

ADAMBOTS

Team **245**

Rochester Hills, Michigan
Adams High School

2015 Business Plan

COMPREHENSIVE PLAN FOR CONTINUITY, SUSTAINABILITY, AND CONNECTION

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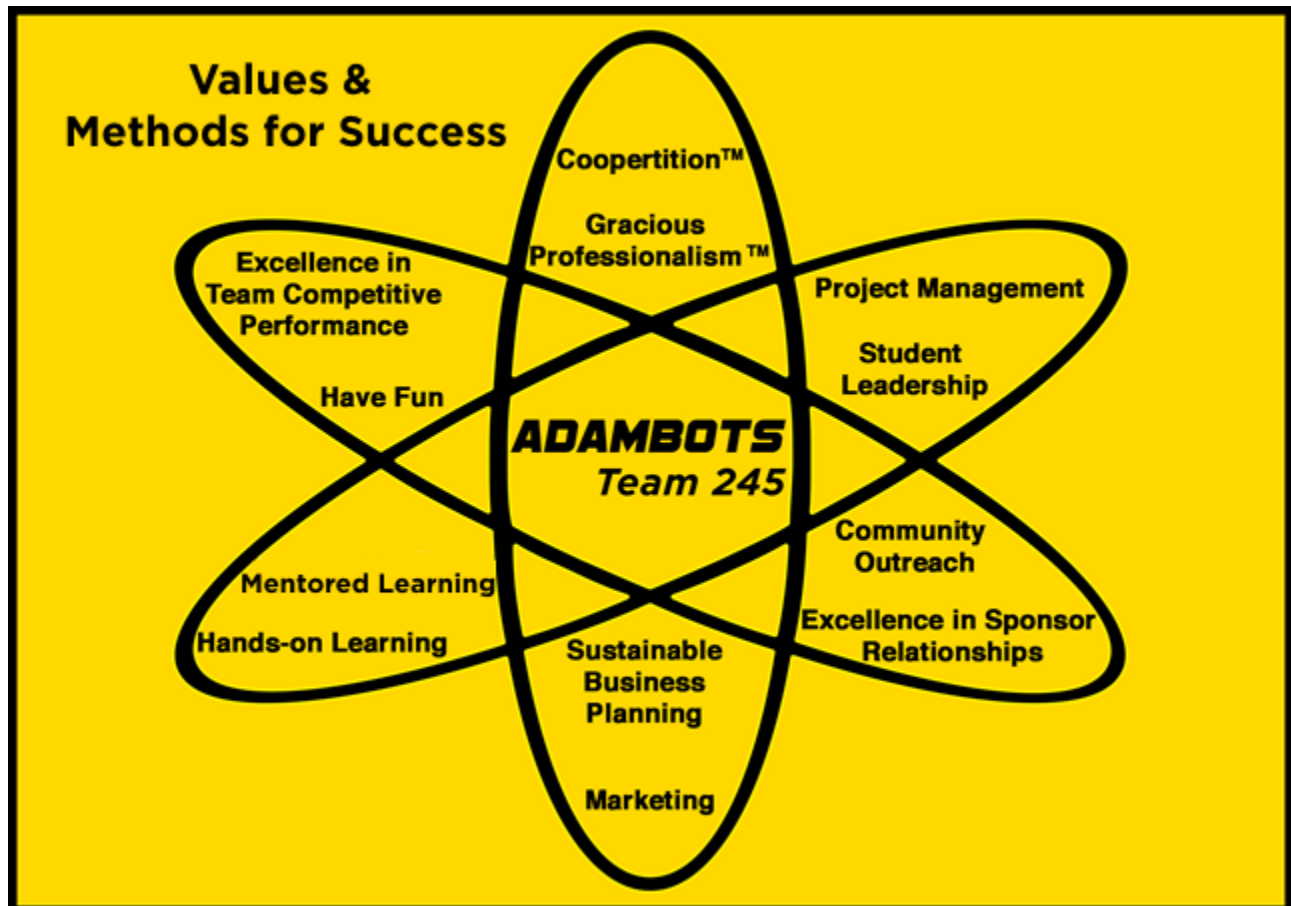
1.0 Executive Summary

Team Mission Statement

“To provide an inspiring learning environment that fosters growth and appreciation of STEM and business knowledge, and to teach students skills vital to success in the real world through a strong relationship between students, mentors and sponsors.”



At the nucleus of our mission, student and mentor team members focus on collaborating to inspire interest, knowledge and application of STEM, business and leadership skills. *FIRST* values such as *Gracious Professionalism™* and *Coopertition™* serve to bond our members –student and mentors alike – and provide a focus for all that we do. Orbiting the nucleus are values and methods for success which further energize us to sustainable team success and contribute to the goal of spreading the word of *FIRST*.



Our Business Plan has been created to document the team’s approach to achieving our mission in a sustainable manner so that the positive charge the AdamBots radiate will also attract, enthruse, and empower future team members as well as other *FIRST* teams both in our community and around the world.

Team Summary

Based at Rochester Adams High School in Rochester Hills, Michigan, the AdamBots began in 1999 with a small group of ten. We have grown steadily and today have 64 students and 37 mentors.

This year, the AdamBots have started and funded a brand new rookie *FRC* Team 5436, the CyberCats, at Rochester Stoney Creek High School! We are mentoring them, sharing our build site, and helping this new team to design and build their robot for the 2015 *FIRST* season.

We also mentor Jr.*FLL*, *FLL*, *FTC* and *FRC* teams in Rochester, Detroit and Mexico.

We have eight sponsors, including corporate, government, university and friends and family that fund almost half of our team expenses. Our largest sponsor is General Motors. Each fall we raise over \$7,000 through our successful parking lot business.

Community outreach is a very integral part of our team identity, and the AdamBots are active in numerous service projects each year. We raise over \$15,000 annually for Relay for Life, a fundraiser for the American Cancer Society, one of our biggest projects. In 2014, we were awarded by the American Cancer Society for raising the most funds in our local area.

