

# **The Prime Movers**

**FRC Team #31**



**Sustainability Plan  
2015-16**

**Jenks High School  
Jenks, Ok**



# TABLE OF CONTENTS

- 1. Introduction**
- 2. Financial Sustainability**
  - 1.1) Sponsor Retention Strategies
  - 1.2) Sponsor Recognition Strategies
- 3. Membership Sustainability**
  - 2.1) Membership Retention Strategies
  - 2.2) Membership Acquisition Strategies
- 4. Mentorship Sustainability**
  - 3.1) Mentorship Retention Strategies
  - 3.2) Mentorship Acquisition Strategies
- 5. Risk Analysis**
  - 4.1) Specific Risk Identification
  - 4.2) Risk Mitigation Strategies



# 1. Introduction

To be a successful FRC team, The Prime Movers must show growth and sustainability in team finances, membership, and mentorship. In addition, The Prime Movers must be prepared to face and overcome any possible risk towards the sustainability of these three areas. The purpose of this Sustainability Plan is to clearly outline current and future strategies to strengthen the financial, membership, and mentorship security of the Prime Movers.


---



## 2. Financial Sustainability

### 2.1 Sponsor Retention Strategies

#### Sponsor Classification

<p><b>Level 4 Sponsor</b> <b>\$10,000 +</b> Plaque of acknowledgement in robotics room Thank You letter &amp; Signed team shirt Large logo on team shirt Large logo on website Large logo on robot</p>	
<p><b>Level 3 Sponsor</b> <b>\$5,000-\$9,999</b> Thank You letter &amp; Signed team shirt Large logo on team shirt Large logo on website Large logo on robot</p>	
<p><b>Level 2 Sponsor</b> <b>\$1,000-\$4,999</b> Thank You letter Medium logo on team shirt Medium logo on website Medium logo on robot</p>	
<p><b>Level 1 Sponsor</b> <b>\$1-\$999</b> Thank You letter Small logo on team shirt Small logo on website Small logo on robot</p>	

#### Sponsor recognition

- The Prime Movers have an extensive sponsor recognition program
- Sponsors receive recognition items based on sponsorship level:
  - Level 4 Sponsorship
    - The highest tier of the sponsorship chart. Level 4 is for sponsors who have donated \$10,000 or more. These sponsors will have their logo presented largely on the team shirt, website, and the robot itself. As well as receiving a thank you packet, that includes a



plague of acknowledgement that will be mounted in the robotics room.

- Level 3 Sponsorship
  - One of the mid-range tiers on the sponsorship chart. Level 3 is for sponsors who have donated between \$5,000 to \$9,999. These sponsors will have their logo presented largely on the team shirt, website, and the robot itself. As well as receiving a thank you packet.
- Level 2 Sponsorship
  - The most frequented on the sponsorship chart. Level 2 is for sponsors who have donated between \$1,000 to \$4,999. These sponsors will have their logo presented on the team shirt, website, and the robot itself. As well as receiving a thank you packet.
- Level 1 Sponsorship
  - The lowest tier on the sponsorship chart. Level 1 is for sponsors who have donated \$999 or lower. These sponsors will have their logo presented on the team shirt, website, and the robot itself. As well as receiving a thank you packet.

### **Sponsor News Letter**

- Newsletters are sent to sponsors and parents to inform them of the team's progress and accomplishments
- Newsletters are produced weekly to document the progress of the robot during the Build Season
- Newsletter allow sponsors to see the impact of their funding so that they are more likely to continue it

### **Building sponsor relationships**

- In the past, the team has attended events such as career days and fundraising parties to build this relationship
- The team will seek to continue participation in these events while finding new opportunities to expand relationships

## **2.2 Sponsor Acquisition Strategies**

### **Team Contacts**

- The Prime Movers use the contacts of our team members, parents, and mentors to find sponsors



## ***The Prime Movers Sustainability Plan***

- Many of our current sponsors have come from the companies of parents including our largest sponsors Williams and Boeing.
- The Prime Movers encourage all team members to inquire about grant and donation opportunities from their parent's companies

### **Letter Writing**

- The Prime Movers write letters to various companies and businesses to inquire about grant and sponsorship opportunities
- The team has a list of businesses to which they can write letters to (refer to the **Strategic Business Plan Appendix 11.16**)

