

ADAMBOTS

Team **245**

Rochester Hills, Michigan
Adams High School

2021 Business Plan

COMPREHENSIVE PLAN FOR CONTINUITY, SUSTAINABILITY, AND CONNECTION

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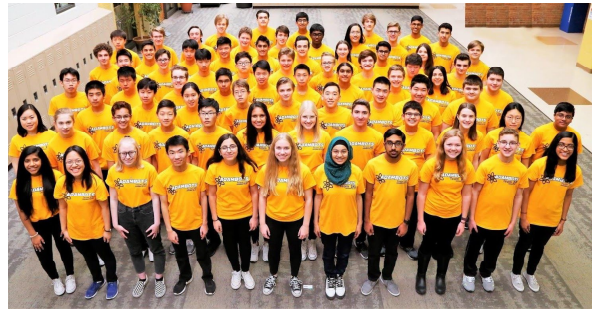
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1.0 Executive Summary

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 collaborate 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—students and mentors alike—and provide a focus for all that we do. Orbiting the nucleus are our Core Values which further energize us to sustainable team success and contribute to the goal of spreading the word of *FIRST*.

AdamBots Core Values

mayor awarding us the Community First Award, for making “a notable effort to improve the quality of life for those around” us.

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 team demographics, benefits to team members, sponsors, and school, and Core Values
3.0 Organizational Plan	Explains team structure, training, expectations of members, safety, location, and off-season events
4.0 Operational Plan	Details major <i>FIRST</i> season tasks and how we manage our work
5.0 Outreach and Mentoring Plan	Explains how we spread <i>FIRST</i> by mentoring teams and give back through community service
6.0 Marketing Plan	Explains how we use our brand to enhance partnerships with others
7.0 Financial Plan	Deetails how we manage our team finances for sustainability
8.0 Strategic Plan	A 1-5 year plan which defines our goals and actions to get there; also addresses risk management
9.0 Measuring Success	Outlines efforts to identify how the team succeeds and where the team can improve

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	62 Students (up from 10 during Rookie year) <ul style="list-style-type: none">• 16 girls and 46 boys• 25 Seniors, 14 Juniors, 12 Sophomores, 11 Freshmen
Mentors	27 Mentors (up from 3 during Rookie year). 19 of our mentors have no children on the team We draw mentors from current and retired teachers, alumni, and past and present team parents.
Sponsors and Partners	General Motors, R&G Drummer, FCA Foundation, JTEKT Corporation, State of Michigan, Emagine Entertainment, DTE Energy, Thyssenkrupp, Bosch, Nematik, Friends & Family Rochester Community Schools, Rochester Advanced Dentistry, Valeo, Knight Global
Website	AdamBots.com

2.2 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:

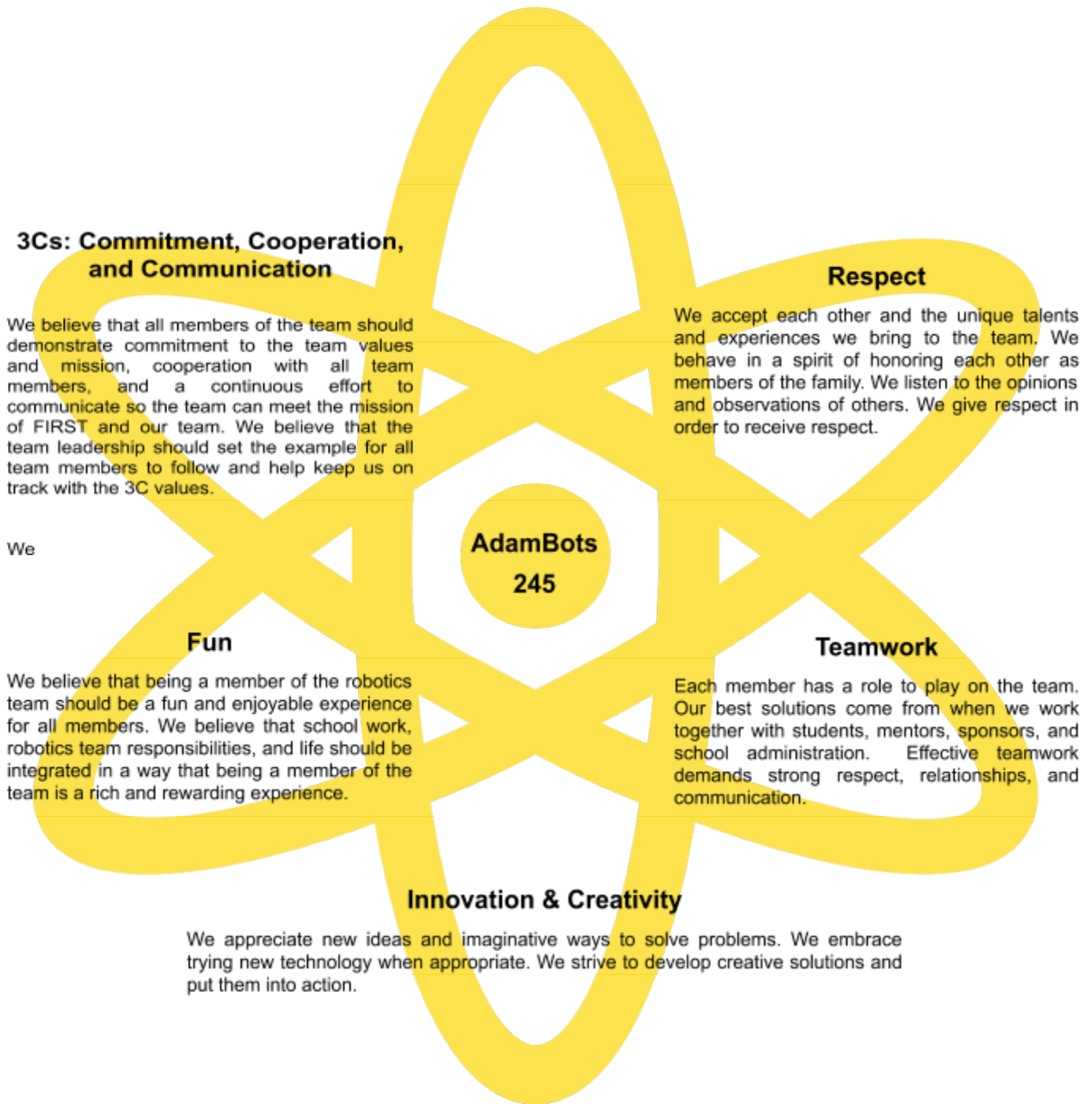
- An opportunity to market their company
- Reach out to the community in a positive way
- Develop future employees
- Help inspire students to enter STEM and business fields
- Provides opportunity to be good corporate citizens

2.3 AdamBots Core Values

Students and mentors worked together to define Core Values which we believe are key to our success, sustainability and help us to be a role model team.