Business Plan Roadmap	
1.0 Executive Summary	Summary of team mission, what is important to us and roadmap of our Business Plan document
2.0 Team Information	Gives basic team demographics, facts and benefits to team members, sponsors, and school
3.0 Organizational Plan	Explains team structure, training, expectations of team members, safety, work location and off-season events
4.0 Outreach and Mentoring Plan	Explains how we spread <i>FIRST</i> by mentoring other teams and give back through community service projects we actively support
5.0 Operational Plan	Details major <i>FIRST</i> season tasks and how we manage our work
6.0 Marketing Plan	Explains how we use our brand to enhance partnerships with others
7.0 Financial Plan	Lists sponsors and all sources of funding, details how we manage our team finances for sustainability
8.0 Strategic Plan	A 3-5 year plan which defines our goals and actions we'll take to get there; also addresses risk management

2.0 Team Information

2.1 Basic Team Facts

Rookie Year	1999
Location	Rochester Adams High School, Rochester Hills, Michigan
School Affiliation	Rochester Adams High School
Team Demographics	<p>64 Students (up from 10 during Rookie year)</p> <ul style="list-style-type: none"> • 24 girls and 40 boys • 12 Seniors, 23 Juniors, 11 Sophomores, 18 Freshmen
Mentors	<p>37 Mentors (up from 3 during Rookie year). We draw mentors from current and retired teachers, alumni, past and present team parents.</p> <p>Mentor professions include:</p> <ul style="list-style-type: none"> • 4 Teachers • 18 Engineers • 9 Business Professionals • 4 Technical • 2 University Students (Engineers and Design)
Sponsors	BorgWarner, FCA Foundation, General Motors Global Product Development, Oakland University School of Engineering and Computer Science, R&G Drummer, State of MI <i>FRC</i> Grant, U.S. Army TARDEC National Defense Educational Program, Valeo Thermal Systems
Website	AdamBots.com

2.3 Member Benefits – Students, Mentors, School and Sponsors

For Students:

- Learn how to plan and build a working robot
- Develop confidence, communication, and leadership skills
- Have fun
- Be part of a community and work as a team
- Help others through community outreach
- Gain opportunities to earn scholarships and obtain internships
- Get a head start in studying a STEM related field such as engineering, etc.
- Develop multi-tasking and time-management skills
- Work with and learn from adult mentors who have professional experience in the areas of science, technology, engineering, math, and business

For Mentors:

- Share knowledge and experience with students to help them accomplish their tasks, in both engineering and business areas
- Have fun
- Be part of a community and work as a team
- Help others through community outreach
- Help give the students a “real life” learning experience they cannot get in the regular classroom

For School:

- Support an outstanding student development program
- Support STEM and business interests in students
- Increase name recognition as a school that helps develop outstanding students
- Gain insight of professionals outside of academia to help set curriculum
- Help support students through scholarship opportunities

For Sponsors:

- An opportunity to market their company
- Reach out to the community in a positive way
- Develop future employees
- Help inspire students to enter STEM and business fields
- Provides opportunity to be good corporate citizens

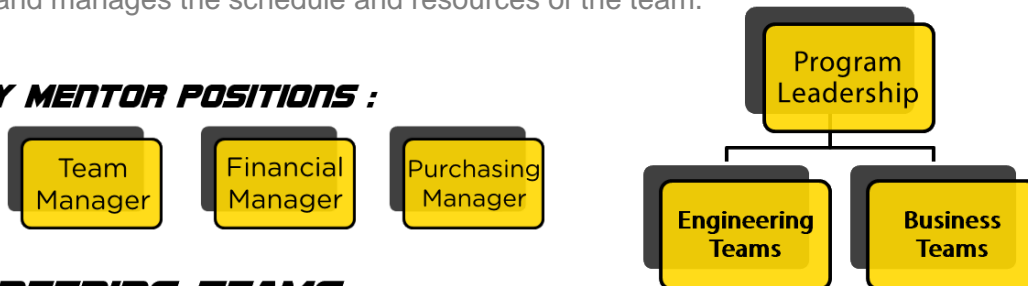
3.0 Organizational Plan

3.1 Team Structure

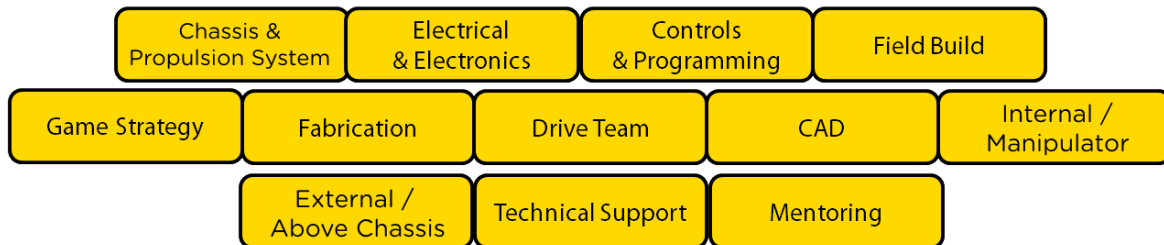
Our team is divided into two sections, engineering and business. To be more efficient, sub-teams are created within the engineering and business sections to handle the specific tasks of the team. Focus is placed on having a student-led team rather than an adult-led team. To accomplish this, each sub-team is led by a student leader in addition to an adult mentor. Students fill out forms ranking their top team choices and nominating themselves or others for leadership positions.

The Program Leadership Team is made up of two students and two mentors. It oversees all sub-teams and manages the schedule and resources of the team.

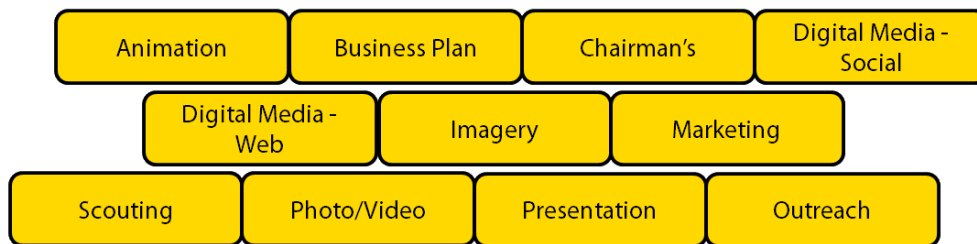
KEY MENTOR POSITIONS :



ENGINEERING TEAMS :



BUSINESS TEAMS :



3.2 Human Resources

Training

We train both students and mentors. Students are trained through our OCCRA season, training programs, student workshops and mentor-to-student or student-to-student interaction. Mentors go through training to learn how to best engage students and cooperate effectively. During the off-season, new team members participate in new student workshops in which mentors and veteran students teach them about engineering, robotics and the business aspects of the team. Through this, new team members enter into the FIRST season with a greater knowledge base.

