TechBrick Education

MRA 2018

Marco Ciavolino
Founding Mentor for TechBrick
Marketing/Communications &
Technology Consultant
*enktesis, LLC
Forest Hill, Maryland

COMMUNICATION
BRANDING
FUNDRAISING

Created by TechBrick Robotics
www.techbrick.com

FOR
INSPIRATION AND
RECOGNITION OF
SCIENCE AND
TECHNOLOGY

Your Presenter

- Marco Ciavolino

  - Founder of TechBrick Robots, LLC
    - In operation since 2003
    - K-12, FLLJr, FLL, FTC, FRC
      - Owner Enktesis, LLC
        - General Marketing/Communications
      - Owner of Robot Mats
      - Interests include music, cinema, theatre, sci-fi, politics, social issues, STEM education, home schooling, photography, cinematography

Our first team in 2004

Why do we do this?

Because it's amazing!

Teaching Your Team to Speak ~~Good~~ ~~Well~~ Goodly

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Speaking Well

All Good Public Speakers are Made

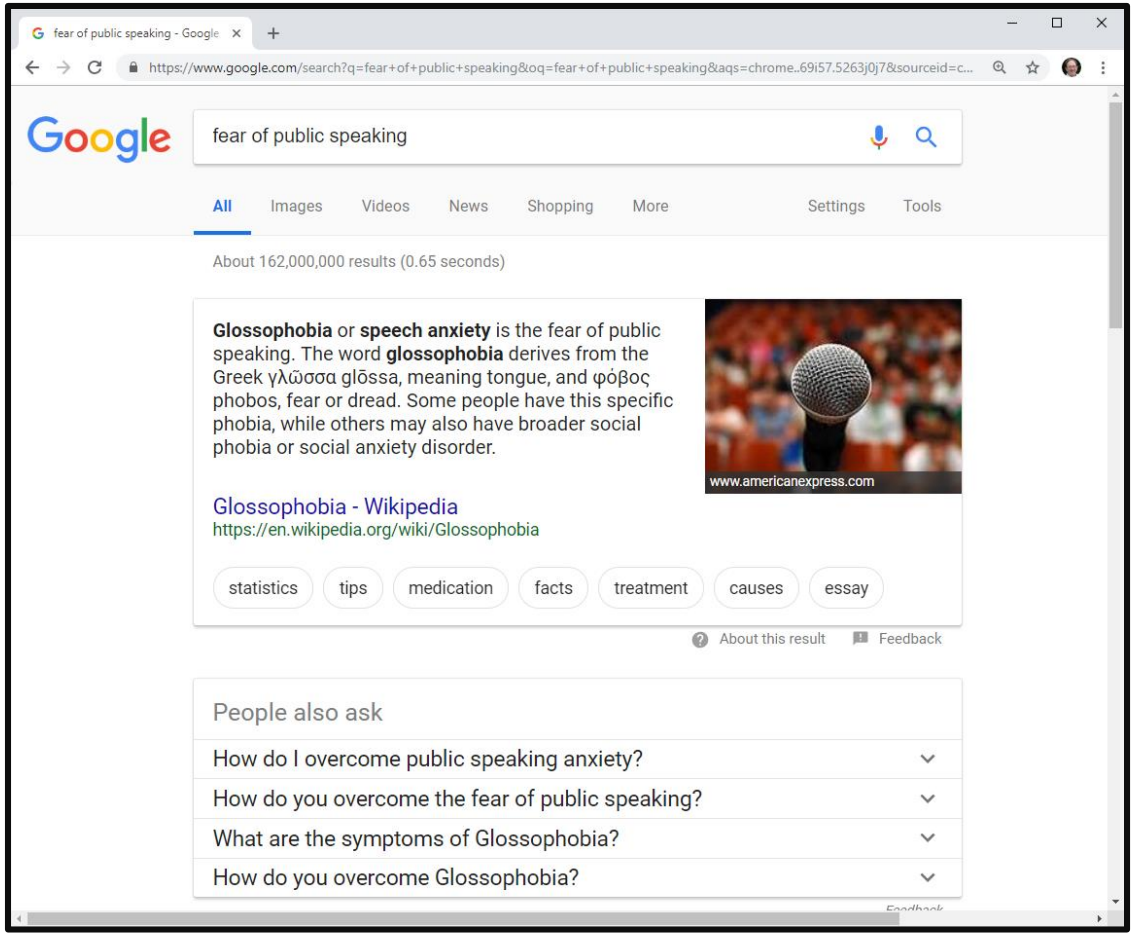
- Most people ‘freak’ if asked to speak in public
- Many people would rather die than speak in public.
- You can learn to be an effective speaker!

Fear of Public Speaking

It's a major topic in Google…

- 162,000,000 entries

Do you have Glossophobia?



Speaking Well

It is a Necessary Part of the Challenges

- FLLJr
  - Speak to expo visitor and judges
- FLL
  - Research presentation
  - Teamwork Interview
  - Technical Interview
  - Community participation
  - Fundraising
- FTC/FRC
  - Technical interview
  - Team to team communication
  - Community participation
  - Fundraising

FIRST LEGO LEAGUE JR.

FIRST LEGO LEAGUE

FIRST TECH CHALLENGE

FIRST ROBOTICS COMPETITION

Speaking Good

It should be speaking “goodly”

- I feel a lot more like I do now than I did when I first got here.
- I know you believe you understand what you think I said, but I am not sure you realize that what you heard is not what I meant.
- Assign Mark Twain’s, “First Interview With Artemus Ward.”

FIRST INTERVIEW WITH ARTEMUS WARD.

Speaking Good Well

You must ~~eliminate~~ TM and KS
(text messaging and kidspeak).

- Well, like, MBF and me, like, we want to go, like to the movies, AFAIK, its, like 2m, wr bion, starting, like, an FTC team. Its like cl wl lrn bnchs.
- A native language is a great language. Make it your mission to protect it.
- 95.1 Shine FM No-Um Contest… *Can you talk for 30 seconds without saying, "um"? No one ever, um, wins.*

Let's Try

- Favorite breakfast
- Most memorable vacation
- First job
- Any hobby
- Sports team experience

Speaking Well

Intent does not equal meaning.

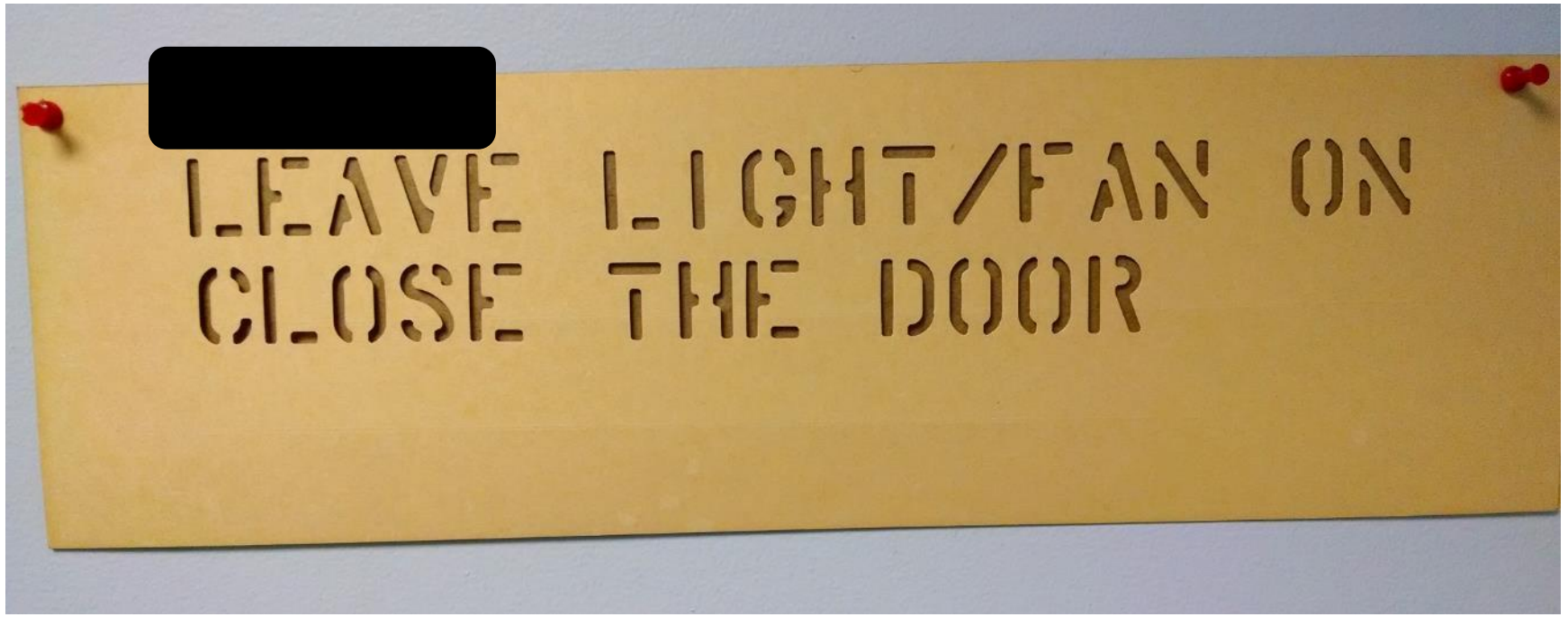
Where exactly do you go to the bathroom?

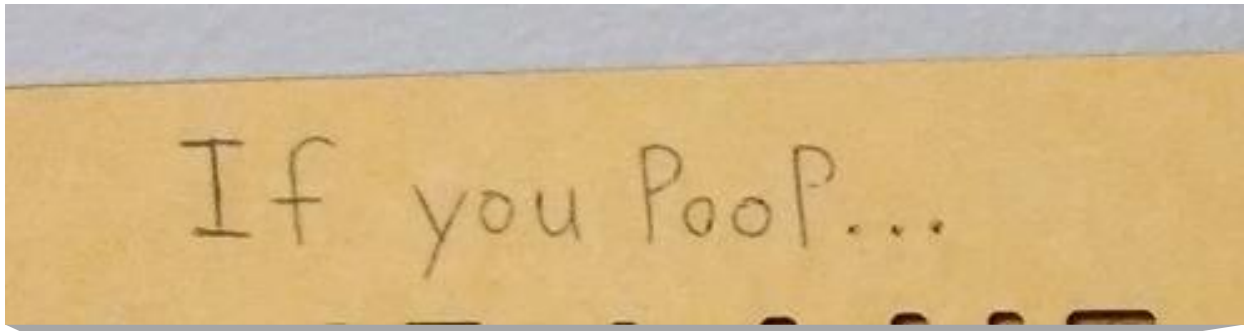
Before Text Messaging this Meant Something Else…

Umm....

planet fitness
please do not pour anything down the water fountains

Why waste energy?





This is why…

Speaking Well

This is very important

- We remind them that everything they do in life and work will require clear, effective communications skills

Bonus Tip 1: Do Not Ask Yes/No questions ever.

This is the simplest way to get good responses.

- Example:
  - "Johnny, did you like camp?" Yes.'
    - End of discussion.
  - "Johnny, what did you like about camp?"
    - He has to answer…

This is the single most frequent mistake in discussions, meetings, etc. Ban Yes/No questions from your workplace, your team, your family and you'll vastly improve your communications.

- Will you do this today? :)

Bonus Tip 2: Never let anyone answer a question with a question.

You must enforce confidence. Engineering is facts.

Example:

- Q: “Johnny, what voltage are you feeding to the motor controller?”
  A: “Twelve volts?’
  - Bad answer. Either he know or he doesn’t and difference can cost $100’s of dollars.

- Q: “Well Doc. What do you think is wrong?”
  A: “You have appendicitis?”
  - Bad answer. Will let him operate?

Students must be trained to answer with confidence from knowledge. They either must answer or find the answer.

Bonus Tip 3: Don't Do Anything Stupid: The Lt. Dan Rule…

Heed Lt. Dan in Forrest Gump…

"We have one rule here. Don't do anything stupid like getting yourself killed."