Gracious Professionalism™

We do the right thing with integrity. We set positive examples for others to follow. We compete on an even playing field and help our allies and opponents to be their best. We are also be on our best behavior whenever we are participating on the team; at the school, at competitions, at robotic demonstrations, and at community outreach events. *"Gracious professionals learn and compete like crazy, but treat one another with respect and kindness in the process...In the long run; Gracious Professionalism is part of pursuing a meaningful life. One can add to society and enjoy the satisfaction of knowing one has acted with integrity and sensitivity."* –
WOODIE FLOWERS

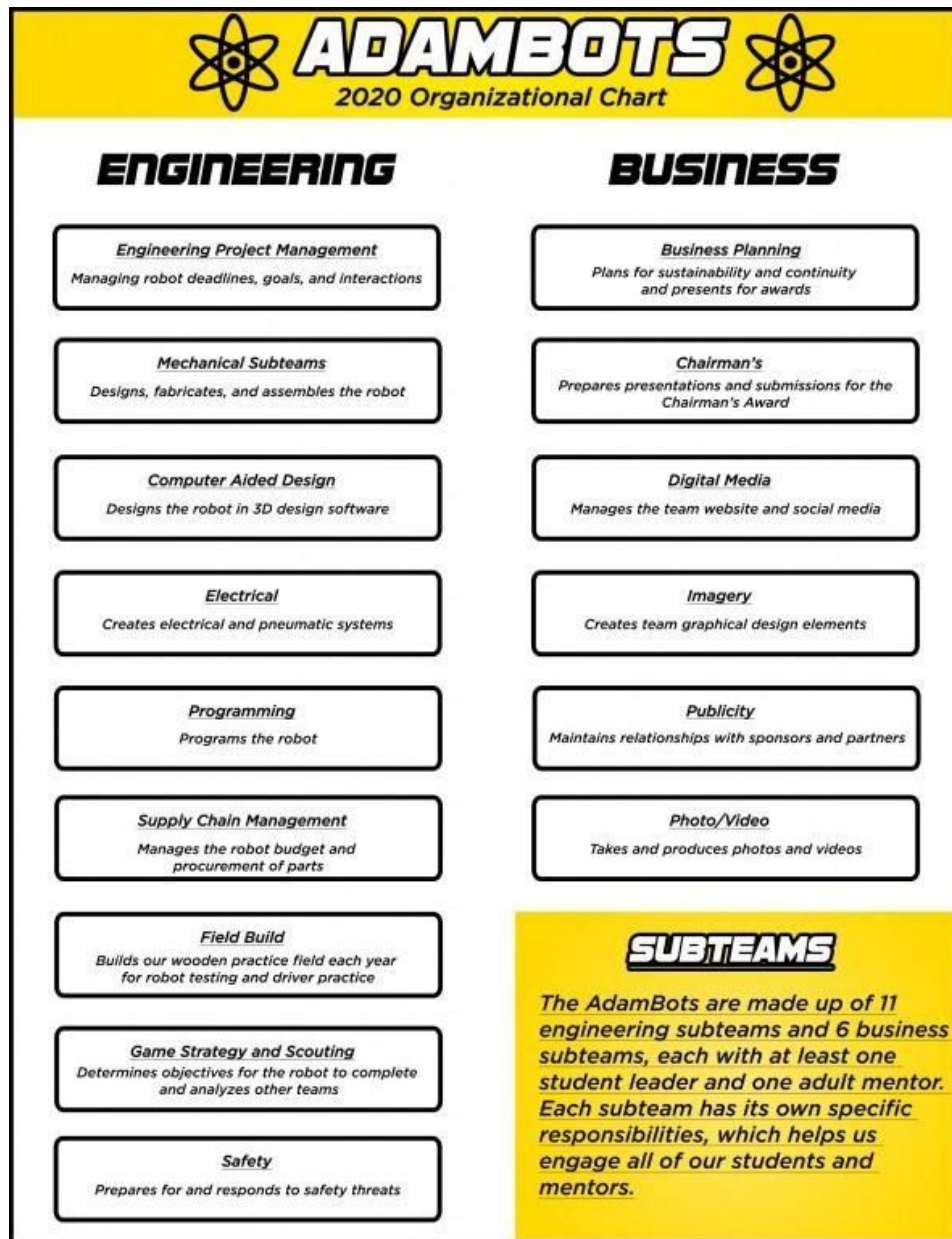


3.0 Organizational Plan

3.1 Team Structure

Our team is organized into eleven engineering subteams and six business subteams, each with at least one student leader and one mentor. The team also a Project Management subteam, which oversees

goals and deadlines for the robot. Several mentors fulfill the roles of Team Manager, Financial Manager, and Purchasing Manager. These roles supervise team administration, travel, finances, and purchases. Prior to the build season, students fill out forms ranking their top subteam choices and nominating themselves for leadership positions. Mentors interview and select student leaders and place students on subteams based on their interests.



3.2 Human Resources

Recruitment

At the beginning of each school year, we start our recruiting process by giving the time and place of our first meeting on posters we hang up around our school to promote the robotics team. Many students also join as a continuation of our feeder programs. At the first meeting, we give an overview of our team and what the robotics season entails. Students can then decide if they want to join. We also recruit mentors during our Team Startup Meeting held in the first week of December. This is a meeting that both students and parents attend in order to receive detailed information on travel, competitions, fees, and more. At the end of this meeting, we encourage any parents who might be interested in becoming a mentor to sign up. Later in the year, they will attend a training session before *FIRST* season begins.