Attendance, Participation, and Behavior Expectations

It is important that students are on time to all events, matches, and major meetings. If a student is unable to attend, a mentor or student leader should be aware of his or her absence in advance.

It is beneficial to the team that all students attend their own sub-team's meeting on a weekly or daily basis, depending on the demands of the group.

Grades are of upmost importance on our team. For a student to remain on the team, he or she must have at least C's in all of his or her classes.

Students participate in community outreach activities throughout the year. An opportunity to sign up for these activities is given throughout the *FIRST* season and the off-season.

As fans of robotics, students should exhibit team spirit for not only our team, but for other teams as well. It is encouraged that students focus on the competition and avoid playing on one's electronic device or other form of entertainment. Team members are expected to be "Gracious Professionals," or in the words of Woodie Flowers, "never do anything you wouldn't want your grandmother to see." Team members are required to work together peacefully and cooperatively, remembering to be gracious in winning and losing.

Safety

Safety of team members is of upmost importance. Students and mentors working with the robot at school or in the pit must wear safety glasses. The use of power tools is supervised by experienced mentors. In addition, our team adheres to a rigorous, award-winning safety plan.

3.3 Location

Rochester Adams High School allows us to work and build in the school CAD computer lab and the adjacent workroom. We have tooled the workroom with the necessary machinery our team needs. When more specific machining is needed, mentors will take parts home or will work with students to machine the part elsewhere.

3.4 Oakland County Competitive Robotics Association (OCCRA)

Each fall, the AdamBots participate in the Oakland County Competitive Robotics Association, or *OCCRA*, a local robotics competition held in Oakland County, Michigan. Twenty-five county high schools, including the AdamBots, participate, and each year, a new game is given and the teams must build a robot to play this game.



OCCRA and *FIRST* differ in several ways. One of the rules of *OCCRA* is that teams are not allowed to use any precision machining. Robots must be built with lighter machinery, such as hacksaws and drills. Also, teams are not allowed any kind of corporate funding, so students work together to fundraise and cover expenses. The biggest difference in *OCCRA* is that robots must be student designed, built, and operated. Mentors are not allowed to help with any part of the robot. This gives students more responsibility over the project and allows them to be in control of the build process from start to finish.

OCCRA helps the AdamBots prepare for the *FIRST* season and allows for team bonding. By the time the *FIRST* season begins, new students already have some experience with the entire design and build process, and an understanding of how the AdamBots operate. Also, with a team as large as ours, *OCCRA* allows new members to find what sub-team best suits them and become friends with other students. With *OCCRA*, we are also able to try new building techniques or experiment building something we have never tried before. This gives the team more building experience for *FIRST*.



3.5 Off-Season Events

The AdamBots typically participate in three off-season events: MARC, IRI, and the Bloomfield Hills All-Girls *FIRST* Competition. New this year, we participated in the Kettering Kickoff. We participate in these competitions to allow team members to gain more experience.

Competition	Description	Location	
Kettering Kickoff	New to 2014.	Kettering University	
MARC (Michigan Advanced Robotics Competition)	MARC is arranged for students to have fun and practice driving their robots at competitions off-season.	Monroe, Michigan	
IRI (Indiana Robotics Invitational)	This competition is by invitation only. We have been invited each time we have applied.	Indianapolis, Indiana	
Bloomfield Hills All-Girls <i>FIRST</i> Competition	Hosted by Bionic Barons Team 2834, and Las Guerrillas Team 469.	Bloomfield Hills High School	

4.0 Outreach and Mentoring Plan

4.1 Community Outreach

The AdamBots choose to do a plethora of community outreach events to further impact our community, spread awareness of *FIRST*, and to emphasize the importance of social responsibility to team members. We provide over 675 hours of total community outreach each year, and are always looking for more opportunities to get involved in the community!

Relay for Life

The Relay for Life is a walk to support the American Cancer Society and cancer research. The AdamBots participate in the local Rochester Area Relay for Life every summer. The team raises money by selling luminaries. Luminaries are placed around a track in honor and memory of those who have died from cancer, or who are currently battling it. Our team has raised thousands of dollars from donations each year. This year, we were awarded by the American Cancer Society for raising over \$15,000, the largest amount in our area.



Step Up for Down Syndrome

Step Up for Down Syndrome is a walk around the Palace of Auburn Hills that benefits The Down Syndrome Guild of Southeast Michigan. We have participated every year since 2010, when we walked for a sibling of a team member. The team currently volunteers for duties such as setting up, running games and cheering on walkers.

Rochester Hometown Christmas Parade

The AdamBots, along with other local *FIRST* teams, build a parade float for the Rochester Christmas Parade each December. The float has a robotics theme and typically features a robot from each team. A few students from each team walk next to the float, carrying signs and posters for *FIRST*. We have won first place in the high school and college category in each year of participation.

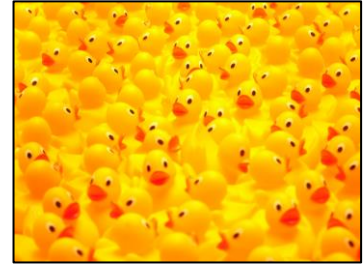


CROP Walk

The CROP Walk is a walk for hunger that the Rochester community takes part in every year. Sponsored by the Church World Service, CROP Walks help to end hunger in the community and around the world. Participants raise money for the walk before taking part in the activity. The AdamBots take part in the CROP Walk every year because it is important not only to the community, but also to the world.

