each round. Our plan is to showcase our robot at all of our future community events, demonstrating how it works, what it can do, and how we built it. Our goal is to share our excitement for engineering and the advantages of being involved with FIRST by letting members of the community see our robot in action!

Coopertition Gifts

Flash Drives

We wanted to come to the competition this year with a bang. We are an excited rookie team that is thrilled to be competing and collaborating with the other teams and to be a part of the awesome movement that FIRST has kick started. We decided to focus on providing other teams with the resources they would need during the competition. For our rookie year, we will be distributing USB drives for every team in our division, and have loaded them with a number of useful documents and information. We've included our Scouting Report, our Guide to Atlanta, along with the FIRST Competition Manual and the FIRST Safety Manual. Finally, we've included a complete list of all of the parts and tools teams can borrow through our Parts & Tools Loaner Database.

During the design of all of our gifts, we have put the environment first. By using a USB drive, we have eliminated all paper, and given a gift that can be used over and over again. In addition, the USB drives are constructed of 100% recycled materials.

Scouting Report

We found that in our first regional competition, scouting out teams was a long process, and it was sometimes hard to keep all of our information straight. We saw other teams that tried to solve this by carrying around large amounts of paper and writing down all of this information to keep track of all of the robots and their abilities.

We thought there had to be a better way to collect information about other teams, while maintaining the environmentally friendliness that we consider to be very important.

We first looked at the scouting report form. We named all of the things we thought were important to know about each robot, and made a form that gathered all of this information. In creating this form, we took extra special care to make sure that we used all of the space on the paper efficiently. This included things like printing the form double-sided, and making sure that we could record multiple teams on a single form. What we came up with gave us 4 teams per side of paper. This means we could do our entire division on only 10 sheets of paper.

Then, we wanted to make sure that our efforts could help out the other teams. We decided that we would take our scouting report, put it in digital format, and include it in our USB gift to all the teams, along with other crucial FIRST documentation, and more.

Atlanta Guide

Because this is our first year going to the FIRST Robotics National Championship, we didn't want to get lost in Atlanta! We also wanted to make sure none of our fellow teams got lost in Atlanta during their stay, and had plenty of things to do. So we created a Guide to Atlanta where we included maps, restaurant listings, and other highlights of Atlanta, which we are including in our USB gifts to all the teams in our division.

Parts & Tools Loaner Database

During our regional we lent out a lot of our parts and tools to other teams, and borrowed them from other teams as well. It was great being able to push our robot to its best ability because we had all of the items that we needed. But, in the spirit of gracious professionalism, we thought there just had to be a more professional way to loan out parts.

From this thought came the idea of a Parts & Tools Loaner Database. What we have built is a system that keeps track of all of the parts and tools we bring to the competition, and allows us to keep track of who we loan them out to. It also gives us the ability to quickly search for items that teams might need, and see what we have available without having to dig through our toolbox.

We hope to perfect our Parts & Tools Loaner Database, and offer the source code to other teams in the future. That way every team has the ability to keep track of the things they

bring to competitions. We also hope to come up with other programs that can help teams during the build season, as well as year-round.

Go Green Tips

As part of our efforts to raise awareness of the need to protect the environment and particularly, support the preservation of marine life and habitat, the team has produced several documents to distribute at competitions and community outreach events. These include our Go Green, Save the Narwhals poster, a Go Green Tip Sheet, and a Save the Whales environmental fact sheet. These documents are also available on our website.