



STEMConnect in a Box

This document is to outline the collective plan for STEMConnect Corporate Camps to scale to both new corporations and partnering with other FRC Teams. Each Camp and Corporation will have unique elements of location requirements. The guidelines below are to form a framework for success and are to be used as reference.



Overall Process to Launch Corporate Camp

1. Find a Sponsor
2. Pitch
3. Reach Agreement
4. Logistics
5. Putting on the Camp
6. Post Camp Checklist

Contact Us



To learn more: scan the QR code or check out FRC2468.org!

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1. Find a Sponsor



Find a corporation to sponsor and provide a location for the camp

1. Identify

- Does your team have a corporate sponsor that would be interested?
- Is there another local team that has a sponsor that would be interested?
- Would the corporation have the resources and space for a week-long camp?
- Does the corporation have >300 employees & a high concentration of STEM (specifically engineering) professionals?

Few Possible Corporations: Qualcomm, NXP, Intel, Google, Apple, etc.

2. Contact

- Find a connection to the corporation through:
 - A parent or mentor
 - Their Community Service or Corporate Responsibility department
- Email or call your connection to set up a time to meet about possible opportunity for them

2. Pitch

Convince your corporation to host a camp.

1. Introduce your team

- Present yourself as someone they want to work with

2. Introduce STEMConnect

- Explain the basics → what is it?
- Overview of potential curriculum

3. Show the appeal

- Introduce the 5-Way Win** → Emphasize what each involved will gain from the camps
- Demonstrate past success (if applicable)** → Show impressive stats, pictures of campers having fun, etc



3. Reach Agreement



Seal the deal and agree on terms for camps.

1. **Agree on dates**
 - a. Determine how many camps and the duration of camps
2. **Agree on financial terms**
 - a. State what you can provide and what you need
 - b. Most 5-day camps cost \$350 total
3. **Determine who will provide needed materials**
 - a. This includes laptops, software, food, and water
4. **Sign the contract**
 - a. All camps should have a contract

4. Logistics

Determine the details of the event.

1. **Determine who will have each role:**
 - a. FRC Partner Team
 - b. School District (if necessary)
 - c. FIRST Regional Contact (if necessary)
 - d. Coach supporting Onsite Camp
 - e. Corporate Sponsor
 - f. Onsite FRC 2468 Team member for Camp (if necessary)
2. **Setup registration and collect needed materials through FRC2468 CampSite registration system:**
 - a. Student and guardian information
 - b. Photo Release
 - c. Liability Waiver
 - d. Medical Release form
 - e. Glossy Material for promoting Camp Event
 - f. PDF or image for use in emails
3. **Notify corporation of camp instructor and counselor names**
4. **One week before camp, send email reminder to all families**
 - a. Include lunch and arrival information
 - b. Provide contact names and numbers
5. **Identify on-site location for camp** (suitable for 30 attendees and 10 camp staff), including location of water and restrooms



5. *Putting on the Camp*



What is this camp going to teach and what materials are needed?

1. **Curriculum**

- a. Create your own custom curriculum or use an example that we've used below:
 - i. LEGO EV3
 - ii. VEX IQ Beginner
 - iii. VEX IQ Advanced
 - iv. SolidWorks/3D Printing
 - v. Sphero

2. **Technology**

- a. Determine if computers or iPads are needed
 - i. Plan software installation for devices
 - ii. Arrange internet access for camp staff

3. **Marketing**

- a. Promote event dependent on requirements of the corporations
- b. Assign someone to take photos and videos of the event
- c. Take and post pictures to shared folder with access to all parents and the Corporate Sponsor
- d. Post camp progress pictures to the agreed upon Social Media outlets with planned social media hashtags

6. *Post Camp Checklist*

To ensure that another camp can be done and improved.

1. **Survey parents and corporate leaders**

2. **Gather testimonials from the employees**

- a. Use when marketing camps in following years at the same site or alternate sites of the company

3. **Maintain relationship with corporation**

- a. Follow up with corporation regularly

4. **Expand STEMConnect**

- a. Hold camps on other corporations' sites
- b. Create more camps, or longer camps



FRC Team Checklist:



- Provide PDF for print-out or email ad.
- Setup registration for camp
 - Student and guardian information
 - Photo Release
 - Liability Waiver
 - Medical Release form
- Provide registration data to the company
 - Camper names
 - Contact information for parents
 - Names of counselors, mentors, and additional adults
- Notify corporation of camp instructor and counselor names
- 1 week before camp, send email reminder to all families
 - Include lunch and arrival information
 - Provide contact names and numbers

Corporation Checklist:

- Ask corporations to advertise camp to employees, providing links to information and registration provided by the Team
- Fully execute Sign contract
 - Choose curriculum
 - Ask if company wants corporate waivers included in online signup
- Identify onsite Corporate HR contact and onsite Corporate Mentor or Employee contact
- Arrange for loaner laptops
- Plan software installation for laptops depending on curriculum
- Identify on-site location for camp (suitable for 30 attendees and 10 camp staff), including location of water and restrooms
- Arrange storage location for camp materials and laptops
- Order t-shirts for attendees (*optional*)
- Arrange for site access for camp staff, including escort authorization
- Arrange internet access for at least 2 camp staff
- Provide temporary badges for attendees
 - Provide corporate staff for Day 1 sign-in (provide access, handouts, information about site rules)
 - Provide site emergency contact and protocol (if applicable)
 - Determine social media plan
 - Identify who gets campsite registration reports