Make-A-Wish Duck Races

The Make-A-Wish Foundation holds an annual Duck Race at the Rochester Municipal Park, where participants are able to “adopt” a rubber duck to race in the nearby creek, participate in a 5K Fun Run, and play some carnival games. The AdamBots volunteer by collecting the thousands of ducks from the river, sorting, and packing them for next year. Awareness of this event is spread throughout the year, as we have adopted the yellow rubber ducky as our unofficial mascot. All proceeds go to the Make-A-Wish Foundation.



Halloween Hoot

The Halloween Hoot takes place at the Dinosaur Hill Nature Preserve in the Rochester community every year in October. It is completely run by the community. Children carve pumpkins, teens act out Halloween skits, and members of the Rochester Hills Women’s Club provide cider and doughnuts. The AdamBots clean up after the last night of the Halloween Hoot. We take down the decorations and pick up after everyone is gone from the trails.

Robot Demonstrations

We display our robots at different events, including elementary school assemblies, science fairs, sponsor locations, Girl and Boy Scout functions, and library demos. For example, this year, students went to demo the robot at Delta Kelly Elementary School. Robot demonstrations allow us to inspire students to have an interest in STEM education, spread awareness of *FIRST* and give sponsors a first-hand look at the benefits of our partnerships.



School Board – Career and Technical Education (CTE) Advisory Committee

We have several mentors on the school board’s CTE Advisory Committee, including the CTE Advisory Instructor, three design and technology committee members, and two business committee members. The group meets a few times each year to analyze new technologies and labor trends to apply to the curriculum. The committee may recommend new instructional materials, safety policies and procedures, as well as promote and assist in maintaining quality programs in our schools.

4.2 Mentoring and Assisting Other Teams

Mentoring and assisting other teams is an integral part of the AdamBots’ goal to promote the spirit of *FIRST*.

FRC Team LamBot 3478

In 2010, General Motors, one of our sponsors, asked for experienced *FIRST* teams to help rookie teams in Mexico. The AdamBots gladly chose to assist Team LamBot from San Luis Potosi, Mexico. Several LamBot mentors flew to



Michigan and met with the AdamBots to discuss team structure and organization and the *FIRST* season. Each year, the AdamBots continue to partner with Team LamBot by assisting them remotely through online chat, Facebook, video-chatting, and teleconferencing.

FRC Team CyberCats 5436

The continued success of Team 245 has attracted many students from both Rochester Adams and Stoney Creek High Schools. After lobbying for a team to be formed at Stoney Creek High School for several years, the AdamBots were finally successful for the 2015 *FIRST* season. The AdamBots are currently assisting the new team to build their first robot, transport students, mentor both students and mentors, and establish themselves. Currently, our build space, equipment, and materials are being shared with the Stoney Creek team. Stoney Creek students who are currently on the AdamBots team are allowed to remain with the AdamBots, while new students from Stoney Creek may join the new team at Stoney Creek High School. This approach ultimately allows more students to participate in *FIRST* at both high schools.



FRC Team East English Village 3096

This year, General Motors asked us to mentor a local Detroit team, East English Village. In helping this team, we share our designs, offer feedback, and use many of the same methods used when first helping out the LamBots. We also look forward to developing a lasting, meaningful relationship with this team over the coming years.

The Vikings FTC Teams 5183 and 6348



In 2011, the AdamBots started and mentored an *FTC* team at a neighboring middle school, Van Hoosen. Our team mentored both the engineering and business areas of the rookie team. By 2012, the new team had attracted such a large number of new students that a second *FTC* team was formed at Van Hoosen Middle School. Today, the AdamBots mentor both *FTC* Team Viko-Psychos 5183 and *FTC* Team Thunder Blades 6348.

FTC, FLL and Jr.FLL Teams

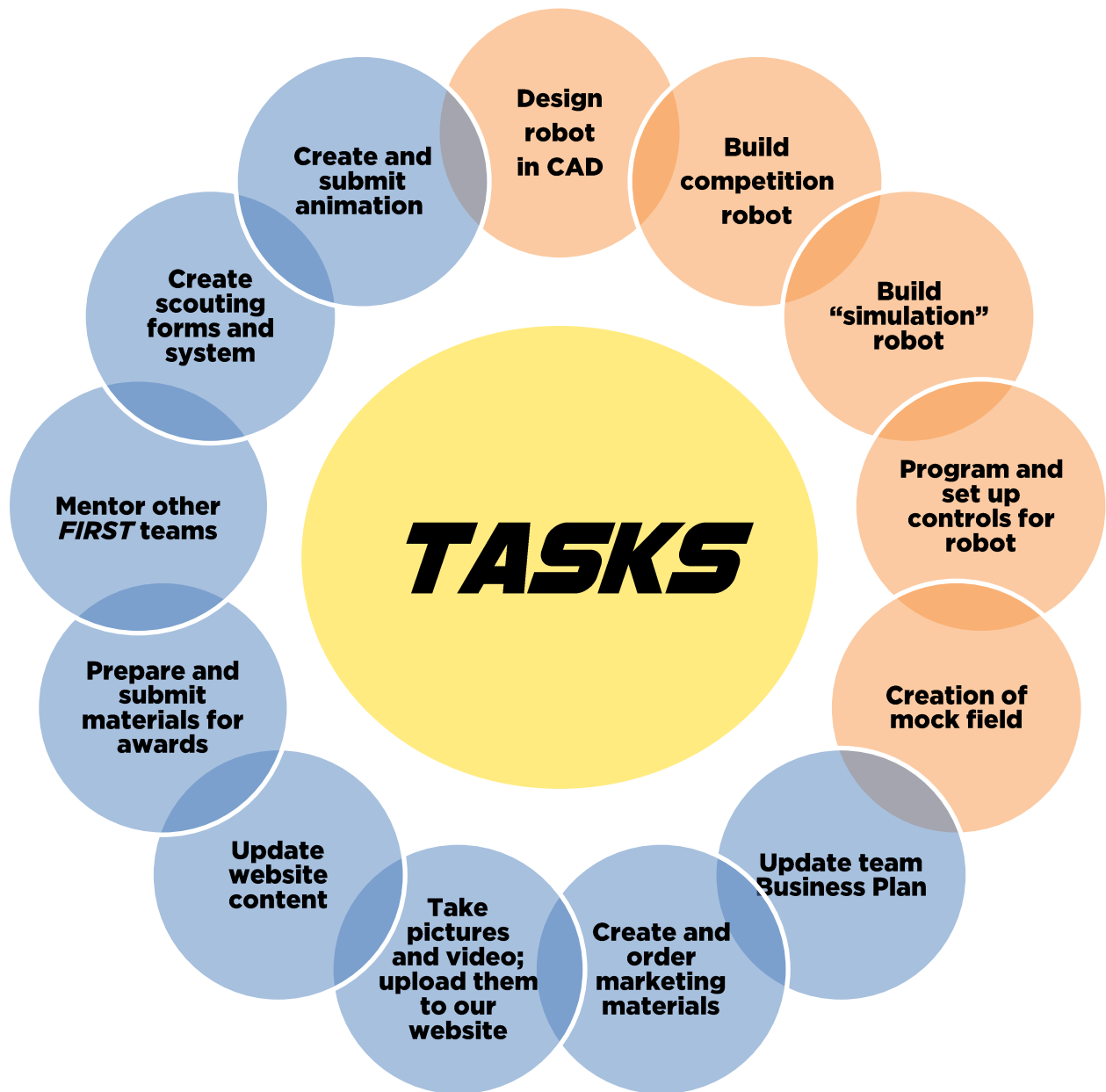
This year, the AdamBots created, funded, and mentored a number of new teams in the local middle and elementary schools. These include an *FTC* team at Hart Middle School, an *FLL* team at Long Meadow Elementary, and Jr.*FLL* teams at Huger Elementary, McGregor Elementary and Musson Elementary. The AdamBots met with each team at least once per week, guiding students to appreciate *STEM* fields of education and the values of *FIRST*. The new Long Meadow *FLL* team was recognized at a Thunderquest tournament, hosted by *FRC* Team 217, the ThunderChickens, for their demonstration of *Gracious Professionalism*[™]. The AdamBots plan to continue mentoring these teams in the future, adding additional teams when given the opportunity, to spread the message of *FIRST*.