### **Grant Writing**

- The Public Relations team is responsible for writing grants under the leadership of the Chief Financial Officer.
- The Prime Movers will apply to at least 5 grants in the coming year

### **Increased Community Involvement**

- The Prime Movers have been involved in several community events over the last few years including: Smash bash, the Tulsa Mini Maker's Faire, and the Barnes and Nobles Maker's faire.
  - This will allow the team to be more visible to potential community sponsors
  - Increase community impact also makes the team more attractive to potential sponsors
-



## **3. Membership Sustainability**

### **3.1 Member Retention Strategies**

- Homework help
- Robotics socials
- Family-like environment

In order to maintain a large base of members, it is crucial that the Prime Movers are able to retain the members that they already have. One of the main reasons people have left the team in the past is due to the negative impact such a large time commitment can have on their academics. To remedy this problem, we set time aside for students to help each other with homework during meetings. If any student is falling behind, the team makes them work on homework. In addition, the Prime Movers make their team a fun environment that people want to be a part of. They do this by having frequent socials where the members can get to know each other outside of robotics. In this way, the team is able to foster a family like environment that is conducive to a fun and productive working environment. This makes our member's overall experience more enjoyable, so they will be more likely to stay on the team.

### **3.2 High school member recruitment Strategies**

- Pep rallies
- Club fair
- School publicity
- Robotics class
- Friend recruitment
- Robotics room tours

The Prime Mover's recruitment strategies focus mostly on school publicity and involvement. Every year, the Prime Movers bring their t-shirt cannon robot to the end of the year pep rally to shoot Jenks t-shirts into the crowd of the entire high school population. This allows the Prime Movers to tap into the strong sense of school pride and community and to make ourselves known to the entire school population. The team also participates annually in the Jenks High School club fair which allows us to talk to students interested in joining school activities. The Prime Movers also benefit from our status as a 7th hour, meaning students receive school credit for participating on our team. In addition, the team is advertised in the Jenks High School course planning guide which has attracted many students in the past. In addition, the Prime Movers have a policy where each current member must attempt to recruit one of their friends each year. In addition, The Prime Movers conduct tours of our new robotics room to math and science classes in order to attract new students to join the team.



### **3.3 Prime Growth Initiative**

The Jenks Middle school currently has two FLL teams. A teacher has been located for an FTC team at the middle school and the Prime Movers are in the process of creating a FTC team at that school. This is being done in order to further engage the middle school students in FIRST and prepare them for their FRC experience. The FTC team is being implemented in order to assist middle school students in staying involved with FIST before they move into the high school. Members from the Prime Movers plan on mentoring the team to better immerse middle school students in FRC. After their 8th grade year ends, members of the FTC team immediately become eligible to join the team. That summer they are encouraged to participate in fundraising and community events hosted by the Prime Movers.

---





## **4. Mentorship Sustainability**

### **4.1 Mentorship Retention Strategies**

- Mentor appreciation
- Adjusted work schedule

The Prime Movers make it a primary goal to ensure that all of our mentors feel appreciated. To ensure that mentors can attend most meetings we adjust our work schedule so that meetings generally start after our mentors will be done with work. The team aptly accommodates any time constraint that our mentors face as we do not want their involvement with the team to interfere with their outside lives. Most of the team's mentors were once parents of students on the team, but many of them have stayed with the team.

### **4.2 Mentorship Acquisition Strategies**

- Parent recruitment
- Sponsor recruitment
- College recruitment

It will be very important for the Prime Movers to acquire new mentors within the coming years to continue growing as a team. In the past, the team's primary mentor acquisition strategy has been to reach out to parents of members. This strategy worked in the past and should continue to be employed. However, as the team grows, the Prime Movers will need a more advanced sponsor recruitment strategy. The Prime Movers will reach out to current and prospective sponsors to inquire about the possibility their employees becoming mentors on the team. This strategy can help bring in new mentors while enhancing the team's relationships with their sponsors. The Tulsa area also benefits from the presence of two universities: The University of Tulsa and Oral Roberts University. The Prime Movers will take advantage of the educational institutions by contacting the engineering departments and asking both the students and professors to be mentors on the team. If good relationships could be established with these institutions, then a constant stream of new mentors could be obtained from them.

