

Chairman's Award - Team 6606

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2020 - Team 6606

Team Number

6606

Team Name, Corporate/University Sponsors

&Universidad Tecmilenio

Briefly describe the impact of the *FIRST* program on team participants within the last five years.

FIRST is the channel through which Pink Hawks members have been leading in STEAM. Being part of this team allows us to be more open minded in a healthy way, with fixed goals and the tools to approach them. Our passion for robotics has taken us to make the difference in our country. Most of our participants had radically changed, they used to be shy, and now they are able to take any challenge with courage and passion.

Describe the impact of the *FIRST* program on your community within the last five years.

Our commitment to the school and the community has increased thanks to the approach we have had with the different students and with the vulnerable groups closest to us. We have participated in the breakfasts organized by our school where we presented the FIRST project and the team, and we have also been able to expand nationally through the support of the Monterrey headquarters; additionally through our approachment with deaf children.

Describe the team's methods for spreading the *FIRST* message in ways that are effective, scalable, sustainable, and creative.

We strive to promote the ideals of FIRST in different ways. We organize and carry out different events focused mainly on young people and children. We present these events and the FIRST program as opportunities to grow academically and personally. These events have appeared systematically in mass media, including television, social networks and newspapers, our major impact has been through our rookie season, in which we reached more than 1,700,000 people and it has increased since then.

Describe examples of how your team members act as role models and inspire other *FIRST* team members to emulate

We learned that respect and healthy coexistence are really important, so we look after inclusion and brake the paradigms from the society that hold us back; that's why we take part of projects to encourage vulnerable groups and women to involve them in STEAM careers, giving us the opportunity of being oficial ambassadors of the #FIRSTLikeaGirl initiative in Mexico. As a plus we received the Presea 2018 for inspiring people in Science and Technology given by Metepec government.

Describe the team's initiatives to help start or form other FRC teams

We know that starting from zero sometimes can be hard so that's why since our rookie year, we participated in the Rookie Camp to involve possible candidates to boost their enthusiasm and convince them to create these teams, so 7 different campuses of Universidad Tecmilenio decided to join the challenge of creating these teams, that subsequently were mentored by us. Our goals for the future is to create at least in the next year, the first FRC team with deafness.

Describe the team's initiatives to help start or form other FIRST teams (including Jr.FLL, FLL, & FTC)

In partnership with the CAM44 we create Robot 44, the first FLL team of deaf kids in LATAM, who obtained the pass to an international open in its 1st year of competition. In order to follow up on the project we received Mexican Sign Language classes to be able to fully engage with them. The best way to teach is to learn, this is why we decided to create our team of FTC 15754, where the most recent members of Pink Hawks participated to create more teams in our community and involve them in FIRST.

Describe the team's initiatives on assisting other FIRST teams (including Jr.FLL, FLL, FTC, & FRC) with progressing through the FIRST program

The values are something that matters to us as a team, despite not having enough resources, we try to share them along with our knowledge, so as we love practicing Gracious Professionalism, we keep in touch with several teams that need help during the season. We had a video call with Arcadia 6608 to share information on the business area and also shared with our team brother Win'T 3794 some parts, and add them to work with our tools in the workshop both the FTC and FRC.

Describe how your team works with other FIRST teams to serve as mentors to younger or less experienced FIRST teams (includes Jr.FLL, FLL, FTC, & FRC teams)

For us the Coopertition is an essential, which we apply by communicating with other teams to help them and to resolve doubts that may arise during the season. During our first season, we work together with our brother team WinT 3794 in the mentoring of 7 teams Rookies of our university. The mentoring consisted of a constant feedback of each team's business plan and support in obtaining the FRC Rookie Grant.

Describe your Corporate/University Sponsors

Currently Pink Hawks has 5 sponsors. Our relationship with them is good since we invite them to our events, to our shop and the Regional competitions so they can see the performance of our robot. It is worth mentioning that TecMilenio highly supports the students coming out of high school to university granting a scholarship so that they can continue their studies and they can also ensure them to be our mentors. During this process they have supported us greatly and we are thankful for that.

Describe the strength of your partnership with your sponsors within the last five years.

One of our main strengths with them is the involvement in our activities, also letters of appreciation for each one of them and personalized recognitions because its support for the development of our goals is of major importance, in addition we maintain constant communication to be clear about our agreements, and the commitment to meet the objectives set. We also emphasize that to be part of our sponsors, become part of our family and that and that their support makes a big difference for us.