5.0 Operational Plan

5.1 Tasks

During the *FIRST* season, the primary focus is the robot. We are tasked to complete a new robot each year within a six-week time frame. Our team also completes many other tasks as a *FIRST* team. Below are the tasks we work to achieve each year as a *FIRST* team.

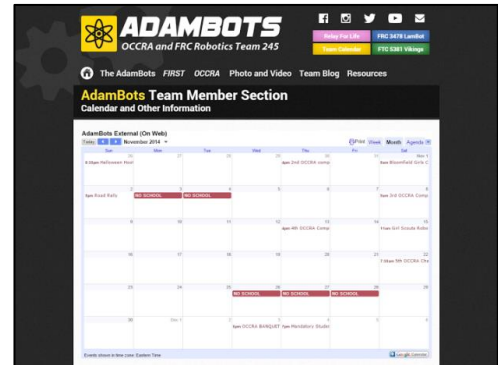


5.2 Scheduling

Each Tuesday after school, we conduct hour-long meetings that are attended by all student team members. We also meet at the beginning of the *FIRST* season, on the day after the game is announced, to conduct an initial strategy development session and begin the robot design process. Each Saturday, sub-team leaders meet to discuss deadlines and projects that involve multiple sub-teams. Each of our sub-teams meet at staggered times throughout the work week to ensure that there are not too many people in the robot build area. Sub-teams decide what schedule works best for both the students and mentors.

5.3 Communication

Communication within the team is accomplished with team meetings, sub-team meetings, email blasts, leader-to-member communication, and the website. Our Team Manager sends emails to all team members and/or parents regarding events that involve the whole team. Student and mentor sub-team leaders send emails to communicate with sub-team members. On our website, www.AdamBots.com, we also maintain an internal calendar for use within our team, and an external calendar for general use.



5.4 Project Management

Good project management is vital to our continued success during the *FIRST* build season. Our team utilizes a Program Leadership Team that consists of two student leaders and two mentor leaders to help keep our team on task and on schedule. The Program Leadership Team conducts weekly meetings with sub-team leaders to review progress, manage resources, and resolve problems. The Program Leadership Team also makes use of a board (pictured right) to review the project schedule.



Engineering sub-team student leaders and mentors conduct a design review meeting every Thursday evening and Saturday afternoon. During these meetings, each engineering sub-team presents their design using CAD drawings. This review identifies design issues, coordinates interfaces between sub-teams and makes the robot build status visible to all involved. Issues are recorded on an action item list for follow-up after the meeting.

6.0 Marketing Plan

6.1 Target Audience

Rochester Adams High School Administration

We market ourselves to the administration and faculty to ensure their strong, continued support through formal meetings and casual conversations. We formally invite the principal and faculty to attend events hosted at home, and extend invitations to administration and faculty to attend all of our local competitions. Through our involvement in the school board's Career and Technical Education (CTE) Advisory Committee, we market the value of our team's activity.



Sponsors

Sponsors provide the largest financial support, as well as many of our mentors and miscellaneous donations to the team. We target current and potential sponsors through marketing and direct communication to ensure their continued support and to gain new sponsors. Specific students and/or mentors are assigned to keep sponsors up to date, and we have visited sponsors to thank them for their assistance.

Potential Team Members (Students and Mentors)

We market to and strive to recruit team members, both students and mentors, because our people are the most important component of our team. We use in-school and online marketing to get the word of our team out to students and to invite them to apply to join the team at the beginning of the year. We also encourage teachers and parents to mentor the team.

The biggest way we can reach potential team members is through our various outreach and mentoring programs. Through these, we can drum up interest, and better prepare new students, in STEM, *FIRST*, and our team.