Training

This year, the AdamBots began a new program called Project Hephaestus for training incoming students. With guidance from mentors and veteran students, incoming AdamBots created a robot from scratch to demonstrate in the Rochester Hometown Christmas Parade. Through this activity, students began developing relationships with mentors and veteran students earlier at the same time as gaining more hands-on experience working as a team toward creating a robot. Through this program, new students will enter the *FIRST* season with a knowledge of tools and safety as well as a taste of how the team is structured.

Skills Approach to Subteams

In addition to each subteam's contribution to the overall team, each subteam is also defined by the specific real-world skills it teaches its students. Regular measurements ensure the team is aware of the threat of turnover in the case of only older students having high levels of experience. This "Skills Approach to Subteams" boosts awareness of threats as well as ensures that the mission of the team is being accomplished within each subteam. Each year, we measure the skills relevant to each subteam through a self-evaluation given to the whole team.

Attendance, Participation and Behavior Expectations

It is important that students are on time to all events, matches and meetings. If a student is unable to attend, they should inform a mentor or student leader of their absence in advance. It is also important that all students regularly attend their own subteam meetings so that they can not only stay current with the team's progress but also to partake in it. Grades are of utmost importance to our team. For a student to remain on the team, he or she must have passing grades in all classes because we do not want any member's participation in the robotics team to become the cause of failure in their school work. Students are also expected to participate in five community outreach activities throughout the year. Opportunities to sign up and participate are available regularly.

In addition, students are expected to exhibit Gracious Professionalism® at competitions not only for our team, but for other teams as well. We try our best to help other teams whenever any technical or operational issues occur on their side, regardless of the fact that we are all competitors. Students are also encouraged to focus on the competition and avoid playing on an electronic device or other forms of entertainment. Team members must always strive to work together peacefully and cooperatively, remembering to be gracious in winning and losing. Other member expectations can be found in the Student Contract (Appendix).

Safety

Safety of team members is critical. Students and mentors working with the robot at school or in the pit must wear safety glasses. Safety topics are covered in our fall training, and the use of power tools is supervised by experienced mentors. Prior to competitions, the safety team coordinates safety drills with the whole team. More information can be found in our Safety Manual.

EDGE Teaching Method

Our team uses the EDGE teaching method, an effective four step teaching approach borrowed from Boy Scouts of America, to teach team members new skills and concepts. This approach is used consistently by mentors and students. The EDGE teaching method is similarly used to teach a wide variety of skills and concepts related to the AdamBots work, including any Engineering or Business sub-team task. For example, the method could also be used to show someone how to use a camera, update the website, or create items for the Business Plan.

- **Explain** – The trainer explains how something is done.
- **Demonstrate** – After the trainer explains, the trainer demonstrates while explaining again.
- **Guide** – The learner tries the skill while the trainer guides him or her through it.
- **Enable** – The learner works on his or her own under the watchful eye of the trainer. The trainer's role in this step is to remove any obstacles to success, which enables the learner to succeed.

3.3 Organization of Operational Functions

FIRST Robotics Competition (FRC)

The *FIRST* Robotics Competition runs from January to April, with approximately 4,000 teams participating globally. Teams compete in districts and regionals to earn a spot at the *FIRST* Championship. FRC stresses STEM inspiration by building relationships between students and mentors.

The *FIRST* Robotics Competition is the main season for the AdamBots. All students and mentors participate in FRC and the organization is as it appears in the chart. By participating in FRC, we inspire and educate our students in preparation for high-level competition.

Oakland County Competitive Robotics Association (OCCRA)

The Oakland County Competitive Robotics Association runs from October to November, with approximately 25 teams participating across the county. All teams participate in four ranking tournaments followed by the County Championship. OCCRA stresses growth of STEM and leadership skills by restricting mentor involvement to concept and safety and by disallowing the use of heavy machinery.

Our OCCRA team is made up of 10-30 veteran students who have the skill set to build a robot without mentor assistance. Relatively few mentors participate in our OCCRA team, but we maintain the roles of Coach and OCCRA Team Manager. By participating in OCCRA, our leaders develop their skills and have a lot of fun.