You Control Your Tournament

You own the time and space.

- Live or die.
- It's your choice.
  - There is simply no reason for you to fail in your responsibilities.
  - Here are your rules of engagement:
    - Understand equipment flawlessly.
    - Check and re-check all equipment.
    - Master competency in control.
    - Drill, drill, drill, drill, drill, drill, drill, drill, drill, drill, drill, drill, drill, drill, drill, drill,

Team Branding

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On the Internet, nobody knows y

https://en.wikipedia.org/wiki/On_the_Internet%2C_nobody_knows_you're_a_dog

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On the Internet, nobody knows you're a dog

From Wikipedia, the free encyclopedia

"**On the Internet, nobody knows you're a dog**" is an adage and meme about Internet anonymity which began as a cartoon caption by Peter Steiner and published by *The New Yorker* on July 5, 1993.[1][2] The cartoon features two dogs: one sitting on a chair in front of a computer, speaking the caption to a second dog sitting on the floor listening to the first.[3] As of 2011, the panel was the most reproduced cartoon from *The New Yorker*, and Steiner had earned over US$50,000 from its reprinting.[1][4][5]

Peter Steiner's cartoon, as published in *The New Yorker*

Contents [hide]

1 History
2 Context
3 In popular culture
4 See also
5 References
6 Further reading
7 External links

History [edit]

Peter Steiner, a cartoonist and contributor to *The New Yorker* since 1979,[5] said the cartoon initially did not get a lot of attention, but that it later took on a life of its own, and he felt similar to the person who created the "smiley face".[1] In fact, Steiner was not that interested in the Internet when he drew the cartoon, and although he did have an online account, he recalled attaching no "profound" meaning to the cartoon; it was just something he drew in the manner of a "make-up-a-caption" cartoon.[1]

In response to the comic's popularity, he stated, "I can't quite fathom that it's that widely known and recognized."[1]

Context [edit]

The cartoon marks a notable moment in the history of the Internet. Once the exclusive domain of government engineers and academics, the Internet had by then become a subject of discussion in general interest magazines like *The New Yorker*. Lotus Software founder and early Internet activist Mitch Kapor commented in a *Time* magazine article in 1993 that "the true sign that popular interest has reached critical mass came this summer when the New Yorker printed a cartoon showing two computer-savvy canines".[6]

The cartoon symbolizes an understanding of Internet privacy that stresses the ability of users to send and receive messages in general anonymity. Lawrence Lessig suggests "no one knows" because Internet protocols do not force users to identify themselves; although local access points such as a user's university may, this information is privately held by the local access point and is not an intrinsic part of the Internet transaction.[7]

It also shows how Internet communication is liberated from familiar constraints. Sociologist Sherry Turkle elaborates: "You can be whoever you

Main page
Contents
Featured content
Current events
Random article
Donate to Wikipedia
Wikipedia store

Interaction
Help
About Wikipedia
Community portal
Recent changes
Contact page

Tools
What links here
Related changes
Upload file
Special pages
Permanent link
Page information
Wikidata item
Cite this page

Print/export
Create a book
Download as PDF
Printable version

Languages
বাংলা
فارسی
Français
한국어
Bahasa Indonesia
Русский
ไทย
Tiếng Việt

Corporate ID

Three Rules

- Corporate ID systems work
- Your team should have corporate ID
- You should use it aggressively
- There are always more rules….

Branding: What is Corporate ID?

Corporate includes all the elements used to communicate the products, mission, vision, and services of an organization.

- At a minimum Corporate ID includes
  - Name
  - Logo
  - Colors
  - Publications: Stationery, cards, literature
  - Display: Signs, posters
  - Web: Website(s)
  - Social Media
  - Clothing
  - Specialties

Branding: What is Corporate ID?

A corporate ID includes all the elements used to communicate the products, mission, vision, and services of an organization.

- Big corporations defend their brands
- You can as well.

Should you brand your team? Let's see…

Branding: What Is Corporate ID?

Let's Start with Some Examples

- Provides identity

Branding: What Is Corporate ID?

Let's Start with Some Examples

- Provides motivation

Branding: What Is Corporate ID?

Let's Start with Some Examples

- Creates loyalty

Branding: What Is Corporate ID?

Let's Start with Some Examples

- Generates excitement

Branding: Key Elements

A Name

- Should be descriptive
- Should have a domain name that matches what you do
- It should be easy to remember
- It should be easy to spell
- It should (esp for FLL) be imagination generating.

For example…

- Naming a team the Lettgoes may be clever, but no one can remember how to spell it.
- ChrisMaggitti.com or ClassicalChris.com
- ElizabethCiavolino.com or HarpGirl.com

Branding: Key Elements

A Name

- Think about how it will sound when announced…

"And Now the Very Soft Pillow Builders…."

"And now, the LEGONAUTS League of Extraordinary Bricksters!"

Branding: Key Elements

A Logo

- What makes a good logo? Here are my simple rules for success…
  - A logo only needs to communicate the single, key issue that is your business.
  - It must be able to be represented in one color, shades of one or two colors, or full color.
  - Let your students guide the design.

Branding: Key Elements

Logos

- Ideally all logos should be designed in a vector-based program (Illustrator) or 300dpi on a 12 x 12 master.
  - Why? Because vector based or hi-res drawings can be resized and repurposed for any type of output from screen printing to banners.

HYPER
Disasters
#12680

PAJAMA SUITS
7

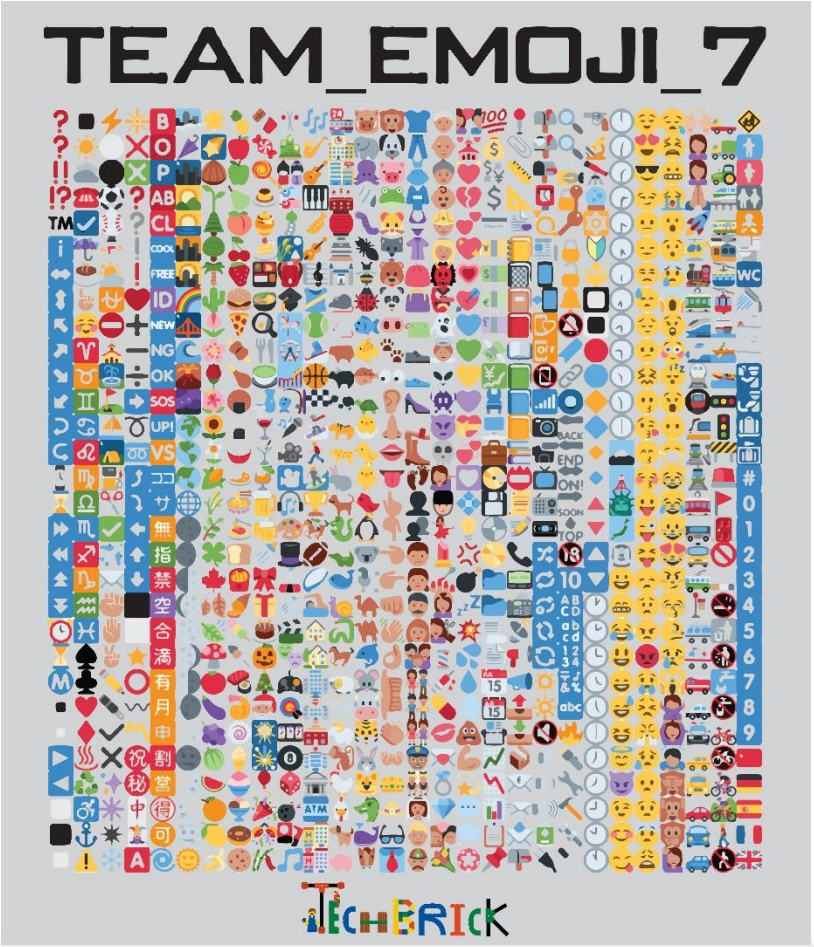
WEAPONS OF MASS CONSTRUCTION
4234
TECHBRICK ROBOTICS

7352
THE CHEESE
TECHBRICK

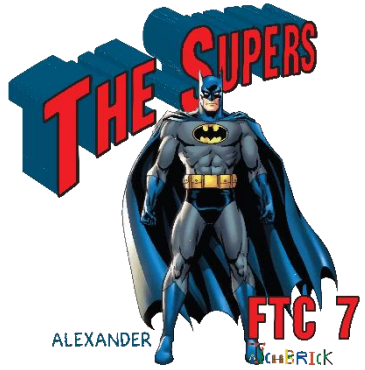
GEEKY
FLL 4829
GECKOS

IMAGI-
NATION
FLL 6256

Who ya gonna call?
TRASH BUSTERS Inc.
6256
TechBrick


TEAM_EMOJI_7
TechBrick

THE SUPERS
AIDAN
FTC 7
TECHBRICK


THE SUPERS
ALEXANDER
FTC 7
TECHBRICK

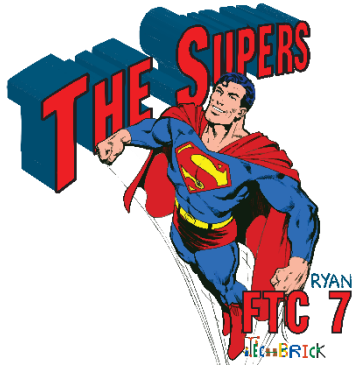
THE SUPERS
SOPHIE
FTC 7
TECHBRICK

THE SUPERS
BARB
FTC 7
TECHBRICK

THE SUPERS
FRANK
FTC 7
TECHBRICK

THE SUPERS
RAJ
FTC 7
TECHBRICK

THE SUPERS
SAHIL
FTC 7
TECHBRICK


THE SUPERS
RYAN
FTC 7
TECHBRICK

WATER ROBOTS
301
TECHBRICK
ROBOTICS TechBrick.com

Team Puddles
302
TECHBRICK
ROBOTICS TechBrick.com

TECHBRICK
TACTICAL SHEEP
7

ABSOLUTE ZERO ELECTRICITY

FRC 3941

Branding: Key Elements

Clothing and Gear: Options 1, 2

1. Make it yourself / Iron On
   - Time consuming
   - Low durability
2. Use a local silkscreen vendor
   - Requires minimum quantities (at least 40+ shirts)
   - Restricted colors: Usually no more than two are affordable.

Branding: Key Elements

Clothing and Gear: Option 3

Tie Die/Masking

- ✓Technical skills required
- ✓Creates individual creativity

Branding: Key Elements

Clothing and Gear: Option 4

- Use Direct Print Shirt Companies
  - Full color, High durability
  - We have used all these companies
  - Wide range of shirts

- Totally Cheap T's (Online):
  Very good prices
  - http://whitemountaintees.com
- Café Press (Online)
  - www.cafepress.com
- Zazzle (Online)
  - www.zazzle.com

Branding: Key Elements

Clothing and Gear: Option 5

- Do Amazing Print All-Over
  - Full color, High durability
  - Wide range of shirts
  - Stunning designs

- JakPrints:
  - http://www.jakprints.com

Branding: Key Elements

Clothing and Gear

- Make it fun!

Branding: Key Elements

Literature

Put your logo on everything.