---



# 5. Risk Analysis

Risk Classification Chart

		Impact on team: →	1 Low	2 Medium-low	3 Medium	4 Medium-high	5 High
↑ Likelihood of event occurring ↓	1 Low		Yellow	Orange	Orange	Red	Red
	2 Medium-low						
	3 Medium		Orange	Red	Red	Red	
	4 Medium-high		Orange	Red	Red	Red	
	5 High	Orange	Red	Red	Red	Red	
			Yellow – Low Risk	Orange – Medium Risk	Red – High Risk		

## 5.1 Specific Risk Identification

### Loss of Major Sponsor

The team currently relies heavily on one major corporate sponsor, Williams. Williams has provided us with a sizeable grant for the past 4 years which funds many team activities. Due to the instability of the energy market Williams will not be able to sponsor the team in the foreseeable future.

Likelihood: 5

Impact: 4

**Risk Level: High**

### Loss of Student Leaders

Student leaders are an instrumental part of the team, though all students will have to leave eventually to graduate.

Likelihood: 5

Impact: 3

**Risk Level: High**



### **Loss of Mentors**

Most team mentors are parents of student or alumni. As students graduate their parents may decide to stop being mentors.

Likelihood: 4

Impact: 4

**Risk Level: High**

### **Loss of Teacher Sponsors**

The team has only one teacher sponsor who serves as the communicator between the school and the team.

Likelihood: 3

Impact: 2

**Risk Level: Medium**

Actions Taken: As a team we try to lower Mr. Julien's work load and ensure that he is never overly stressed.

### **Loss of Build Season Days**

Bad weather such as severe snowstorms have the potential to cancel school and robotics causing loss of build season days.

Likelihood: 2

Impact: 3

**Risk Level: Medium**

Actions Taken: There is not much that can be done to protect from the weather.

### **Loss of Build Area**

Jenks Public schools has repurposed a teacher's lounge into a robotics room for the Prime Movers. Because this is a recent investment by the school and some permanent modifications were made to the facility it is unlikely for the Prime Movers to lose this area though its loss would be extremely damaging.

Likelihood: 1

Impact: 5

**Risk Level: Medium**

Actions Taken: We always clean up after ourselves and ensure that we up everything away after every meeting. We always are sure to treat the school and our workspace with respect.

## **5.2 Risk Mitigation Strategies**

### **Loss of Major Sponsor**

Mitigation Strategies:



## ***The Prime Movers Sustainability Plan***

- Sponsor diversification
- Sponsor recognition
- Building relationships

The Prime Movers are working very hard to diversify their base of sponsors as to minimize the impact of losing Williams and other individual sponsors. In addition the team has a sponsor recognition initiative to ensure that each team sponsor feels appreciated and is able to see the impact of their funding. The team also makes an effort to build close relationships with sponsors by attending corporate events such as career days.

### **Loss of Student Leaders**

Mitigation Strategies:

- Student mentor initiative
- Training classes
- Encouraging young leadership

Older students are encouraged to mentor younger students when it comes to both leadership and technical skills so that they may pass their knowledge on to the younger generation. The Prime Movers conduct classes during the first semester in order to teach our students leadership and technical skills. You members are encouraged to take leadership positions so that they may build their leadership skills.

### **Loss of Mentors**

Mitigation Strategies:

- Acquire new mentors
- Mentor recognition

The Prime Movers constantly seeking out the help of new mentors to advance our team. The team also works to make their current sponsors feel appreciated. Some of our sponsors now are parents of alumni and have stayed with us even after their student graduated.

### **Loss of Teacher Sponsor**

Mitigation Strategies:

- Increased student control
- Multiple teacher sponsors



***The Prime Movers  
Sustainability Plan***

The Prime Movers have made a strong effort to place as many team responsibility into the hands of students and out of the hands of the teacher sponsor. This makes the job less strenuous for the sponsor and minimizes the impact if they are to leave. The team also will have at least two teacher sponsors, so that if one leaves the team will still have an experienced sponsor.

**Loss of Build Season Days**

Mitigation Strategies:

- Build season schedule

There is not much that can be done to affect the likelihood of a winter storm. To reduce the impact, The Prime Movers are to stick to a build season schedule that plans for the robot to be finished early allowing for the loss of build days.

**Loss of Build Area**

Mitigation Strategies:

- School appreciation
- Cleanliness

The Prime Movers always make it a point to show their appreciation toward Jenks Public Schools and the administration for the team's new robotics room. They also keep the room meticulously clean between meetings as to avoid problems with the school cleaning crew.