FIRST Offseason

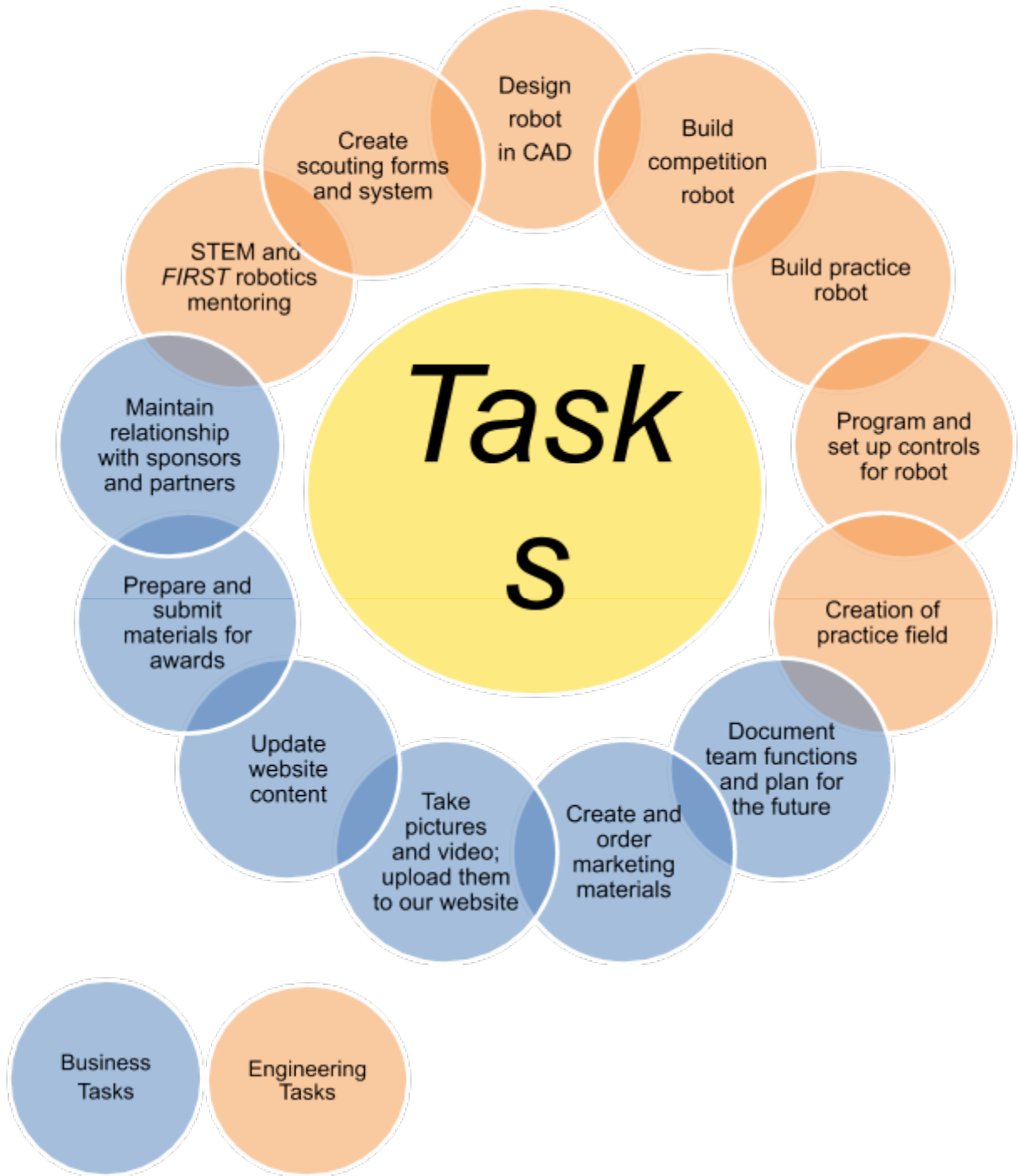
Following the *FIRST* Championship, teams can sign up for additional independent events. The AdamBots compete in 2-4 offseason events each year. By participating in offseason events, we can train future drive team members. Our potential offseason events include:

- **Michigan Advanced Robotics Competition (MARC I & II)** – events where our students can practice and have fun
- **Indiana Robotics Invitational (IRI)** – July event in Indianapolis and one of the most competitive robotics events in the world. We've proudly been invited each year we've applied but one.
- **Kettering Kickoff** – September event in Flint where our students can practice and have fun in the leadup to the *FIRST* season
- **Bloomfield Girls Robotics Competition (BGRC)** – November event in Bloomfield Hills. This all-girls event allows our female students to get additional opportunities to drive and fix the robot

4.0 Operational Plan

4.1 Tasks

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

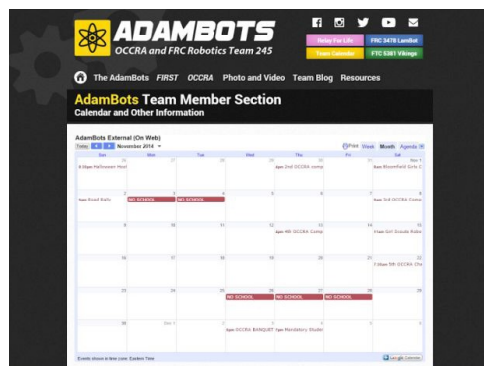


4.2 Scheduling

Each Tuesday after school, we conduct 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, engineering subteam leaders meet to discuss deadlines and projects that involve multiple sub-teams. Each of our subteams meet at staggered times throughout the work week to ensure that there are not too many people in the robot build area. Subteams decide what schedule works best for both the students and mentors.

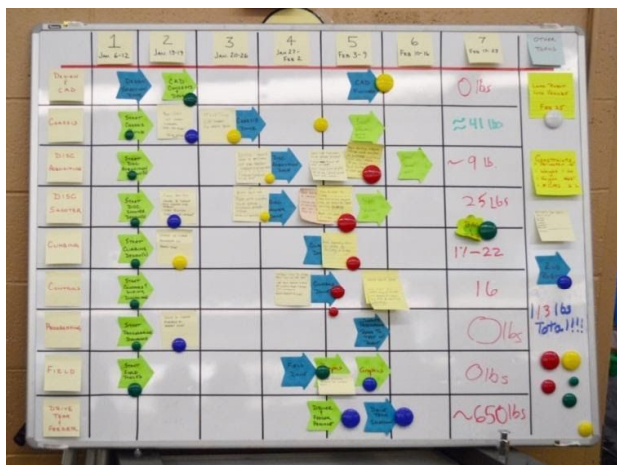
4.3 Communication

Communication within the team is accomplished with team meetings, sub-team meetings, emails, group chats, leader-to-member communication and the website. Students receive important team notifications via Remind, especially during travel. While traveling, we meet nightly to discuss plans for the next day. Our Team Manager sends emails to all team members and/or parents regarding events that involve the whole team. Student and mentor subteam leaders send emails to communicate with subteam members. On our website, www.AdamBots.com, we maintain a calendar for use within our team.



4.4 Project Management

Good project management is vital to our continued success during the *FIRST* build season. Our team utilizes a Project Management Team to help keep our team on task and on schedule. The Project Management Teams conducts weekly meetings with sub-team leaders to review progress, manage resources and resolve problems and a status review for the entire team every Saturday afternoon. The Project Management Team also makes use of a board (pictured right) to review the project schedule.



Engineering sub-team student leaders and mentors participate in a design review meeting every Monday evening that is led by the Project Management Team. 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. The design process is debriefed to the whole team each Saturday. Our design process is documented in our Engineering Notebook.

5.0 Outreach and Mentoring Plan

5.1 Community Outreach

The AdamBots choose to many community outreach events to give back to our community, to spread awareness of *FIRST*, and to emphasize the importance of social responsibility to team members. We provide over 3,600 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 fundraiser walk to support the American Cancer Society. The AdamBots raise money for this event by selling luminaries every summer. 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 been recognized by the American Cancer Society as the top team fundraiser in our area for the past five years, and we have raised more than \$110,000 since we began participating in 2005.