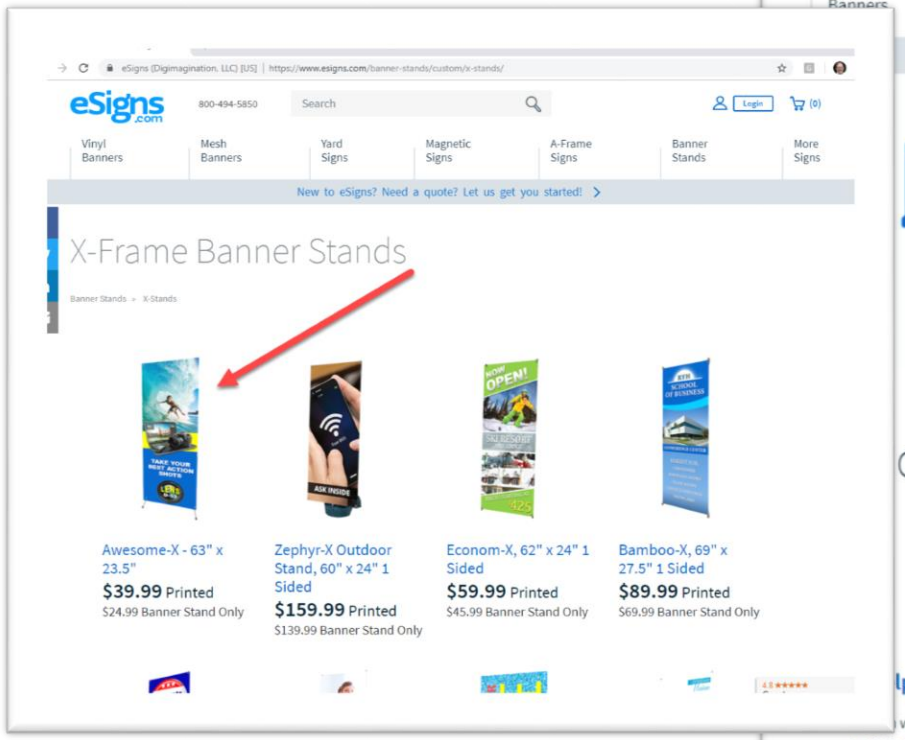
Branding: Key Elements

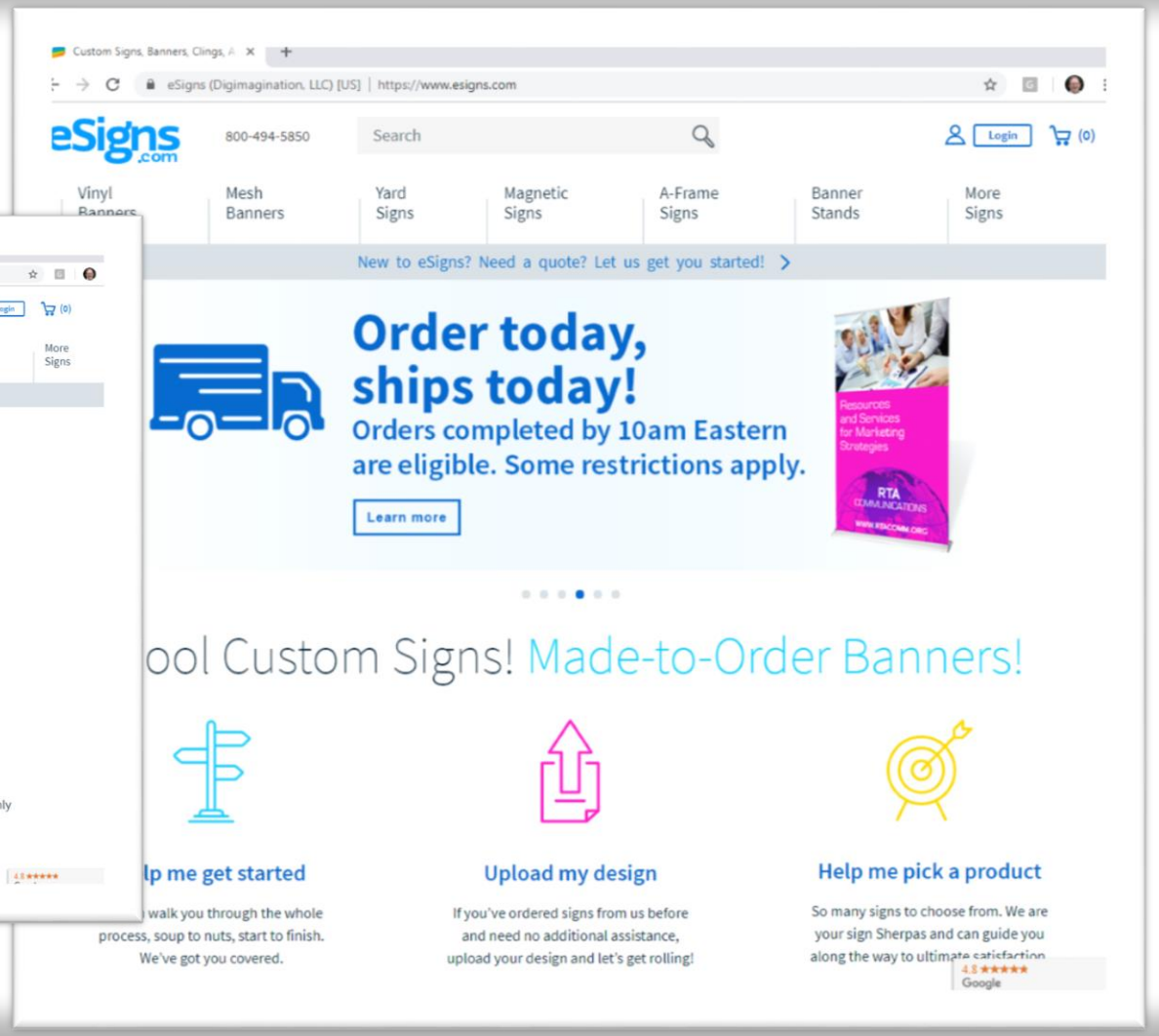
Banners and Display

Branding: Key Elements

Banners and Displays

esigns.com





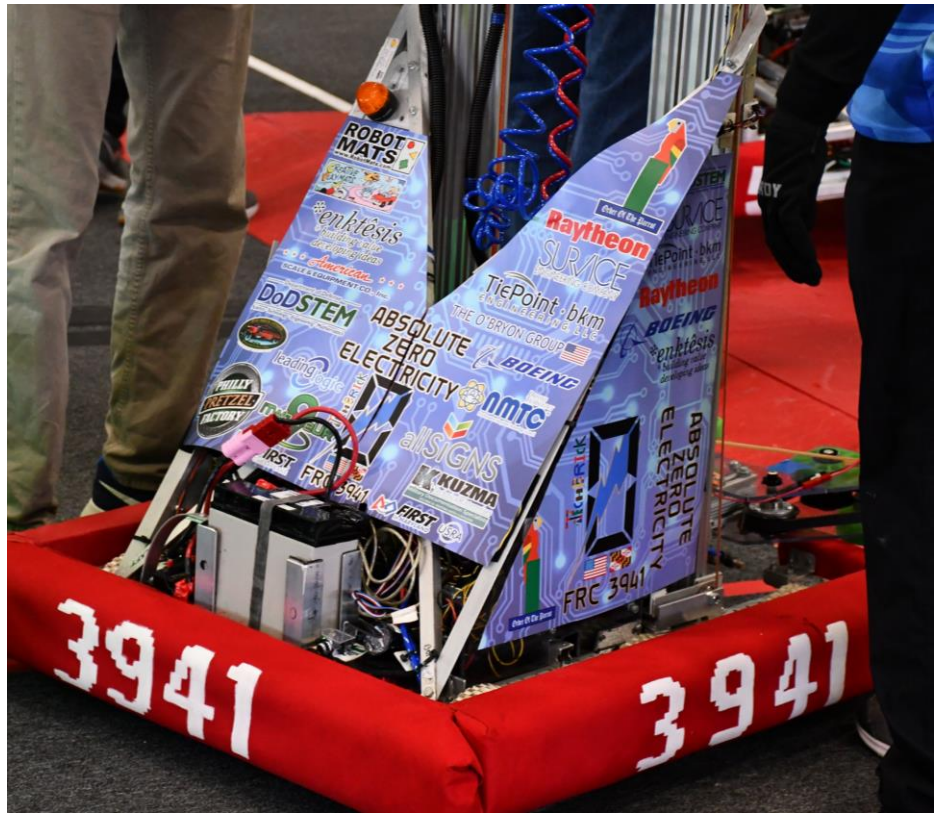
Branding: Key Elements

Banners

- ✓Need professional artwork
- ✓Use the best images and elements
- ✓Make sure it contains your core message
- ✓Try to make perpetual
  - ✓Use start dates
  - ✓Avoid annual references

Branding: Key Elements

Your Robot



Branding: Key Elements

Your Car

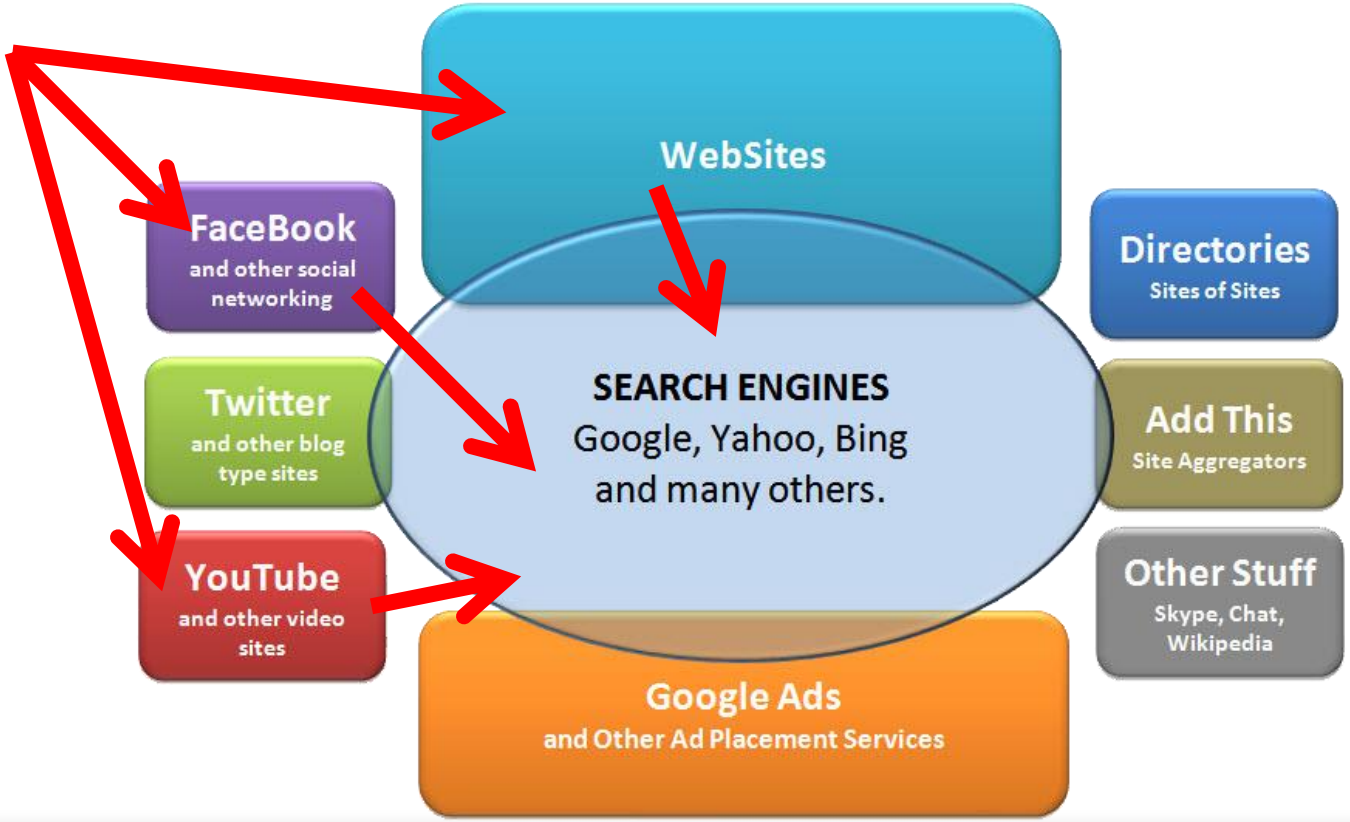
Branding: Key Elements

Web Sites

- FIRST: You need one…
  - Why? It's the fax machine of the millennium
- SECOND: People expect you to have one…
  - Why? Parents, supporters, other teams want to know what you are doing.
- THIRD: They are easy to build…

