COMMUNITY ENGAGEMENT

Community engagement is vital in order to promote the importance of STEM and robotics in your community. Through community engagement, your team will be able to find new opportunities to participate in and reach new horizons.

Use this worksheet to develop a plan to help establish a solid presence in your community and find how your team can get involved!

COMMUNITY ENGAGEMENT

- ❑ Go through this worksheet and its questions with your team.
- ❑ This worksheet includes the **following sections**:

1. Identifying Opportunities
2. Identifying a Common Goal
3. Contacting Organizers
4. Advertising Your Team
5. Growth and Prosperity

01 IDENTIFYING OPPORTUNITIES

DISCUSSION

Think about what your community can offer your team.

1. Describe the relationship your team wants to build with the local community?

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1. List some community-based events that your team could get involved in. Consider creating educational camps, workshops, etc.

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1. What are some more innovative or unique ways that your team can bond with your local community?

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02 IDENTIFYING A COMMON GOAL

DISCUSSION

Identify specific challenges your community faced and think about what solutions your team can offer.

1. What goals does your local community have that your team could help achieve? Consider consulting your community's demographics.

1. How could your team assist in achieving these goals?

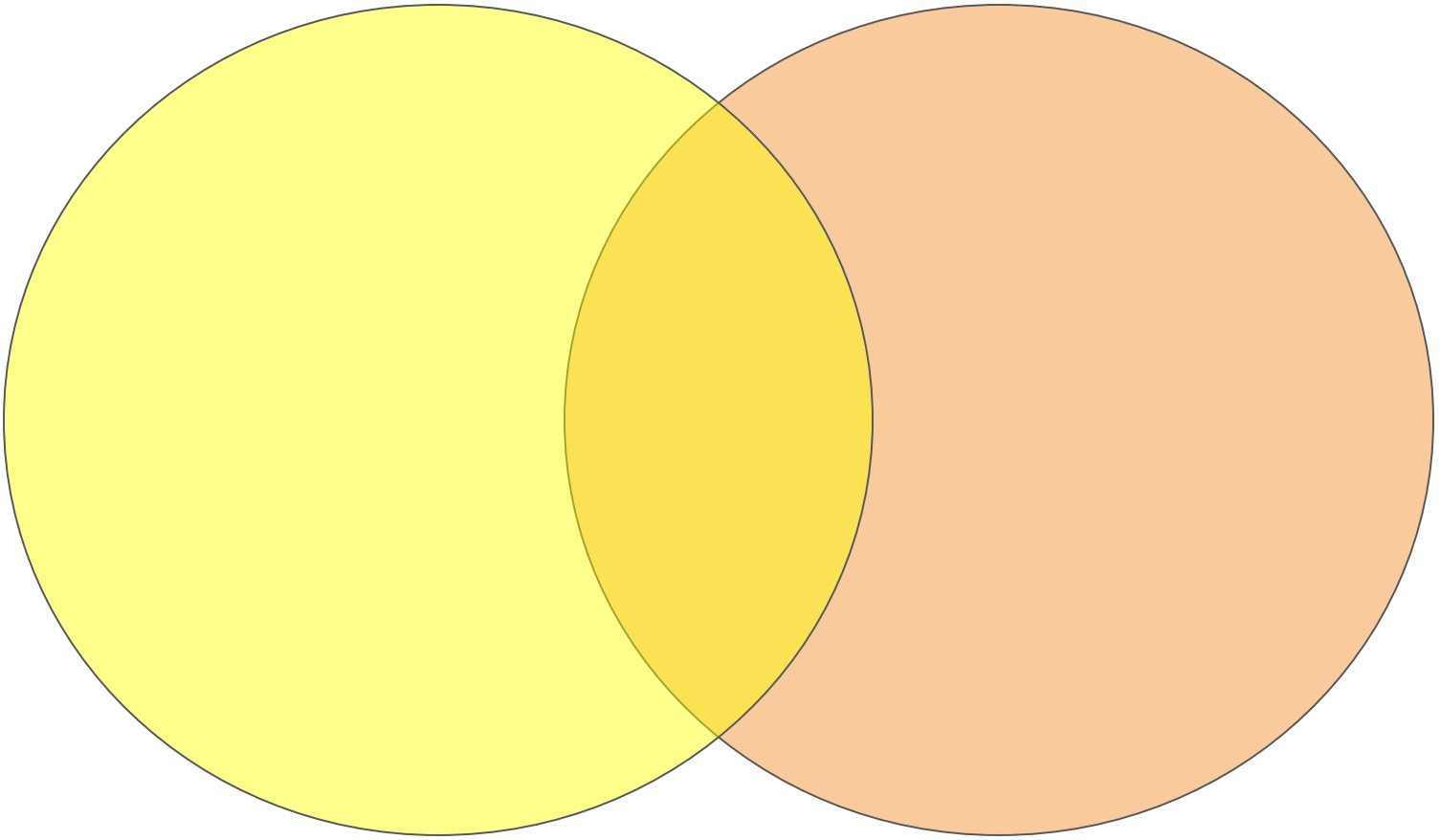
02 IDENTIFYING A COMMON GOAL

ACTIVITY

Brainstorm ideas for programs/events that would benefit your team and your community and identify which programs would make the greatest impact and promote engagement between your team and community.

Programs that benefit your team- recruitment, creating a brand image, etc.

Programs that benefit your community- safety, education, etc.



02 IDENTIFYING A COMMON GOAL

DISCUSSION

Use the ideas your team came up with during the activity on the previous page to answer the following questions.

1. Which of the programs you have come up with seem the most impactful to your local community?

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1. Which of these programs seems the most feasible for your team to accomplish together with your local community this year or in the next few years?

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03 CONTACTING ORGANIZERS

DISCUSSION

Think about specific local organizations that your team can work with to support your goals.

1. Identify local organizers in your community interested in what you have to offer. Consider any rotary clubs, lions clubs, etc.

1. How can your team build a long-term relationship with local event planners?

04 ADVERTISING YOUR TEAM

DISCUSSION

Think about the resources your team has to connect with your local community.

1. How do you want your team to be perceived by the community?

1. How can you utilize social media and technology to spread your team's values? Consider establishing a website for your team, regular social media updates, etc.

1. How can your team creatively advertise events to the community? Consider any unique platforms your community has and utilizing a social media brand.

05 GROWTH AND PROSPERITY

DISCUSSION

Think about the long term events your team has planned to promote community engagement.

1. How can you contact your community for feedback, suggestions, and comments after a planned event?

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1. How can you collect advice and implement it within your team to create a better environment in your community?

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