Hunger Walk

The Hunger Walk is a local charity walk created by the AdamBots to support the Rochester Area Neighborhood House and benefit those in our community who are in need. This year, we raised over \$1000. This event takes place in the fall, and participants include members of the AdamBots, Cyber Cats, and FEDS teams as part of Rochester United as well as children from elementary and middle school teams we mentor and friends and family.

Rochester Hometown Christmas Parade

The AdamBots, along with other local *FIRST* teams, march in the Christmas Parade each December. It is a way to advertise our team along with the *FIRST* community, in the hopes of encouraging more people to join or recognize *FIRST*. This year, we demonstrated the robot built by the rookie students in Project Hephaestus. A few students from each team walk next to these, carrying signs and posters for *FIRST*.



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. Since 2002, the AdamBots have cleaned up after the last night of the Halloween Hoot. We take down the decorations and pick up after everyone is gone from the trails.

Other/Past Service Projects

This year because of COVID-19, our volunteering activities changed. We wrote 30 holiday cards to the Older Person Center, donated 245lb of food and 62 games to Rochester Neighborhood House, collected 200 coats for people in need, and wrote 245 thank you cards to the legislature for supporting the MDE grant.

5.2 FIRST Support

Rookie Team Mentorship

In 2010, General Motors, one of our partners, asked for experienced *FIRST* teams to help rookie teams in Mexico. The AdamBots gladly chose to assist Team 3478, 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. We attended regionals in Texas for two years to get to work more with them. The LamBots won the Rookie All-Star Award at the 2011 *FIRST* Championship. Since then, they've won the Regional Chairman's Award three times and Engineering Inspiration Award at the *FIRST* Championship twice.



General Motors asked us to mentor a local Detroit team, 3096 Village Bulldogs. They were a rookie team and faced significant challenges in getting needed support from their school. We continue to mentor them and collaborate with them. In helping this team, we share our designs, offer feedback and use many of the same methods used when first helping the LamBots.

In 2014, the AdamBots successfully started Team 5436, the Cyber Cats. Students from the local Stoney Creek High School previously came to our team, but we helped them to form their own at their school. After a successful rookie season, the Cyber Cats have expanded their team and acquired a workspace of their own. They've won numerous awards and qualified for the *FIRST* Championship the past three years.

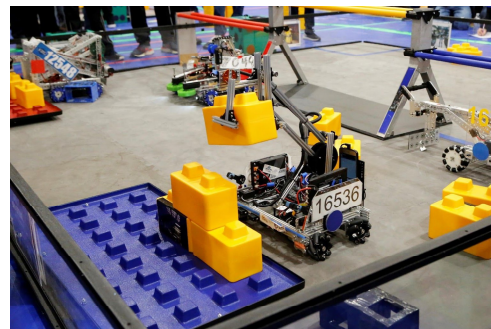
FIRST Season Video Calls

Each Saturday during the *FIRST* season, we host a video call with several other teams. Beginning with the LamBots alone, the call now includes ten other teams across Michigan and Mexico (201, 3096, 3478, 5213, 5436, 6121, 6832, 7232, 8380, 2224). Together we discuss strategy, robot design, team organization, outreach, business planning, Chairman's award work and any other topics requiring focus. We make plans to attend competitions with each of these teams when possible.

FIRST Tech Challenge (FTC) Event Hosting

In 2019, the AdamBots hosted and ran Michigan's first-ever FTC League Meet. We cooperated with FRC Teams 201 and 5436 to set up before and clean up after the event as part of Rochester United Robotics. Our team also provided volunteers for queuing and other event functions.

Last year, we expanded our FTC support to host a qualifier. We again worked with the other Rochester United teams to draw



volunteers for setup and cleanup as well as queueing, field reset, and judge assistance.

By running these events, we hope to develop the infrastructure of *FIRST* in Michigan to support the growth of FTC. **At this time, however, we are not hosting any events due to COVID-19.**

FTC Mentoring

In 2011, the AdamBots started and mentored an FTC team at our feeder school, Van Hoosen Middle School. Our team mentored both the engineering and business areas of the rookie team. After a brief period of absence, we helped restart that team in 2019.

FIRST Lego League (FLL) and FIRST Lego League Jr. (FLL Jr.) Mentoring

The AdamBots have supported FLL teams through nearly our entire history. This year we are mentoring six teams. We also started and continue to mentor 14 FLL Jr. teams this year. The AdamBots fund the 13 FIRST teams at Delta Kelly Elementary School. We meet with each team at least once per week, guiding students to appreciate STEM fields of education and the values of FIRST.

Last year, Rochester United Robotics hosted a practice event for all our FLL and FLL Jr. teams. This year, due to the pandemic, the AdamBots only provided material and financial support.



FIRST Community Support

At each local FIRST competition, we provide two to six volunteers to assist, including both mentor and student volunteers. We support not only FIRST season events, but also off-season events such as IRI, MARC and Kettering Kick-off. Volunteers help set up the competition field, administrate the pit area, queue teams, distribute safety glasses, and even coordinate other volunteers. We also presented about business planning to other teams at the Kettering Mentor Day Event and presented about Chairman's and business planning with the Lambots. Our volunteering is one way our team gives back to support the success of the FIRST community.

5.3 STEM Inspiration

Robot Demonstrations

We display our robots at different events, including elementary school assemblies, science fairs, partner locations, Girl and Boy Scout functions and library demos. For example, this year, students demonstrated the robot at Long Meadow Elementary's Science Fair. Robot demonstrations allow us to inspire students to have an interest in STEM education, spread awareness of FIRST and give partners a first-hand look at the benefits of our partnerships.

Ambassador Program

Whenever an AdamBots student goes abroad, they have the option of presenting to students in that country about opportunities in STEM education. These can vary from conversations on a street corner to brochures at a library to EV3 robot demonstrations at a hotel. As of now, AdamBots Ambassadors have been to England, Haiti, Mexico, Australia, and Japan. We have partnered with the STEM Connection to add STEM-themed coloring books to our trips.