Describe how your team would explain what FIRST is to someone who has never heard of it

The robot is the real justify to build ourselves. The essence of the program is to inspire others to believe in changes and progress, create new ways and perspectives to see the world and breaking paradigms and in the process help other people through STEAM and new technologies. We don't look for recognition because what we have found in FIRST is bigger, we have changed lives and that's what matter the most to all of us. FIRST is a life experience, a family and our passion.

Briefly describe other matters of interest to the FIRST judges, if any

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For FRC teams older than 5 years, briefly describe your team's broader impact from its inception.

We've been the first and only mexican all-girls team in FRC so we feel very committed to our country, since we want to continue being role-models for girls and women. We always like to go beyond the supposed limits, that is why we seek to impact in different areas and categories of FIRST; we decided to sign up as volunteers for the FIRST Global and provide our tools and technical explanation in the Machine Shop, as well as volunteering in FLL, FTC and FRC competitions.

Team Captain/Student Representative that has double-checked this submission.

Daniela Patricia Acevedo Cortes

Essay

If we had to describe Pink Hawks with one word, it would be RESILIENCE, because no matter how many problems we find ourselves we always find the way to solve it, Pink Hawks is a team converted family, which has struggled to reach the place where it is, and this has only brought us closer together.

Pink Hawks emerges as an initiative of TecMilenio University and our FRC brother team WINT 3794 in order to seek the growth and development of girls in the community, and seek greater involvement in FIRST programs.

In Mexico, only 8 percent of women choose to study a career related to science, technology, engineering and mathematics, in contrast to 27 percent of men, also, 25 out of every 100 disabled people were discriminated against at least once a year, this group has the highest prevalence of all those considered. In the field of employment, they are more likely to be unemployed or to work in unprotected conditions, for us this is an opportunity for change, as well as influence as such, we create opportunities for women, vulnerable groups and anyone who feels they cannot make it in a STEM career this in order to break prejudices; we want a world free of prejudice for any person.

We have an orderly and functional way of working, within the team there are two principal areas (Engineering and Business), that operate in small sub-areas. This so that every single girl has a specific task during the season. Which are assigned, depending on the skills and curiosity about the area in where they are assigned, but this doesn't mean that they do not know about the others. In this same period, despite their assigned task, they continue to learn about the other areas, it may not be in a practical way, but in a more theoretical way, this makes us to have a good performance, but no one left without some knowledge about both; the robot, and each of outreach projects.

For us FIRST is not just a competition or the construction of a robot, it's not even about winning, it's about learning something new day by day and knowing that you can impact in a positive way in many lives. In our hand we have the opportunity to impact and inspire in thousands of people. Even though competition is an important part for us, the most amazing thing for us is the footprint that we have left in people, and currently not only in our community in the world. We have inspired teams such as team Donk Pink, in the FTC category, this was started by girls, in an interview they mentioned that Pink Hawks was the one who drove them to take their project out, that is one of the things that inspires Pink Hawks to be what it is, and to each of its members.

Have you imagined a different, useful and fun way to teach robotics? We also have done it, and that is the reason why we started our movement Make it loud through the silence, where our main objective is to show deaf children, through STEAM, that barriers do not exist and that they are capable of breaking all the paradigms that many times the society has imposed as they have done with us.

Robot 44 is a living example of this campaign, being the first team with different abilities, mostly deafness, participating in FLL. We achieve this in alliance with the CAM 44, we decided to start and mentor Robot 44, with one of our premises: to demonstrate that they are capable of overcoming any challenge that they propose, regardless of their physical limitations. They participated for the first time in the Hydrodynamics challenge in which they managed to obtain the "Rising Star" award, thus passing the national prize, where they won the "Mechanical Design" award. Before creating the team, all members of Pink Hawks took classes in Mexican Sign Language with the hope of establishing a stronger bond with the children of ROBOT 44. Communication between teams was always a major challenge during the process, particularly because there's no specific translation for the technical vocabulary that the team needed for its robot. In order to continue with the development and participation of Robot 44, the LSM (Mexican Sign Language) classes resumed, since one of our medium-term objectives is to create a FTC team for the 2020 competition.