Branding: Key Elements

Web: How it all fits together…



Branding: Key Elements

Web Sites: Register a Domain

- Pick one that is your team name or similar
- Use a major registrar: I recommend Uniregistry.com
- To be safe you should own at a minimum: .com/net/org

Web Sites: Secure a Hosting Account

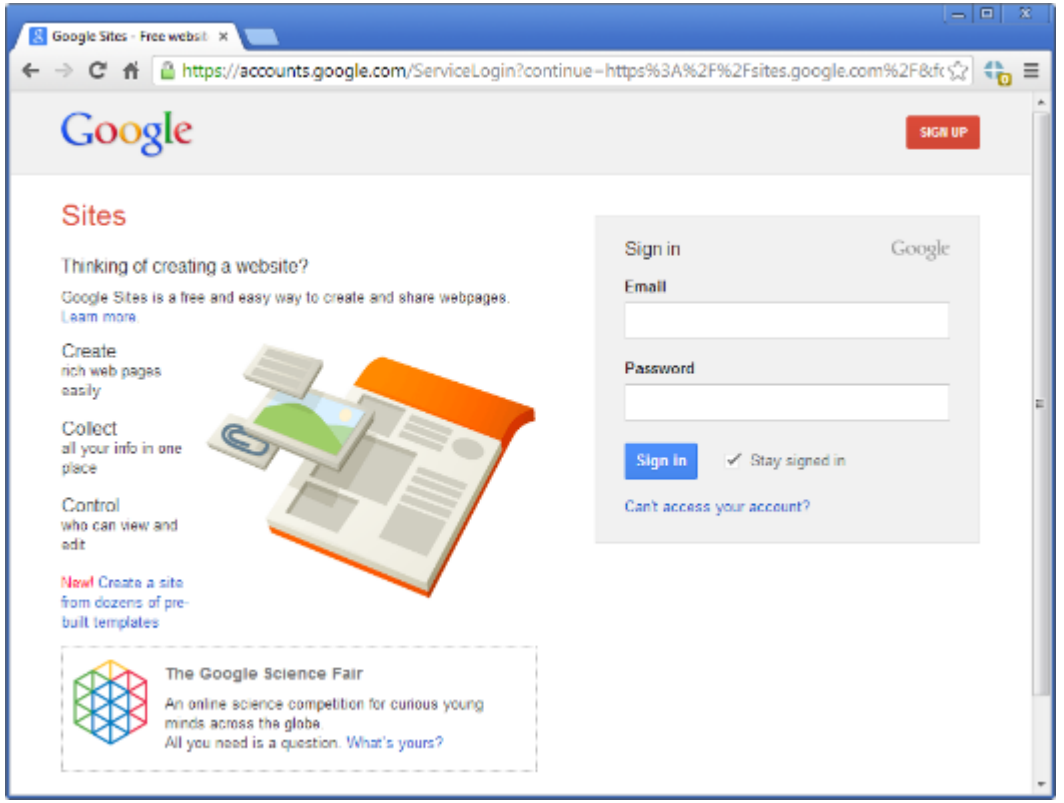
- There are hundreds of companies.
- Costs range from $4 to $30 per month. Minimum is fine.
- All hosting companies offer some content tools
- Or use Wordpress.com and Google Sites (free.)

Quickest Path to a Website

Google Sites: sites.google.com

- You can build a site
- In 10 minutes.

- FREE

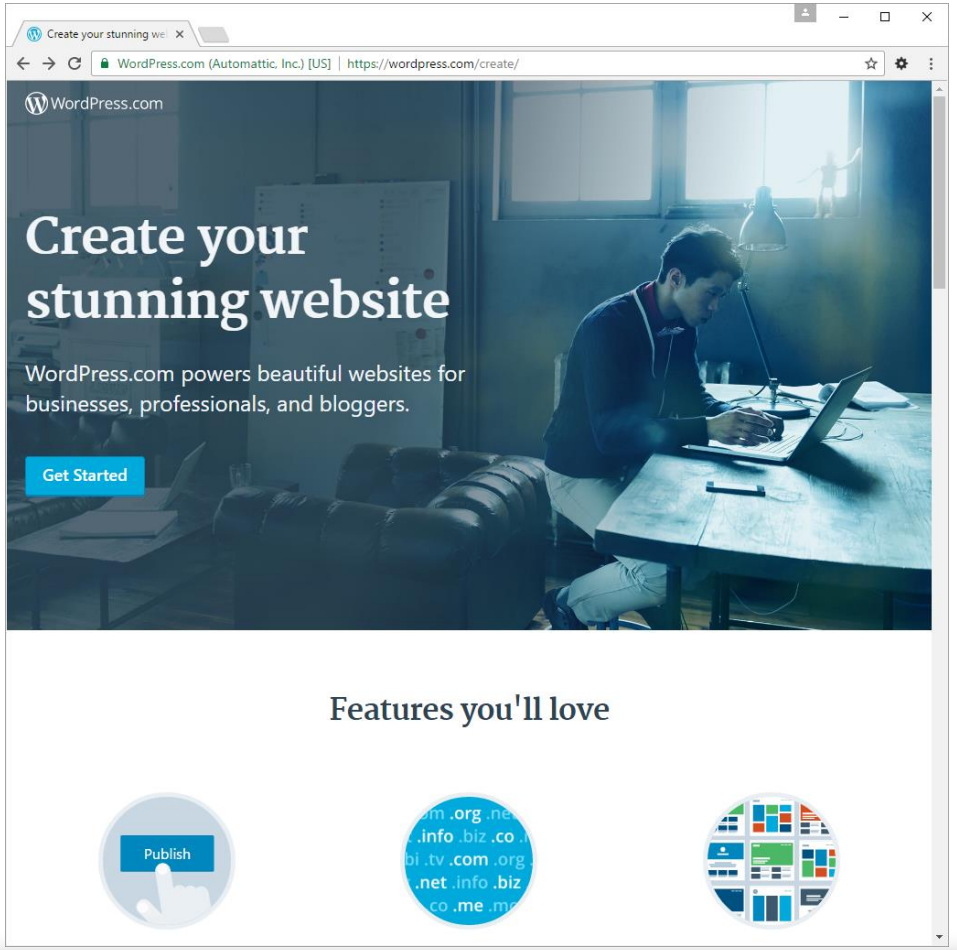


Quickest Path to a Website

WordPress at WordPress.com

- You can build a site
- In 20 minutes.

- FREE or PAID



Branding: Key Elements

Web Site: Social Benefits

- Fulfills part of the US FIRST mission of sharing your information.
- Our team has had communications from teams all over the world.
- Our team has helped teams all over the world.

Global Reach Through Our Website

More than 1.3M page loads

More than 600,000 unique visitors

What Should Your Site Contain? Good Copy

- Home Page
  - Clear statement of your name, team and location.
- About Us
  - Good, well written overview of who your team is and why you are this program.
- Our History
  - If you've been around a few years (including awards)
- Our Progress
  - Try to write an article a week. 3-4 short paragraphs with photos.
- Contact Us
  - Either a form or an email address.
- Resources
  - Links to awesome sites like MD FIRST and TechBrick

What Other Tools Should You Setup?

- Gmail Account
  - For email (YouTube access)
  - Google Calendars
  - Google docs
    - Provides Google Forms
    - Google spreadsheets (for collecting data)
  - Free site
- Social Networking
  - Facebook
  - YouTube (part of Google)
  - Twitter
- Tracking
  - Google Analytics (part of Google)
  - StatCounter (statcounter.com)

Use Great Photos/Video

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What Should Your Site Contain? Great Photos

You Must Be Diligent About this.

- *Bad media is worse than no media…*
- *Marco Ciavolino, Owner, Enktesis LLC and Director of TechBrick*

"If you only show people your good photographs they will think you are a great photographer."
Don Regier, Director of AV for Dallas Theological Seminary

For more great 'How to Articles' see http://www.enktesis.com and download "Mundane and Boring Subjects that will Change Your Digital Life"

FROM 36 EXPOSURES TO 3600: HOW TO SORT DIGITAL PHOTOS

In the old days when a 35mm roll was 24 or 36 exposures most folks were relatively careful about how they took pictures. Processing and printing was/is expensive and most people couldn't justify spending hundreds of dollars on processing for a simple event.

But in the age of digital photography anyone can shoot 100's or 1000's of images for even the most insignificant event.

- The good news is that if you shoot 400 pictures *you're bound to get at least one good one.*
- The bad news is that if you shoot 400 pictures *you're bound to get mostly bad ones.*

FROM 36 EXPOSURES TO 3600: HOW TO SORT DIGITAL PHOTOS

Now begin your sorting process

- **Pass One:** Delete anything that is remotely bad no matter how endearing: *Out of focus, bad lighting, unattractive, unflattering, no composition, food in mouth, eyes closed, crooked, etc.*
- **Pass Two:** Pick the best of sets of photos: *In digital photography you will typically overshoot. Keep only the best two or three photos from each set or setting.*
- **Pass Three:** Pick the best of each set. *Focus on what tells the story of the event.*
- **Now pick the really best photos from the set and only show those.**

How do You Learn to Take Great Pictures?

- Go to the library
- Get every TIME/LIFE, National Geographic, and Sports Illustrated photo book you can find.
- Look at them and say: Why is this a good photograph?