Girls STEM Event

We partnered with the Young Feminists’ Council, a branch of the National Organization for Women, to run a Girls STEM Event at the Rochester Hills Public Library. Students from our team and teams 4384 and 5436 introduced middle school girls to aerospace engineering, electrical engineering, computer science, biology, and chemistry concepts.



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 STEM programs in our schools.

School – Parent Teacher Student Association (PTSA) STEAM Committee

We have six students and one parent on the school PTSA STEAM Committee. With a mission of expanding student participation in STEAM (science, technology, engineering, arts, and mathematics) fields, they connect students to professionals through monthly workshops and an annual STEAM fair. The committee also facilitates cooperation between school clubs to strive together towards this common goal.



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, casual conversations, and team demonstrations. We formally invite the principal and faculty to attend events hosted at home. We also 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. In



addition to CTE, one AdamBots parent is a member of the school board. The AdamBots also have partnered up with the FEDS, Team 201, and the Cyber Cats, Team 5436, we have done a variety of community outreach including the annual Christmas parade and the Hunger Walk. To maintain relations, periodic meetings with

Partners (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 partners through marketing and direct communication to ensure their continued support and to gain new partners. Specific students and/or mentors are assigned to keep partners up to date, and we have visited partners 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 demonstrate our robots at school whenever possible, including at a pep assembly this year. One way we showcase our team in the school is by wearing our spirit wear in class before competitions. We also encourage teachers and parents to mentor the team. The best way we can reach potential team members is through our various outreach and mentoring programs. There, we can encourage interest in STEM, *FIRST*, and the AdamBots.

6.2 Marketing Mediums

Robot Demonstrations / Speaking Events

We regularly participate in a wide variety of events, where we demonstrate our robot and speak to attendees about *FIRST* and the AdamBots. Events have included elementary school science fairs and

assemblies, Boy Scout and Girl Scout meetings, high school pep assemblies, demonstrations at freshman parent orientation, meetings with high school principals, presentations to the RCS School Board and demonstrations at the Rochester Hills Public Library. Our Ambassador Program allows us to market *FIRST* and other STEM education opportunities to our global community.

Meet the AdamBots

Our team occasionally hosts an open house called “Meet the AdamBots.” This event has been a successful means for our team to inform and build relationships with partners, school administration, politicians, community leaders, parents and family members by introducing them to our team, our projects, facilities and how we operate. The goals of Meet the AdamBots are to reach out to all our partners, spark interest to gain new partners and spread the message of *FIRST*. A presentation explaining our team, our history and the objective of the current year’s game is given. Also, those attending are broken up into small groups and led by student guides on a tour where they see our build room and meet students from our sub-teams who explain and present their sub-team’s function and projects. The tour also includes a demonstration of our robot for the current and past seasons.

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

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 shirts, documentation and presentation materials, to the website and social media channels, as well as our competition pit displays and the robot’s graphics.

Due to COVID-19 we are no longer distributing ducks and team pins and instead we are ramping up our social media presence as an alternate form of team advertising.



Newsletter

We distribute a monthly electronic newsletter to all our partners including sponsors, school administration, teachers, politicians, community leaders, parents, students and mentors. Subscribers sign up to receive the newsletter on the team website, and an online service called MailChimp is used to email it to subscribers. This newsletter enables our partners to keep up to date with team activities and future plans. It includes information about competitions, outreach, team recognition and awards, a team wish list identifying material and support needs and recognizes our sponsors.

Online Presence

We operate various social media accounts on Facebook (782 likes), Instagram (1,101 followers), Twitter (1,671 followers), and YouTube (133 subscribers). Using these tools, sponsor, competition and community outreach information, as well as team news, is communicated to families, classmates, friends, and members of the community. Our online presence helps build interest in *FIRST* and enables us to communicate with other teams across the globe.

***FIRST* Support**

We get our name out to the global *FIRST* community by supporting teams. This includes mentoring and collaborating with teams through video calls, giving support to the Japanese teams, and publishing resources. We host a Chairman's Exchange to promote collaboration between *FIRST* teams and the sharing of Chairman's award knowledge. We additionally provide teams with business planning support through hosting business planning workshop events both at Kettering University's Virtual *FIRST* workshop event and over a zoom call with team LamBot, FRC Team 3478 and sharing our team's knowledge.

7.0 Financial Plan

We focus on long-term financial sustainability to ensure success. Financial support comes from three different sources: partners (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 Partners

Partners are the primary method in which we receive financial support. Our goal is to obtain enough funding to cover the costs of both *FIRST* registration fees and robot parts. Currently, we have thirteen partners and receive donations from several friends and family of team members. We also strive to obtain at least one new partner each year and keep all partners from the previous year. This is accomplished through partner thank you’s and recognition, our monthly electronic newsletter, and our annual “Meet the AdamBots” open house. **Due to COVID-19 we could not have an in-person open house this year, so to provide additional advertising we increased social media efforts, made our blog posts more regular, and continued our newsletters.**

