



FIRST at Home Activity

Core Values Media

PROBLEM STATEMENT

Where do you get information from? What is the best method to share important information that can make a difference? We need your help to share *FIRST* Core Values! Can you create a media product that shares Core Values in a way that really makes an impact?

CRITERIA & CONSTRAINTS

- Your solution can be a meme (1080X1920 resolution) or video (maximum 1 minute).
 - Your meme or video explores one or more Core Values using text and images/video.
 - Your team number, team name is in the lower left-hand corner.
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ENGINEERING DESIGN PROCESS & FIRST CORE VALUES

[FIRST Engineering Design Process](#) | [Explore FIRST Core Values](#)

BUILDING THE BACKGROUND & BRAINSTORMING

- Using technology to get information out in a way that really impacts others can ignite a spark and really spread a message.
- Consider your favorite message that really made an impact and sticks in your mind. What aspects of that message made it memorable?
- Social media and the internet have transformed the way that messages and marketing are shared across the world. How does social media change the impact of a message?
- Read through the following blog on developing a marketing campaign:
- <https://blog.waypostmarketing.com/5-campaign-must-haves>

Reflect, research and answer the questions below

- Who is your demographic?
- What is the purpose of your meme/infographic or video? Are you trying to recruit new team members, reach the community, add to your portfolio for college?
- What other important elements are needed to ensure your campaign will be successful?

SKETCH YOUR DESIGN

Storyboard your ideas before you develop the meme or video.

- What is the theme?
- What tools will you use?
- What is the text/script message?
- How will you graphically represent one or more Core Values?



TEST YOUR IDEAS

Using your favorite social media sharing method, develop and test your ideas for campaign. Consider what you have learned while developing and testing your product.

SHARE AND COLLABORATE ON YOUR IDEAS

Using online collaboration or a parent, share your ideas with them. Get feedback on your message, how might it be improved?

REFLECTION QUESTIONS

1. How does your meme/video explore Core Values?
2. How do you think this will impact the audience?
3. What were the challenges of this activity?
4. What skills did you use or learn in this activity, that could be transferred to a career?

GO FURTHER!

Attached a picture of your design or a link to the design shared on social media.

CORE VALUES SELF-REFLECTION

	Amazing Skill	Great Job	Making Progress	Could Be Better
Discover	I approached the tasks looking for all possible answers independently and used perseverance to discover the answer on my own.	I approached the tasks and asked questions from one other person but persevered to discover the answer on my own.	I approached tasks but needed assistance multiple times to reach a point of discovery.	I depended on others to make the discovery for me.
Innovation	I used creativity and perseverance to solve problems on my own, coming up with unique solutions for the tasks I was given.	I used creativity and perseverance to solve problems on my own coming up with different solutions for the tasks I was given.	I used creativity but struggled with perseverance to solve problems on my own.	I struggled with being creative and only used the information given and needed a lot of encouragement from others to complete the task.
Impact	I approached the tasks applying understanding of the information with the impact it can have on me and my future as well as how I could help others.	I approached the tasks knowing and applying the information with impact it can have on me and my future.	I understand the tasks but struggle to apply how it will help me in my future or to influence others.	I understand the tasks but did not approach it with understanding the impact it can have on my future or others.
Inclusion	I approached all tasks with inclusion of others' ideas, I showed tremendous kindness by including others' views in my projects and work. I approached my solution thinking how all people would interact with the solution.	I approached most with inclusion of others' ideas, I tried to understand others' views and include them in my projects and work. My solution mostly incorporates needs of others.	I approached some tasks with inclusion of others' ideas, I tried to understand others' views and include them in my projects and work. My solution meets only a few needs of others.	I did not approach tasks with inclusion of others' ideas, I tried to understand others' views and include them in my projects and work. My solution is not inclusive of different types of people.
Teamwork	I used collaboration, communication and project management to get all tasks accomplished for myself as well as the others.	I used collaboration, communication and project management to get most tasks accomplished for myself as well as the others.	I used collaboration, communication and project management to get some tasks accomplished for myself as well as the others.	I only sometimes used collaboration, communication and project management and accomplished a few tasks for myself as well as the others.
Fun	I kept a positive attitude throughout and found opportunities to have fun even through struggle. I looked for additional opportunities to have fun in my tasks.	I kept a positive attitude throughout and found opportunities to have fun even through struggle.	I saw the enjoyment and fun after the activity but struggled to see it during.	I only saw struggle in completing my tasks and did not look for times to have fun.

Campaign/Promotion

Overview/summary –

Objective/Goal: *What is the purpose of your meme/infographic? Are you trying to recruit new team members, reach the community, add to your portfolio for college?*

Target Audience(s): *Who are you trying to reach with your campaign? If more than one audience, prioritize (e.g., students; educators; parents; local STEM professionals).*

Segmentation:

- *State/zip code*
- *District characteristics (urban, suburban, rural, etc.)*
- *Characteristics of target audience that differentiate groups*

Core Messaging: *Core campaign messages.*

Timing: *Project timeline from inception to launch. Key review and approval milestones identified.*

Tactics: *Leverage an integrated marketing approach; Earned (media placements); Owned (owned channels, e.g., website, social, newsletter); Paid (advertising; paid content integrations; paid influencer engagements).*

Call to Action: *What is the clear, compelling call to action for your target audience? What specifically do you want them to do?*

Key Stakeholders: *Who are your project stakeholders? Outside of key audiences, who are the groups, organizations or individuals who should be consulted during the campaign planning process to ensure the campaign meets expectations?*

KPIs/Reporting: *Establish Key Performance Indicators (KPIs) and metrics (e.g., #s of likes, clicks, shares)*