RULES FOR GOOD IMAGES

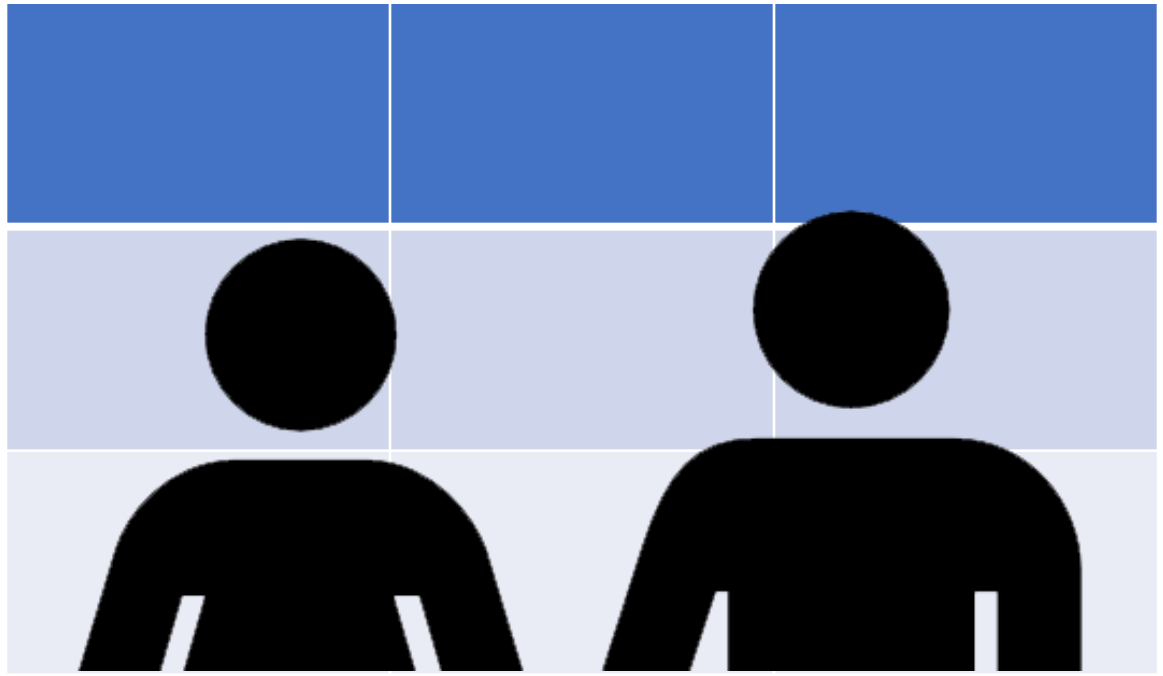
Use wide angle correctly…

RULES FOR GOOD IMAGES

Get uncomfortably close

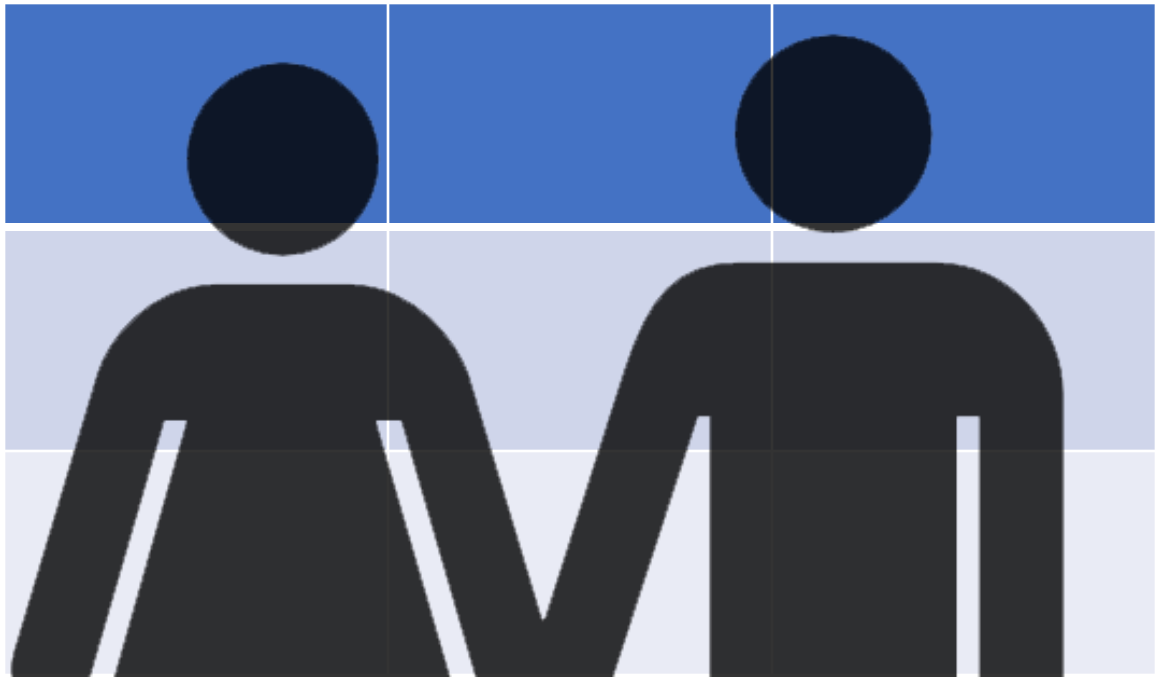
RULES FOR GOOD IMAGES

Follow the rule of thirds: Not this.



RULES FOR GOOD IMAGES

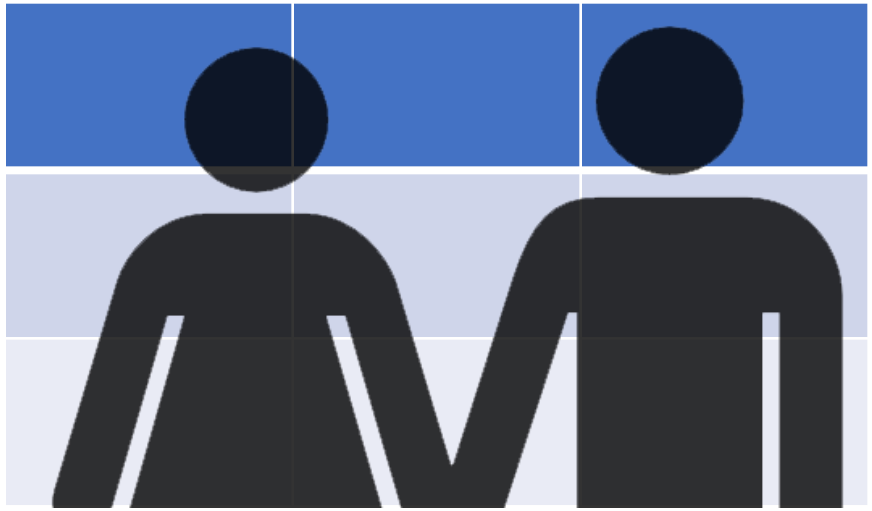
Follow the rule of thirds: Fill the frame.

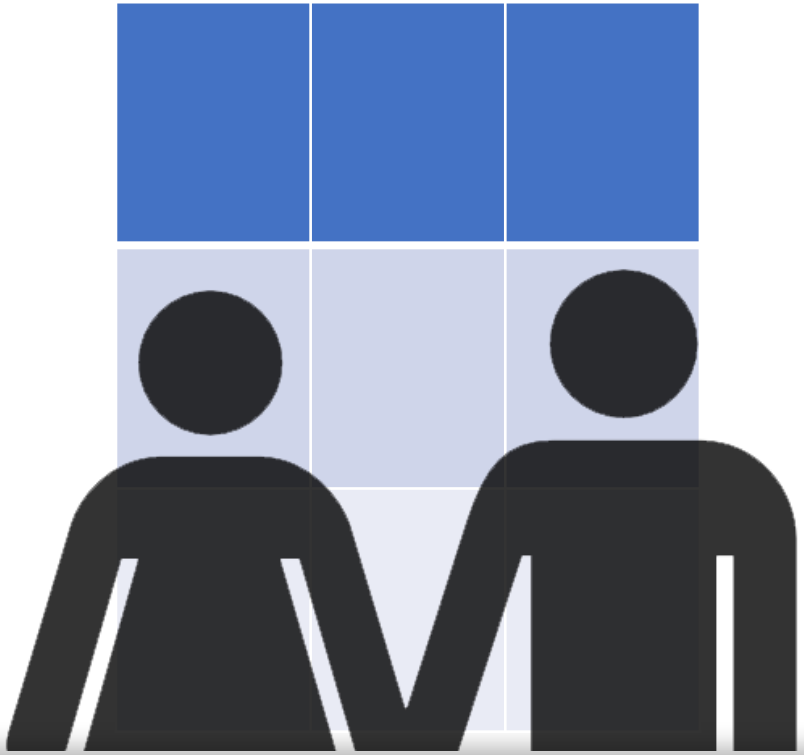


RULES FOR GOOD IMAGES

Generally Shoot Landscape

Better for video/slides

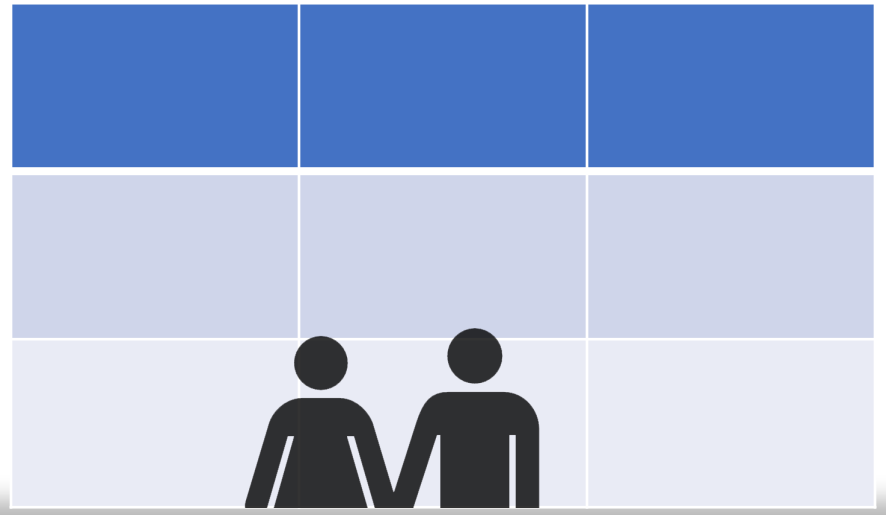


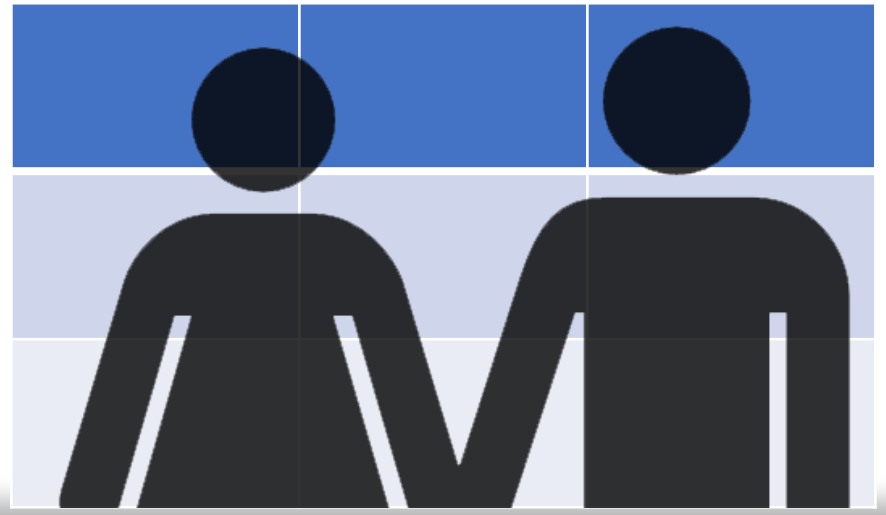


RULES FOR GOOD IMAGES

Shoot Full Frame

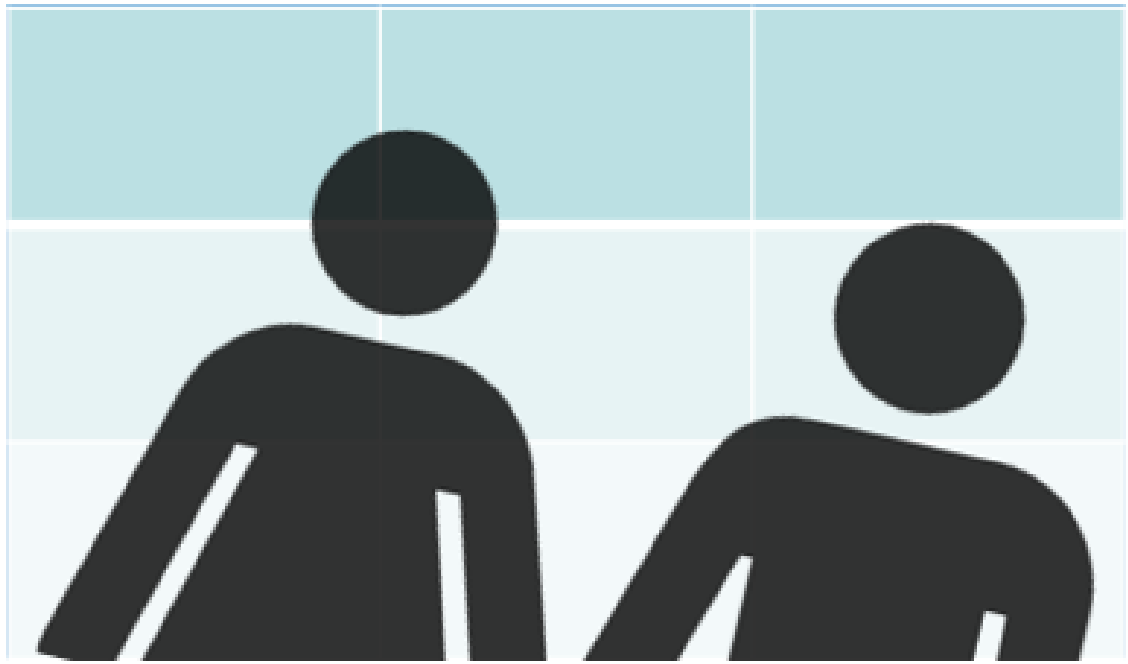
Avoid post shoot editing.