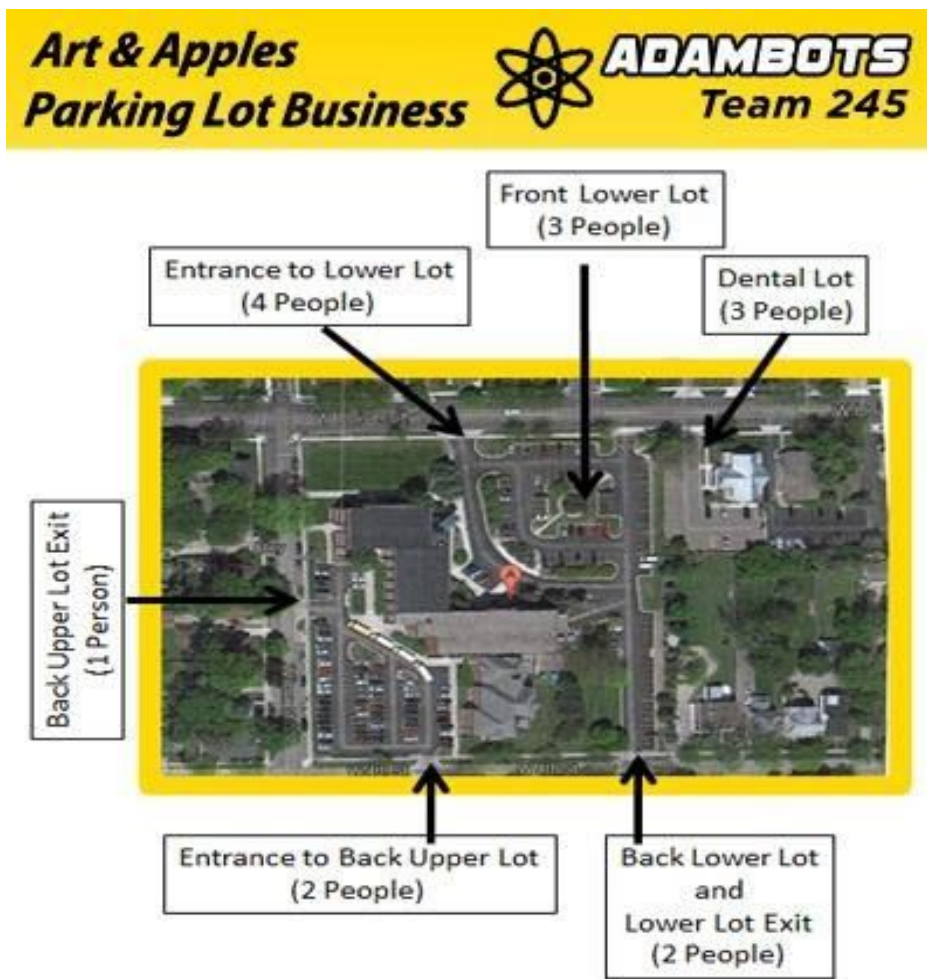


7.2 Member Contribution

Students and mentors also contribute financially. Students pay annual registration fees which help pay for transportation to competitions. This includes bus transportation to Michigan district and state championship, out-of-state regional, *FIRST* Championship and off-season competitions. 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, AdamBots students, parents, and mentors 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. **Due to COVID-19, we could not volunteer in-person at the Art and Apples fundraiser this year, so we instead gained new sponsors to make up for the temporary loss of that area of funding.**







7.4 2020 Financial Graphic





7.5 Financial Contingency Plan

The AdamBots created a financial contingency plan to prioritize spending in case of budget cuts.

Priority	Tentative Cost	Budget Item
1	\$5,000	Registration for two local district events
	\$1,000	Supplies for one Kit of Parts competition robot
	\$2,000	Basic team spirit wear
2	\$3,000	Supplies for one in-house competition robot
	\$4,000	State Championship registration
	\$6,000	FIRST World Championship registration
3	\$1,500	Registration and supplies for OCCRA
	\$4,000	Supplies for a practice robot
	\$500	Registration for a third district event
	\$2,000	Youth STEM programs





4	\$12,000	Third event as travel competition
	\$1,000	Registration for local offseason events
	\$5,000	Registration and travel for Indiana Robotics Invitational
	\$3,000	Expansion of equipment (tools, computers, cameras, etc.)
5	\$3,500	Banquet celebration
	\$5,000	Additional team spirit wear
	\$1,000	Pit marketing materials

8.0 Strategic Plan

8.1 Strategic Planning Process

The AdamBots Strategic Plan was created in 2014. Students and mentors work together to review and update it two times per year (spring post-season and fall pre-season). The process begins with our mission to inspire growth and appreciation of STEM, business, and career skills. To accomplish it, we've broken it into five key team strategies. Then, we analyze our team internally (strengths and weaknesses) and externally (opportunities and threats) to create a list of actionable items. We then review the list in the context of each key team strategy to structure conversations on our plans for the next few years.

8.2 Team Strategies

The AdamBots have a Strategic Plan that supports the team's mission statement and is used to make team improvements, manage risk and enhance team sustainability. The Strategic Plan identifies five long-term team strategies with supporting action plans.

AdamBots Team Strategies
Grow a Model Team
Learn and Continuously Improve by Building a Successful Robot
Develop Strong Team Leadership
Develop Excellent Team Financing and Partner Relationships
Develop the <i>FIRST</i> Community





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. Large, skilled, accessible body of long-term mentors 2. Large body of students organized in strong, sustainable structure 3. Students and mentors with knowledge and interest in wide variety of fields 4. Sponsor and financial partnerships 5. Succession planning from youth STEM programs and subteam structure 6. Development of real-world skills such as communication, collaboration, and career skills 	<ol style="list-style-type: none"> 1. Lack of succession planning for specific mentor roles 2. Non-<i>FIRST</i> youth STEM program involvement 3. No teacher mentors
Opportunities	Threats
<ol style="list-style-type: none"> 1. Fall CAD and programming training programs 2. Focus on developing student skills 3. School involvement 4. Dedicated offseason group for developing new engineering prototypes, skills, and techniques 5. Learning from industry experience 6. Growing school administration support 	<ol style="list-style-type: none"> 1. Loss of mentors in key roles 2. Loss of financial support 3. Loss of build space 4. Loss of school district support 5. Loss of robot transportation





8.4 Action Plans and Risk Mitigation

AdamBots Team Strategy: Grow a Model Team		
Action Plan	Responsible	Estimated Completion
Maintain past efforts to grow a model team	Business Planning Subteam	Continuous
Develop build space, including expansion, space utilization, and equipment	Lead mentors	Continuous
Recruit an Adams High School teacher to the team	Publicity and Communications Subteam	September 2020
Create and maintain succession plans for lead mentors	Team manager and lead business mentor	September 2021

Grow a Model Team

We want to continually develop ourselves to be the kind of team that we believe all teams should strive to be. This includes upholding *FIRST*'s mission, solving our community's problems, being respectful to all people, maintaining strong student involvement, and continuously improving and sustaining.