6.2 Marketing Mediums

Robot Demonstrations / Speaking Events

We travel to different events, demonstrate our robot, and speak to attendees about *FIRST*, the team, and robotics. Past events have included elementary school science fairs and assemblies, Boy Scout and Girl Scout troop meetings, high school pep assemblies, demonstrations at freshman parent orientation, meetings with high school principals, presentations to the RCS School Board, and a demonstration at the Rochester Public Library. An annual "Meet the AdamBots" tour day is put on for our sponsors, school administration, parents, and community leaders during the build season to create awareness for *FIRST* robotics and to show attendees the inside workings of our team.

Imagery: Posters, Robot Graphics, T-Shirts, Flyers, Giveaways, etc.

Team imagery is an integral part of our marketing, allowing us to become more recognizable and memorable within the *FIRST* community. We strive to be cohesive in every aspect, from team t-shirts, to the website, to the robot's graphics. We create t-shirts for every regional or championship we attend, and give out items at competitions, such as our renowned ducks and team buttons.



Online Presence

We have an award-winning website (2011 *FIRST* Championship Best Website), AdamBots.com, that receives roughly 70 visitors a day and has received 50,000 different visitors from 162 countries. We share multiple resources on our website, including programming and website development tutorials, Chairman's award submissions, our Business Plan, an automated scouting system, helpful links and more.

Additionally, we operate various social media accounts on Facebook (over 500 likes)*, Instagram (about 140 followers)*, Twitter (over 750 followers)*, and YouTube (almost 100 subscribers)*. Using these tools, sponsor, competition, and community outreach information, as well as team news, is communicated to family, classmates, friends, and people in the community. Our online presence helps build interest in *FIRST*, and enables us to communicate with other teams across the globe.

* Based on numbers taken in January, 2015.

7.0 Financial Plan

We focus on long-term financial sustainability to ensure success. Financial support comes from three different sources: sponsors, team member fees and contributions, and our Art & Apples Festival parking lot business. We have contingencies in place, such as leaving “seed” money for the following year, so that we will still be in a viable financial condition in the event that we lose a sponsor, fundraiser, or have some other event that results in a loss of funding.

7.1 Sponsors

Sponsors are the primary method in which we receive financial support. Our goal is to retain enough money to cover the costs of both *FIRST* registration fees and robot parts. Currently, we have eight sponsors, and receive donations from several friends and family of team members. We also strive to obtain a new sponsor each year and keep all of our sponsors from the previous year. This is accomplished through sponsor thank you and recognition.

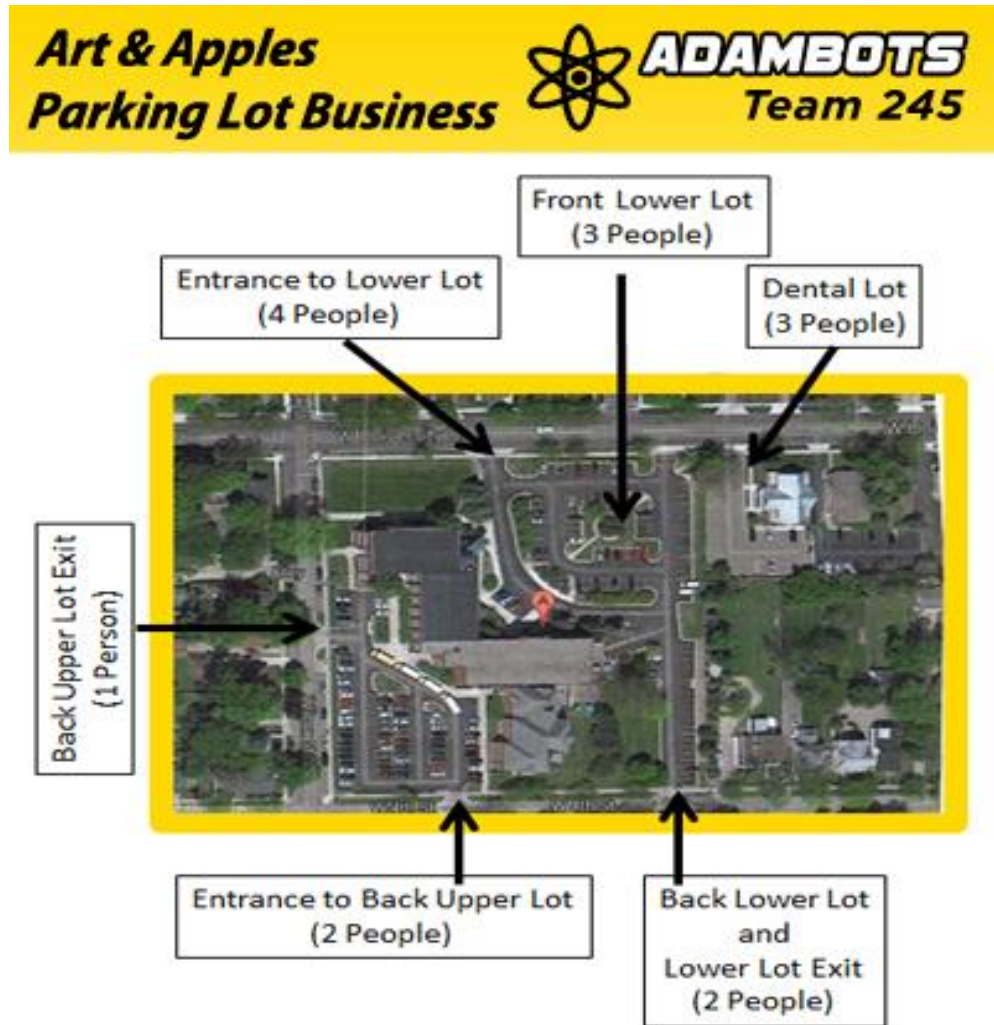


7.2 Member Contribution

Students and mentors also contribute financially. Students help pay for transportation to events such as bus transportation during the OCCRA season and transportation to Michigan *FIRST* events. When we travel out of the area for events, students and mentors pay half of the cost of travel and lodging.

7.3 Parking Lot Business

Each September, the AdamBots operate a profitable parking lot business during a three-day arts festival, Art & Apples Festival, which is held in the local Rochester Park. This festival is a well-known tradition within the community and attracts thousands of people from a wide area. All funds raised go towards team expenses.