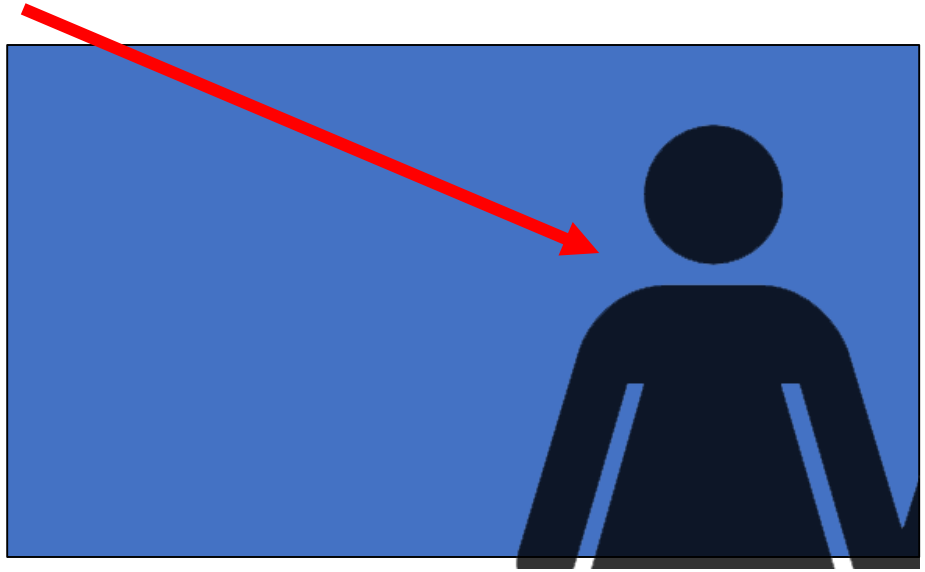
WATCH HORIZONS

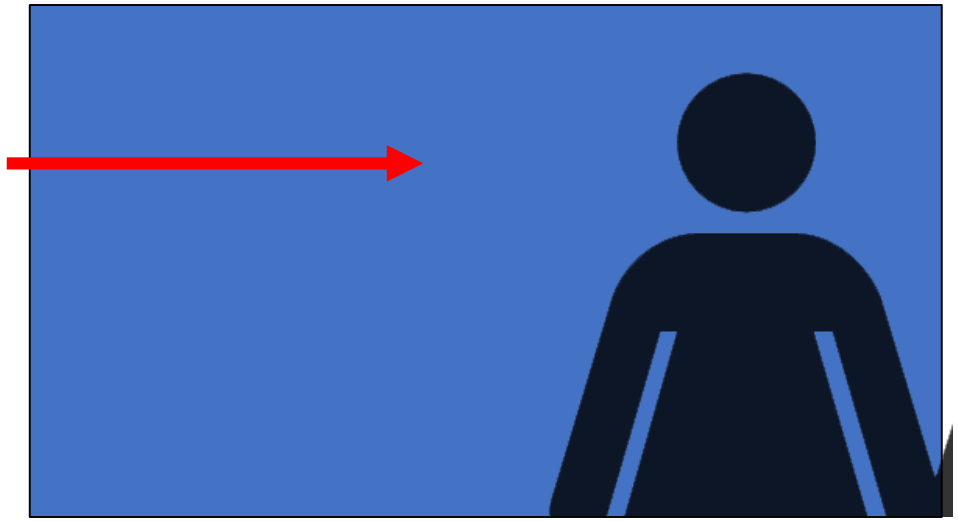
Generally straight unless necessary.



BE YOUR SUBJECT

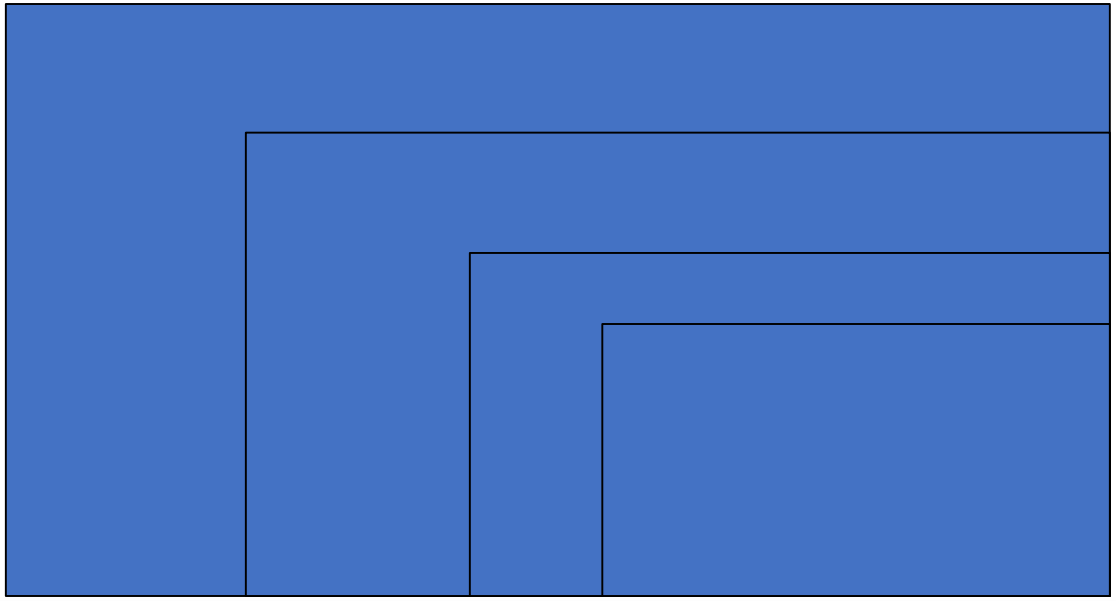
Get down to the level of your subject…





SHOW ALL IMPORTANT INFORMATION

Make sure you show the space…



Watch Backgrounds

Photo Guide for FIRST Events and Other STEM Competitions

https://enktesis.com/photoguide

Also:

- **Make a photobooth**
- **Secrets to organizing your digital world. No clearance required.**

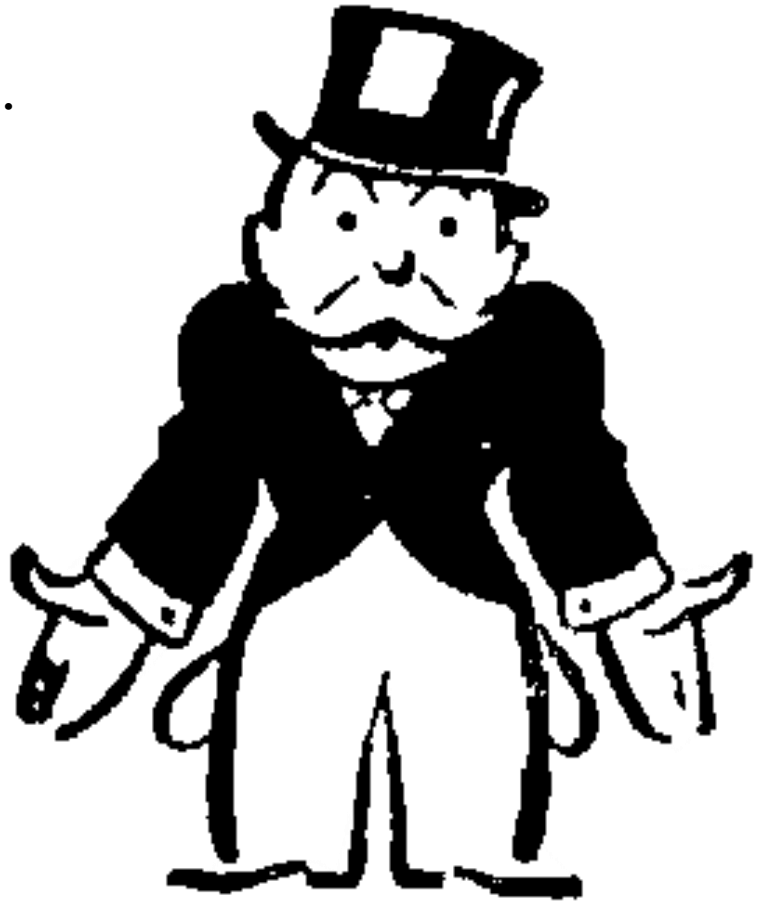
Paying for it all and more…

Marco Ciavolino
Founding Mentor for TechBrick
Marketing/Communications &
Technology Consultant
*enktesis, LLC
Forest Hill, Maryland

How to Pay For It…

Charge a reasonable fee to participate.

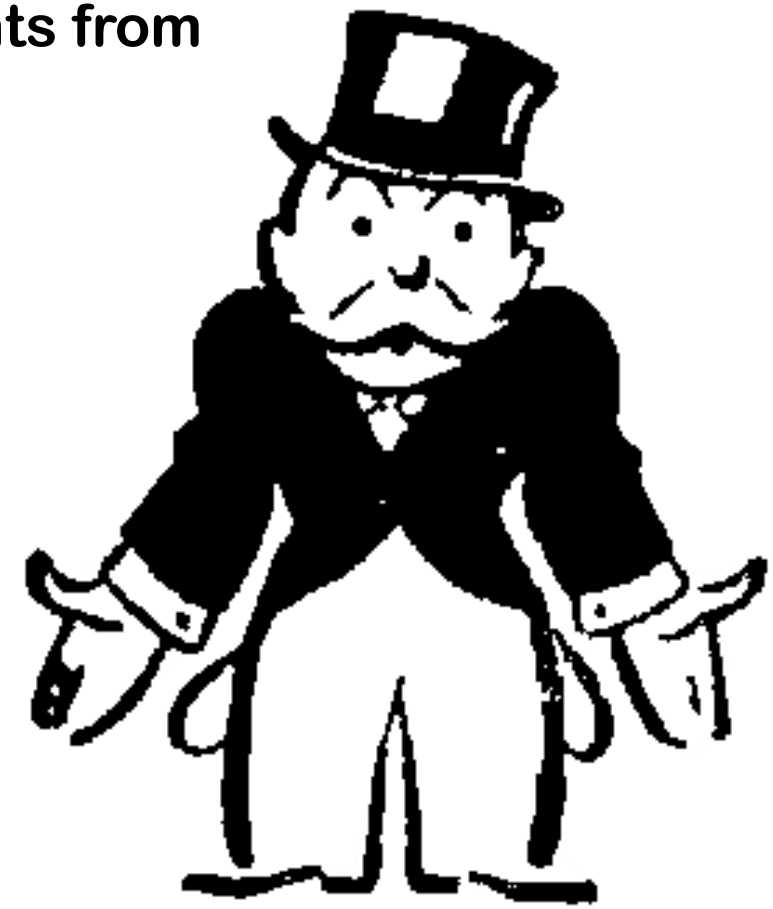
- With 8-10 kids and existing equipment that may be all you need.
- Example
  - 8 students at $200
  - =$1600
    - -FIRST FEE: $225
    - -FIELD KIT: $75
  - =$1300
    - -EV3 STUFF: $600
  - =$700
  - Which is more than enough to pay your state fees
  - And make a field
  - And buy shirts/banners
  - And order pizza once in a while



How to Pay For It…

If you are associated with a 501(c)(3) you can seek grants from foundations.