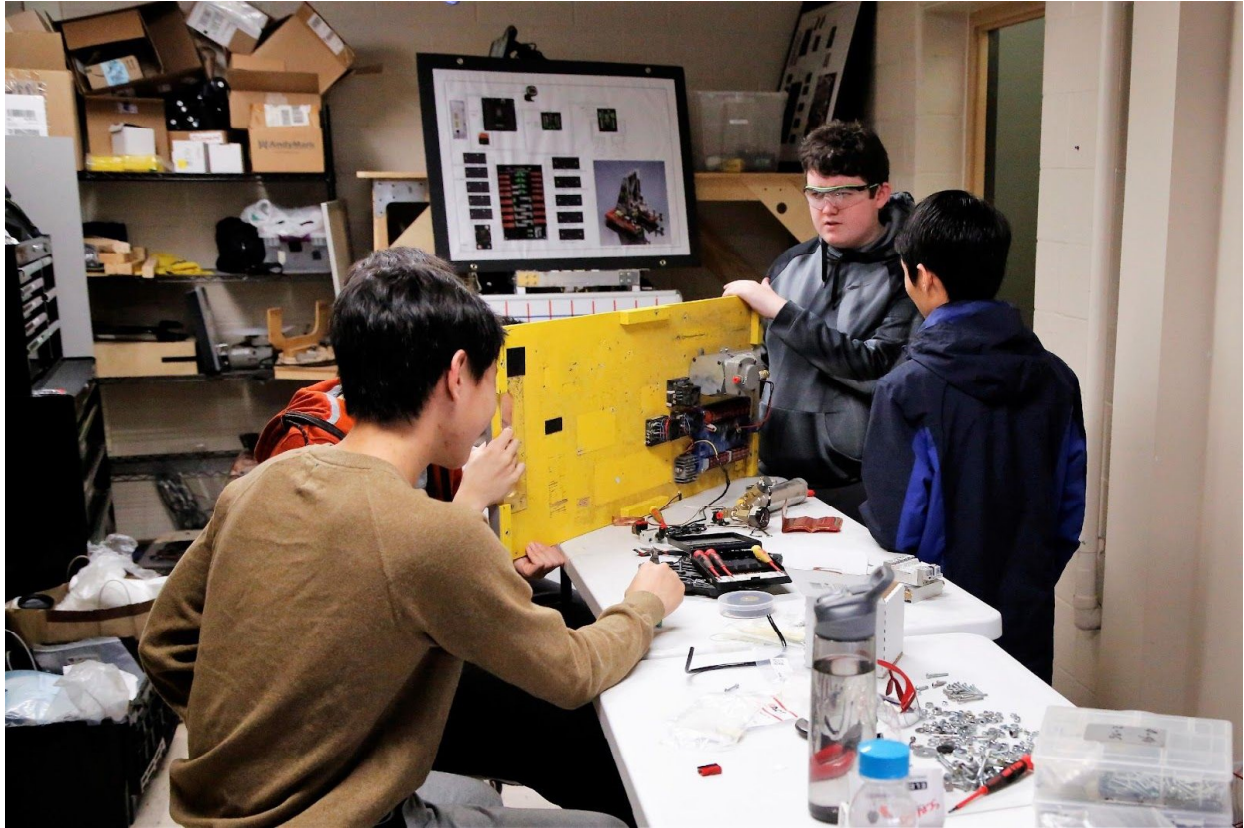
AdamBots Team Strategy: Learn and Continuously Improve By Building a Successful Robot

Action Plan	Responsible	Estimated Completion
Maintain past efforts to learn and continuously improve	Business Planning Subteam	Continuous
Invite experts to share knowledge with the team	Subteam student leaders and mentors	Continuous

Learn and Continuously Improve By Building a Successful Robot

We strive to teach students STEM skills, leadership, project management, and collaboration. We strive for our students to lead our process for building the best robot we can each year and by expanding our teaching and engineering capabilities.







AdamBots Team Strategy: Develop Strong Team Leadership

Action Plan	Responsible	Estimated Completion
Maintain past efforts to develop strong team leadership	Business Planning Subteam	Continuous
Continue new mentor training	Experienced mentors	Continuous
RISK MITIGATION: Document job function of AdamBots key mentor leaders with details necessary to carry out responsibilities: <ul style="list-style-type: none"> • Team Manager • Financial Manager • Teacher(s) • Purchasing Manager • Team Leadership Mentors 	Key mentor leaders	April 2020
RISK MITIGATION: Maintain and monitor subteam depth charts	Business Planning Subteam	Annually by June 17th

Develop Strong Team Leadership

We strive to develop mentors and student leaders who can manage teams and bring the team as a whole forward.





AdamBots Team Strategy: Develop Excellent Team Financing and Sponsor Relationships

Action Plan	Responsible	Estimated Completion
Maintain past efforts to develop team financing and partner relationships	Business Planning Subteam	Continuous
RISK MITIGATION: Gain at least one new sponsor every year	Financial Manager	Annually by end of year

Develop Excellent Team Financing and Sponsor Relationships

A solid financial plan ensures we can support achieving our mission.





AdamBots Team Strategy: Develop the *FIRST* Community

Action Plan	Responsible	Estimated Completion
Start a <i>FIRST</i> team at every K-12 school within Rochester Community Schools	Rochester United Robotics leadership	September 2021
Work with <i>FIRST</i> in Michigan to support a rookie FRC team each year	Team Manager	Annually in September
Share information on ways students can get involved in the global FRC community	Chairman's Subteam	Annually in October

Develop the *FIRST* Community

We believe that by starting *FIRST* teams and helping existing *FIRST* teams, we can expand our ability to foster growth and appreciation of STEM, business, and career skills in students.







9.0 Measuring Success

9.1 Key Performance Indicators

The AdamBots are implementing a plan for key performance indicators (KPIs) this year. The purpose is to measure changes in overall team success by examining several important factors. We determined our KPIs by examining our core values and mission statement. Measurements are taken through surveys, collected team statistics and competition performance. Our KPIs are:

Indicator	Measurement Method
Competition Performance	Elo rating
Student STEM Interest	Participation in STEM clubs at Adams High School
Alumni STEM Interest	Percent of graduates that move on to STEM fields
Student skills	Annual survey
Team Environment / Core Values	Annual survey

9.2 Implementation

Twice a year, the team meets to review the Strategic Plan. Data from our KPIs helps to facilitate discussion and back up modifications with evidence. The Business Planning Subteam and mentors meet to analyze the data before these meetings. Data can be found in our Appendix.