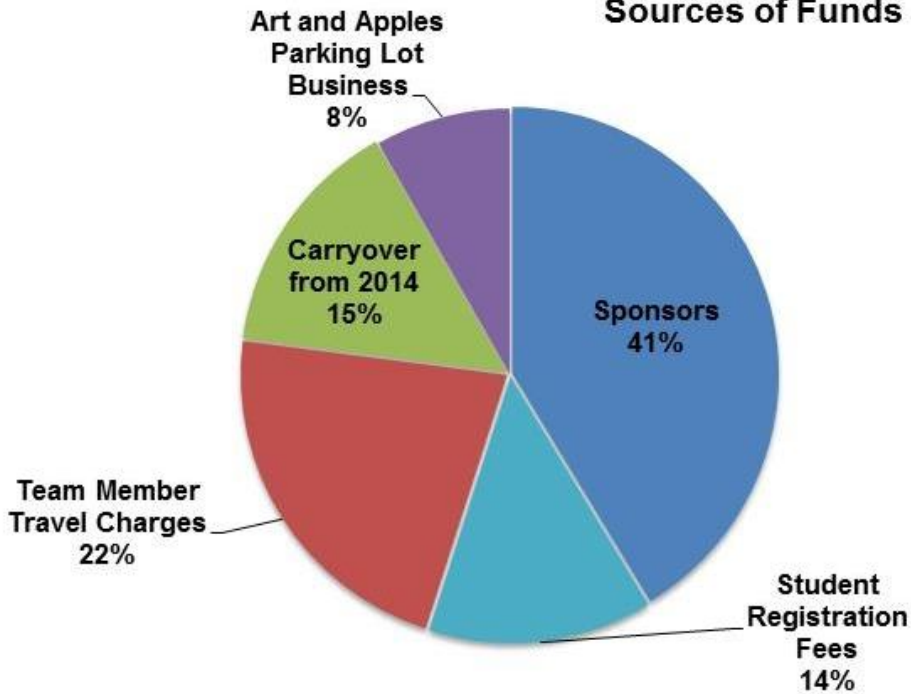


- Over \$7,000 in revenue annually
- Students work in shifts over three days in September

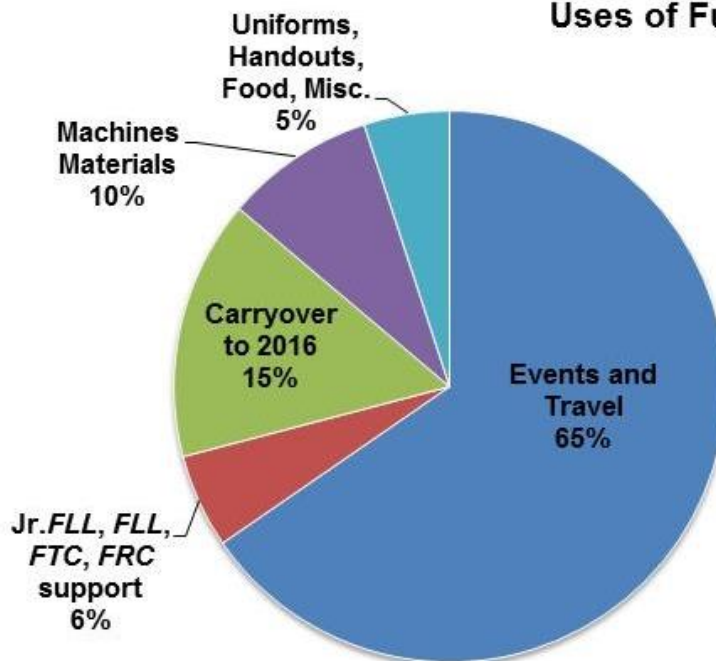
2015 Budget



Sources of Funds - \$85,150



Uses of Funds = \$85,150



The Rochester Community Schools Foundation 501 (c) 3 is our financial fiduciary

8.0 Strategic Plan

8.1 Team Strategies

The AdamBots have a strategic plan that is used to make team improvements, manage risk and enhance team sustainability. The strategic plan identifies five long-term (3-5 year) team strategies with supporting action plans.

AdamBots Team Strategies	
1	Grow a Diverse and Model Team
2	Learn by Building a Successful Robot
3	Develop Strong Team Leadership
4	Develop Excellent Team Financing and Sponsor Relationships
5	Spread the Message of <i>FIRST</i>

8.2 Strategic Planning Process

The AdamBots used inputs from the AdamBots 2014 post-season activity, 2014 OCCRA season meetings and pre-*FIRST* season meetings to identify ways to make improvements within the team. From this, the Strategic Plan was created. Students and mentors review and update strategies and action plans two times per year (spring post-season and fall pre-season).

8.3 SWOT Analysis

The AdamBots completed a SWOT analysis for all five strategies to identify team strengths, weaknesses, opportunities and threats. The composite SWOT analysis chart below combines the SWOT analysis for all five strategies.

Composite SWOT Analysis for all AdamBots Team Strategies	
Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Lots of people = specialized teams, different ideas, more people to spread the message of <i>FIRST</i> 2. History of success = knowledge base 3. Good image/brand 4. Solid financial resources 5. Veterans teach new team members = workshops, mentoring <i>FTC, FLL</i> and <i>Jr. FLL</i> teams 6. Community outreach 7. Social media presence and website 8. Business Plan 9. Organizational structure 10. Members have strong interest in STEM curriculum 	<ol style="list-style-type: none"> 1. Some inefficiency 2. Stretched too thin = too many things going on 3. Keeping in touch with sponsors 4. Limited school support 5. Workspace and equipment 6. Drive Team selection/training 7. Overlapping responsibilities 8. Lack of good inter-team communication 9. Quality control planning 10. Reactive purchasing 11. Rushing to get things done 12. Presentations to judges: not all are well-prepared 13. Marketing materials not readily available 14. Student ideas not always well-considered 15. Inconsistent understanding of team member expectations
Opportunities	Threats
<ol style="list-style-type: none"> 1. New sponsors (generally one per year) 2. Outreach in mentoring new <i>FTC, FLL</i> and <i>Jr. FLL</i> teams (develops future AdamBots and interest in STEM) 3. New storage spaces near work room 4. Season wrap-up initiatives 5. Formation of new <i>FRC</i> team at Stoney Creek High School 6. Preparing for and providing presentations to the community 7. Fall workshops prepare new students 8. Business teams start working in the fall 9. Sponsors and mentors can provide internships for students 10. Mentors are participating in Rochester Community Schools Career Technical Education Advisory Committee 11. Team interest in developing leadership skills 	<ol style="list-style-type: none"> 1. Loss of students or mentors in key team roles 2. Loss of financial support 3. Loss of build space/equipment 4. Loss of Rochester Community Schools support 5. Loss of means to transport robot