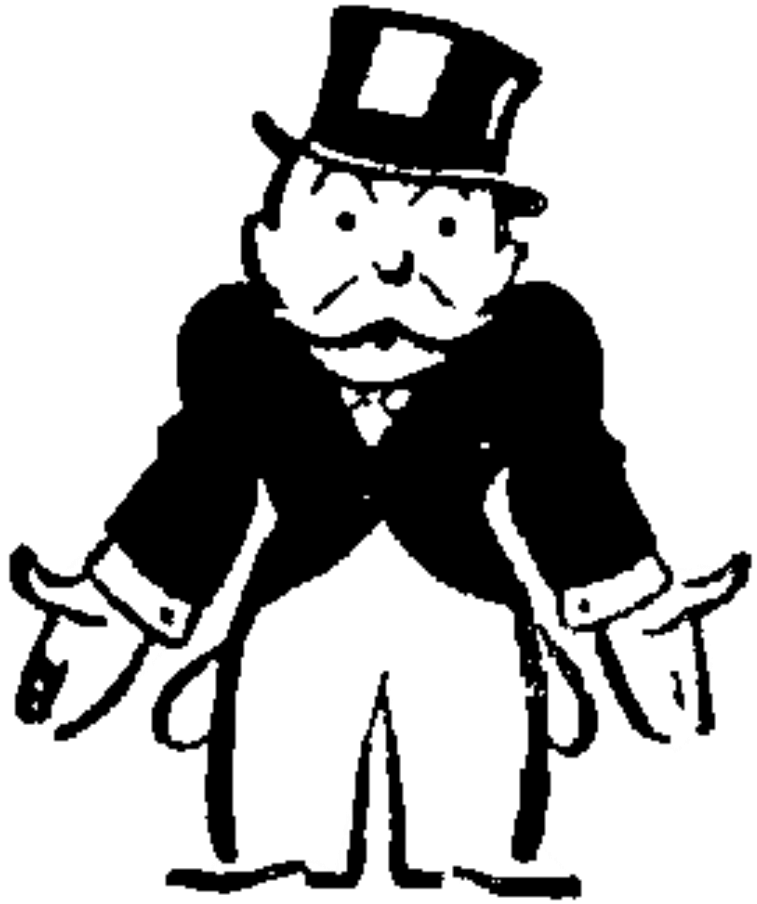
- There are many lists of STEM Grants (search Google)
- Many corporations have funding programs for 501's
- Talk to local government/councils



How to Pay For It…

Run Like A Business

- Open a separate checking account
- Setup a PayPal account
- Consider forming an LLC
- Setup a working accounting system
- Beware of geometric expenses
  - Like offering to pay for pizza



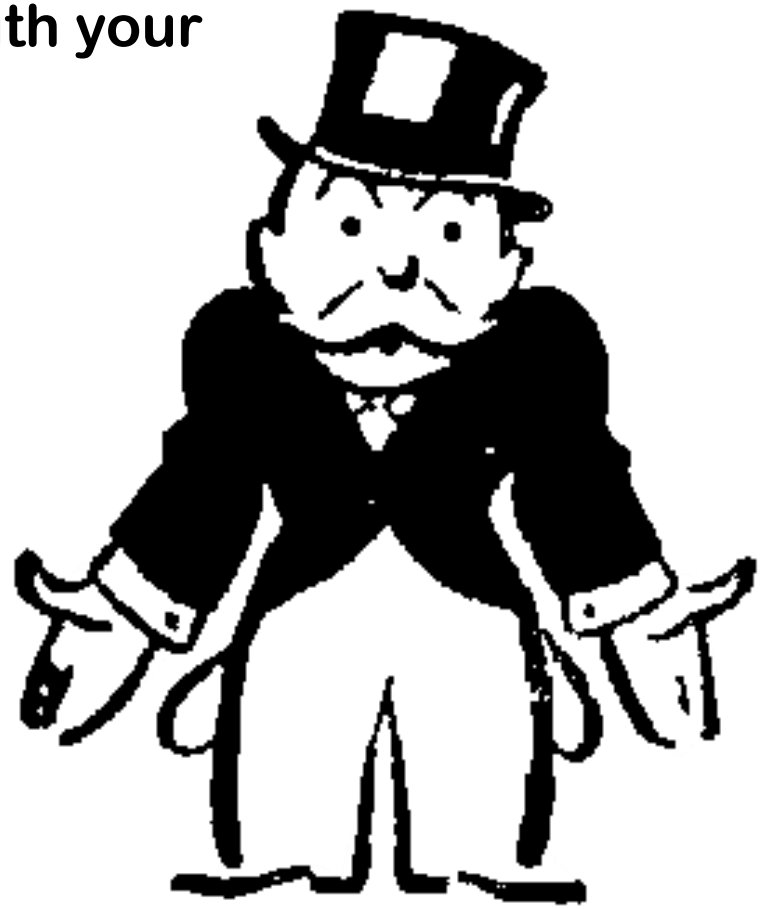
How to Pay For It…

Communicate with the employers/vendors associated with your students and alumni of your program.

- Encourage your parents to talk to their employers
- Encourage parents to talk to vendors they use

- Examples
  - We have 147 adults who work at 73 companies
  - We have more than 60 alumni

- But, you must ask (and that is hard).



How to Pay For It…

Choose selected fundraisers that share your work.

- Avoid huge time consumers like selling goods/services
- Hold seminars/training events
- Talk to Applebees or other local restaurants for fundraiser events.

Many Applebees will let you staff the restaurant for breakfast at $1 per person for all you can eat pancakes and sausage.

How to Pay For It…

Tell Your Story Well

- Create at least one story document.
- Be creative.
- Remember, on the internet nobody knows you are a dog.

TechBrick Robotics — A DIVISION OF STEMprep (stemprepinc.org a 501(c)(3))

www.TechBrick.com / www.FIRSTINMaryland.org / www.FIRSTInspires.org / Meeting on the Aberdeen Proving Ground, Maryland

2017-2018 80+ Super Amazing Young Engineers: K-12 from 27 different schools.

WANTED: K through 12th Graders Interested in Technology, Communications, and Engineering.

TechBrick, formed in early 2003, is an independent robotics and STEM education club for home-schooled, public, and private school students, K-12, in Harford, Baltimore, and Cecil counties. TechBrick is completely run by volunteers.

This year we have more than 100 active registrations from more than 36 schools and homeschools with weekly meetings of children and parents (who are encouraged to stay and participate). You can see some of what we've been doing at http://www.techbrick.com. Our teams have participated in numerous championships both regionally and at World's.

Why this program is critical to our nation's future: The club runs under a program called *FIRST*, founded in 1989 by Dean Kamen (of Segway Scooter fame) and Woodie Flowers from MIT. Their goal was to create a program in which young students, with a strong interest in technology and engineering, could get the same type of encouragement that students get in organized sports. We offer all four the US FIRST programs spanning K-12 as well of off season activities.

There are no prerequisites. We are looking for students, ages 5 through high school seniors, eager to learn engineering at all levels, willing to focus on a very complex task, and engage in building a world-class robot and team. Our facility now features 3D printers, computer aided design machines, and range of related tools and technology. No previous skills or training are required.

There are modest dues for each program.

The FIRST program and competitions provide one of the best platforms for young people to get excited about the challenges and rewards of engineering: They are pushed to the limit on every level: project management, design, research, testing, strategic- planning, and more. In the coming years many of our participants will be the future technical leaders, providing the innovative solutions we need to maintain our competitive edge.

READY FOR THE CHALLENGE OF YOUR LIFE?

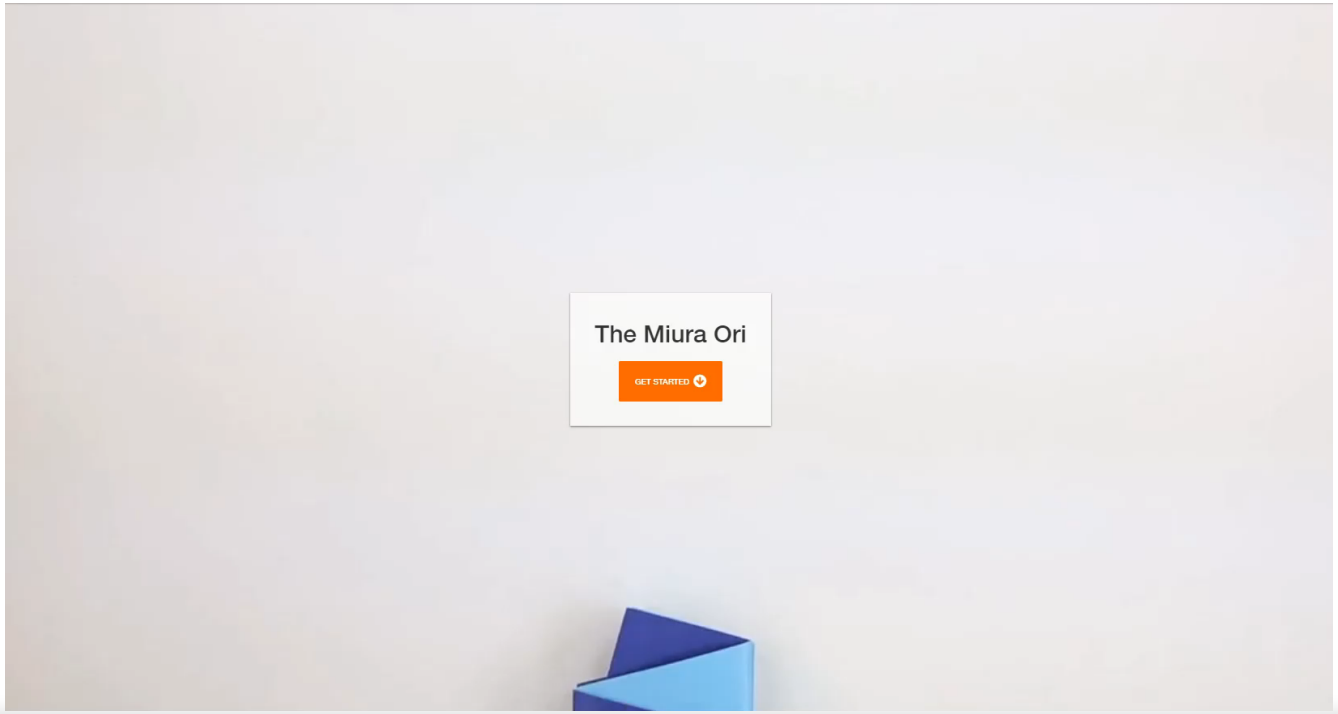
GO HERE FOR FULL INFORMATION:
http://form.techbrick.com/registration or call Marco at 410-838-8264