Another way to sensitize us and get to know the FTC program in depth was the creation of our own team: Pink Hawks 15754. This in the season 2018-2019, this to succeed in transmitting the message of the competition from the moment they enter, as well serving as FRC training, the members managed to dominate technicalities and tools in a short time, as well as the way of work and organization required for the competences of FIRST.

Team 1902 Exploding Bacon from Orlando, Florida, decided to invite us to be the official ambassadors of the #FIRSTLikeaGirl initiative in Mexico, this thanks to our impact transmitting the love for science and engineering, also with the purpose of encouraging and inspiring more girls to join the experience, the scope of FIRST and STEM races, achieving this through videos and vlogs where we share our history, the challenges we faced and how we prevailed. What drives us day by day to continue searching and creating sustainable projects that go hand in hand with our mission, we put all the energy and passion that moves us, to inspire people to surpass themselves, to reach that important goal or objective, that's why in our projects and activities we are more focused on reaching in the long term the life of people, starting with ourselves, to be spokesmen and to live.

We are being the change in our community, and we do it through various alliances one of them, with our sponsor Zurich and the "Mexican Red Cross"; we join with them to create the "Flood Resistance Program: early warning system" that was divided into 2 phases, the first consisted of the development of a traffic light, which, depending on the level of the increase in water, allows us to know how dangerous a flood is, instead during the second phase we developed an emergency energy storage system with a

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Dynamo in the chains of a bicycle, that would send energy to an engine, to generate electricity and later be stored in the battery of a car, this to have backup energy in case of A disconnection due to the overflow of the river, all this is controlled through an application developed by us.

among about other outreach activities we've done are:

Machine Shop-FIRST Global

One of the events that has impacted us the most during 2018 was having the honor to help in FIRST Global Challenge as volunteers and with the Machine Shop, where we were able to help the teams with tools and machine advices. In addition, we had the chance to present the team and our robot in front of more than 10,000 people.

SoyMexico- Conectad@s

Thanks to the impact we've had, Televisa within ProMexico decided to makes us a television spot for the project "SoyMexico- Conectad@s" this spot was transmitted in the television during Russia World Cup, at the airports and many different places, it achieve a great impact in Mexico and even in USA during 2018.

Epic Queen Summit - Google

We were invited by Epic Queen to give a Lego workshop and talk at Google offices. We had a panel where great women leaders shared with us their successful lives and the challenges they faced up, we also gave LEGO workshops (Lego Mindstorm and LEGO Design). We had the opportunity to talk about Pink Hawks and our history with the Google Employees and kids they invited. The event was transmitted through Facebook live, reaching more than 500,000 views all over Latin America.

Also we offered more than 80 free mammograms to women in our community, in addition to having a sexual prevention module, information about breast cancer and free vaccines for children up to 5 years old.

FIRST is more than robots, it's about helping and inspiring other people, that is why we organized food-collection campaigns, when Mexico was struck by two major earthquakes that caused a significant loss of life and buildings in 2017. Mexico City, Oaxaca, Chiapas and Morelos were amongst the most affected communities, where we raised more than one tone of food, clothes, and hygiene products and we personally delivered to the affected communities.

During these seasons, we have managed to generate positive changes that impact the lives of other people. It was very amazing to see that during the transmissions of the regional FRC in Monterrey in 2018, they incorporated sign language for the first time, that's where we realized that everything you do has a consequence, in this case a good consequence.

Of course, PINK HAWKS does not stop there; we are in the process of learning the otomi language, in order to create the first otomi FLL team, together with Fundación Tláloc we want to rescue the Otomí culture and language through STEAM.

As well as we care, we decided to transmit knowledge, as well as to transmit security, this by means of diverse free workshops of personal defense, in which experts in the subject, teach women and girls how to defend themselves from an unexpected attack, in any area and in any scenario.

As knowledge is important, we also decided to hold conferences on different topics that transmit the message we want to convey, such as the inclusion of the LGBT community, since it is important that anyone feels they have the power to move forward, just as we move forward, step by step, from women to people with different abilities, with the aim of inspiring people to want to grow for themselves and for the footprint they want to leave behind.

We know that great power involves great responsibility, we want to continue to grow along with all the people who already have touched our hearts that you have shown us the great commitment that we have in this gift which is our present at FIRST, therefore, we are going forward with FRC, with anything but with fear, and that all together can go further than the limits!