8.4 Action Plans and Risk Mitigation

AdamBots Team Strategy #1: Grow a Diverse and Model Team		
Action Plan (Continue these important annual team activities)	Responsible	Estimated Completion
1. Model team activities and behavior on those characterisitic of a Chairman’s Award winning team	Chairman’s Team, Team Manager, Program Leadership	Annually
2. Compete in at least two off-season <i>FRC</i> competitions including the Bloomfield Girls Robotics Competition and at least one of the following: IRI, MARC, Kettering Kick-off or others	Team Manager, Program Leadership	Annually during summer and fall
3. Foster a welcoming environment for students of all backgrounds	Mentors and students	Continuous
4. Conduct a season wrap-up and planning activity to identify, prioritize and plan future team strategies, initiatives and risk mitigation	Mentors and student sub-team leaders	Annually by June 1
5. Document new team strategies, initiatives and risk mitigation in AdamBots’ Business Plan	Business Plan Team	Annually by Jan. 15



AdamBots Team Strategy #2: Learn by Building a Successful Robot		
Action Plan	Responsible	Estimated Completion
1. Implement methods to improve design and CAD processes	CAD Team	Jan. 15, 2015
2. Implement Quality Control plan	Student and Mentor team leaders	Annually
3. Enhance fall workshops to include more “hands-on” learning: <ul style="list-style-type: none"> • Safety, tool and machine usage training • Mechanical, electrical and programming skill building workshops 	Engineering Mentors	Annually by Sep. 15
4. Organize two new storage spaces and rearrange the build room for improved efficiency	Build Room/Storage Organization Task Team	Dec. 15, 2014
5. Improve pit organization: <ul style="list-style-type: none"> • Design and build a wheeled rack for small storage • Design and build a compact battery and charger unit 	Field Build Team	Feb. 15, 2015
6. Improve purchasing and material management practices (move to proactive) for commonly used materials: <ul style="list-style-type: none"> • Identify and document a “commonly used materials” list including history of type, preferred supplier(s), amount used • Maintain adequate inventory and don’t go under a set minimum amount • Purchase in larger quantities to maximize discounts and minimize shipping cost 	Fabrication Team, Purchasing Manager	March 1, 2015
7. RISK MITIGATION: Identify an alternative robot transportation option which can be used in the event our primary robot transportation van is not available	Program Leadership	June 1, 2015
8. RISK MITIGATION: Identify an alternative build and meeting location to use in the event the school site is not available (discuss options with sponsors, school, mentors, parents)	Team Manager, Program Leadership	Jan. 10, 2015

AdamBots Team Strategy #3: Develop Strong Team Leadership		
Action Plan	Responsible	Estimated Completion
1. Clarify and better communicate student leadership selection criteria and process	Team Manager, Mentors	Dec., 2014
2. Improve Drive Team selection and training process	Program Leadership, Drive Team mentor(s)	Jan. 15, 2015
3. Internal team communication: Identify and implement better tool(s) and practice(s)	Communication Task Team	Jan. 15, 2015
4. RISK MITIGATION : Document job function of AdamBot key mentor leaders with details necessary to carry out responsibilities: <ul style="list-style-type: none"> • Team Manager • Financial Manager • Teacher(s) • Purchasing Manager • Program Leadership mentors 	Team Manager, Financial Manager, Teacher(s), Purchasing Manager, Program Leadership mentors	June 1, 2015

AdamBots Team Strategy #4: Develop Excellent Team Financing and Sponsor Relationships		
Action Plan	Responsible	Estimated Completion
1. RISK MITIGATION: Gain at least one new sponsor every year	Financial Manager	Annually by end of year
2. Improve planning and purchasing of special equipment, tools, computers and software: <ul style="list-style-type: none"> • Identify and prioritize items for purchase • Determine funding • Purchase items to maximize discounts and minimize shipping costs 	Program Leadership, Financial and Purchasing Managers	Annually by end of year (begin during season wrap-up)
3. Contact sponsors to determine internship opportunities for AdamBot students	Financial Manager	Annually by end of year
4. Better prepare students to present team information to a variety of audiences	Presentation Team	Feb. 1, 2015
5. Develop and send a high quality electronic newsletter to thank and update sponsors, school administrators, community leaders, parents and alumni: <ul style="list-style-type: none"> • Monthly during the <i>FIRST</i> season • Less than monthly (TBD) during the off-season 	Marketing	Annually
6. Develop a high quality one-page team overview to market the team that can be shared electronically or in printed format	Business Plan Team	March 15, 2015

AdamBots Team Strategy #5: Spread the Message of FIRST

Action Plan	Responsible	Estimated Completion
1. Establish and/or mentor <i>FLL</i> , <i>FTC</i> or <i>Jr.FLL</i> teams each year	Outreach Team	Annually by end of year
2. Mentor at least one <i>FRC</i> team each year	Mentoring Team	Annually by end of year
3. Conduct community service and outreach projects including Rochester Hometown Christmas Parade float, Relay for Life, robot demonstrations and more	Outreach Team	Annually throughout year
4. RISK MITIGATION: Conduct a “Meet the AdamBots” open house event for sponsors, school administration, community leaders and parents	Marketing Team	Annually during build season
5. Influence increased STEM curriculum in Rochester Community Schools through mentor participation in RCS Career Technical Education Advisory Committee	Mentors	Ongoing



AdamBots share the message of FIRST with Michigan Governor Rick Snyder.