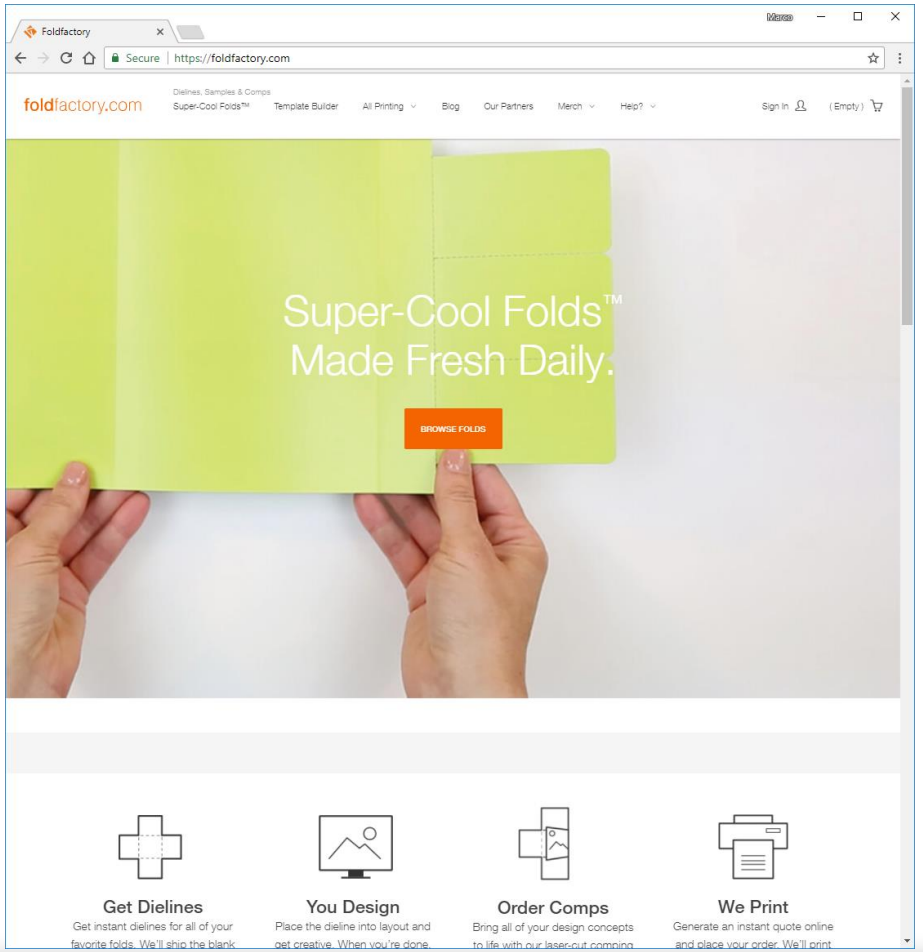
JrFLL: Jr. FIRST LEGO League (5-7 years)	FLL: FIRST LEGO League (8-13 years)
Meets on a regular schedule. Additional nights during season (Sept through March). 6-10 meetings in homes.	**Meets every Tuesday night at APG.** Additional nights during season (Sept through March)
Uses the annual theme for project-based work.	Uses annual themes to engage young students in applied research with LEGO robotics.
http://www.firstinspires.org/robotics/flljr	http://www.firstinspires.org/robotics/fll
FRC: FIRST Robotics Competition (9th-12th grades)	**FTC: FIRST Tech Challenge (7th-12th grades)**
Both programs meet every Tuesday night at APG. Additional nights during season.	
Season runs from late August through end of June. Key commitment time is Jan-April with one meeting per week and additional meetings close to competitions. FRC requires about 40% more time.	
Large, complex robots weighing up to 120 pounds that compete on basketball size court, six at a time. A sophisticated materials-handling challenge that requires teams to corral, manipulate, score in cooperation with other teams. FRC teams use advanced robotics and building techniques to design and construct large, complex robots using a wide array of industrial tools and resource. FRC includes a substantial outreach and communications effort that includes publications, speaking, and photography/video.	**Smaller robots, 18" cube at start that compete on a12x12 foot field, with two alliances of two robots.** A sophisticated materials-handling challenge that requires teams to corral, manipulate, score in cooperation with other teams. FTC Teams use a new TETRIX robotics system and advanced robotics and building techniques to design and construct smaller, complex robots using a wide array of industrial tools and resource.
Both programs make extensive use of machine-shop skills and programming in C and/or LabView.	
http://www.firstinspires.org/robotics/fll	http://www.firstinspires.org/robotics/frc

How to Pay For It…

Try a Really Creative Brochure

- Fold Factor
- http://foldfactory.com

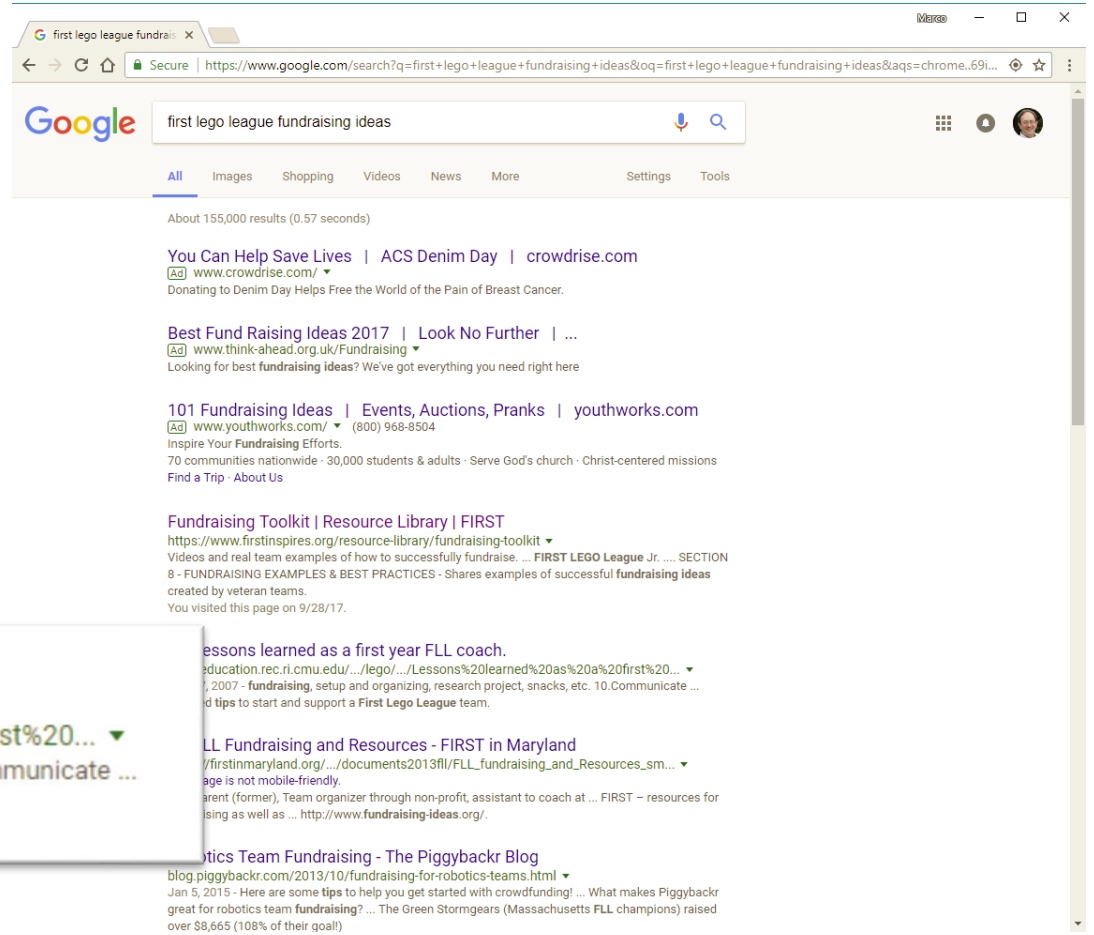


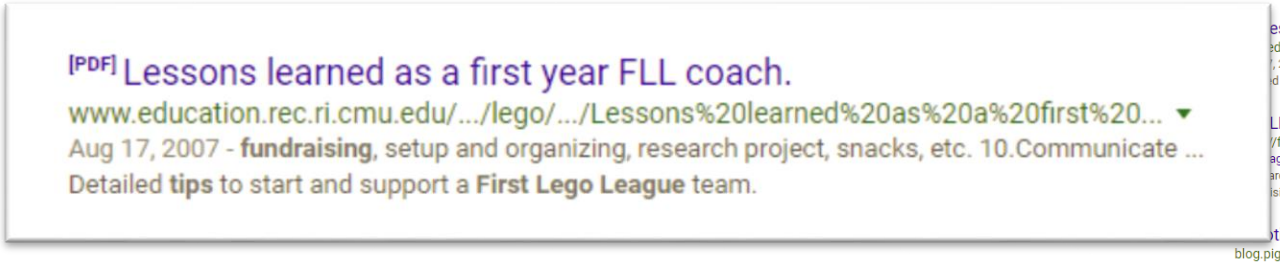


How to Pay For It…

Search Google (of course)

- Skip all the products sales schemes
- Look for other groups who have offered ideas



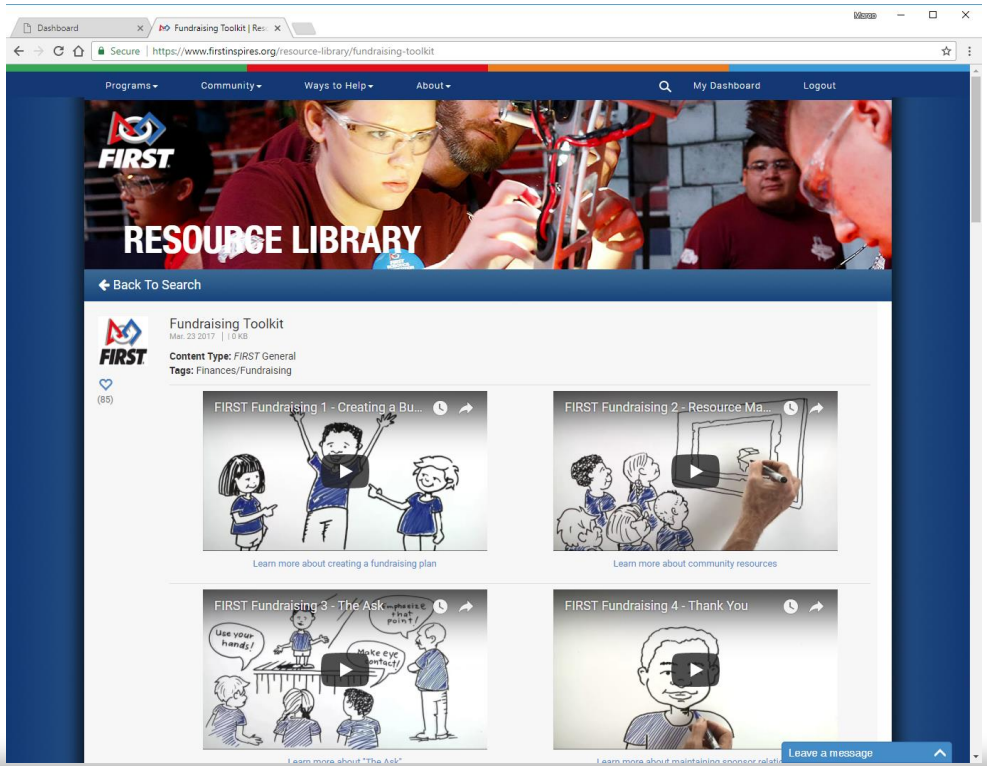


How to Pay For It…

Spend Time at FIRST (requires login)

- https://www.firstinspires.org/resource-library/fundraising-toolkit

- **SECTION 1 – FUNDRAISING PLAN** - *First step towards completing a fundraising & business plan.*
  - Section 1.1 - Team Fundraising Plan Overview
    - Team Fundraising Plan Webinar
    - Team Fundraising Plan Examples:
      - Urban FRC Team 1018
      - Rural FRC Team 1625
      - Suburban FRC Team 2470
  - Section 1.2 - Team Business Plan Overview
    - Business Plan Overview - FRC Team 3132 Webinar
    - Business Plan Examples:
      - FRC Team 68
      - FRC Team 2175
      - FRC Team 2648
      - FRC Team 3847
      - FRC Team 4272
      - FRC Team 4403
      - FTC Team 4140
      - FTC Team 5096
- **SECTION 2 – COMMUNITY ANALYSIS** – *Helps teams gain a better understanding of their community and the opportunities available locally to them.*
  - Community Analysis Overview
  - Community Analysis Webinar
- **SECTION 3 – TEAM DOCUMENTATION** - *Teams learn how to create documentation about their program with resources created to give examples of team documentation and sponsor packets.*
  - Team Sponsor Packet Template
  - Team Documentation Webinar
  - Sponsor Packet Examples:
    - Urban FRC Team 1018
    - Suburban FTC Team 5972
- **SECTION 4 – ORGANIZING A PRESENTATION** – *Helps students develop presentation skills to be prepared when speaking with sponsors for the first time.*
  - Organizing a Presentation Overview
  - Sponsor Presentation Webinars:
    - FRC Team 27 Webinar
    - FRC Team 1511 Webinar
    - FTC Team 4140 Webinar
  - Team Resources
    - Email and Phone Script Examples:
      - FRC Team 2177 – Sponsor Phone Script



Other Resources: firstinspires.org

Summary

- Your Students
  - Informed: Know the rules and guidelines
  - Communicators: Teach them to speak well.
- Your Team
  - Get a great name
  - Register a domain name
  - Get great photographs
  - Create a website
  - Create Social Media
  - Create a great logo
  - Make stuff
  - Take great pictures
  - Promote/Fundraise

Questions?