Building a Team Identity
Agenda

- Intro
- Building the team’s foundation
- Building an identity
- Projecting your identity
- Where do we go from here?
Who we are

• Miss Ellie Wood
  – 11th grade STEM student, South River High School
  – Chief Executive Officer of Power Hawks Robotics Team

• Mr. Zachary Cohen
  – Engineering and Technology Teacher, South River High School
  – Head mentor and teacher advisor of Power Hawks Robotics Team
Power Hawks Robotics

- The Power Hawks
  - Made up of 41 FRC students, 30 FTC students, ~30 mentors
  - Based out of South River High School, Edgewater, MD
  - Affiliated with Power Hawks Robotics Club, Inc.
    - Nonprofit not associated with school system
  - 12th year as an FRC team
  - Student led
  - Team run as a corporate entity
What is Team Identity?

• Defines how a team looks and acts
• Incorporates both internal and external factors
• Sets the course for everything the team does
  – Team organization
  – Importance of the robot
  – Importance and type of outreach
  – Overall goal of the team
• Needs to remain consistent throughout all team happenings
Building a Foundation
Building a Foundation

- A team has to have a unified mission
- Should help guide the team in every decision
- Everything a team does should be embodied by the mission and vision statement
Mission Statement

- Short statement that sums up the organization’s purpose.
- In essence, why does the organization exist?
- Should embody the overall goal of the organization
- Should be broad—do not go into detail on how the mission is accomplished
- Clear, memorable, and concise.
- Best are often only around 15 words
Good mission statements

- “Spreading ideas”
  --TED
- “The increase and diffusion of knowledge”
  --Smithsonian
- “Celebrating animals, confronting cruelty”
  --The Humane Society
- “To boldly go where no man has gone before”
  --Star Trek
“McDonald’s brand mission is to be our customers’ favorite place and way to eat and drink. Our worldwide operations are aligned around a global strategy called the Plan to Win, which center on an exceptional customer experience - People, Products, Place, Price, and Promotion. We are committed to continuously improving our operations and enhancing our customer’s experience.”
--McDonalds
The Power Hawks Mission Statement

“To equip the next generation with the necessary skills to improve the world through competitive robotics.”

• Notice what it does and does not mention
• By reading this, what can you infer about the Power Hawk’s values?
Vision Statement

- Short statement that describes the long-term desired change from the organization’s work.
- In essence, What should change because of you?
- Should be broad—do not go into detail on how the vision is accomplished
- Inspirational, clear, memorable, and concise.
- Best are also around 15 words.
Good vision statements

• “A hunger-free America”
  --Feeding America
• “A world where everyone has a decent place to live.”
  --Habitat for Humanity
• “The United States is a humane community in which all animals are treated with respect and kindness”
  --ASPCA
“Our vision serves as the framework for our Roadmap and guides every aspect of our business by describing what we need to accomplish in order to continue achieving sustainable, quality growth.”
--Coca Cola
“We envision: Maryland as a state of forward thinking, global citizens.”

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Embodying the Mission and Vision

• Many opportunities can present themselves over the course of the year
• Decide what to do and what not to do
• While it may seem wrong to turn away outreach and demo opportunities, you can grow your team by focusing your efforts
Embodying the Mission and Vision

• Being selective allows you to focus your efforts
• You’ll become stronger in specific areas
• Allows for focused growth and learning
• Better for public perception
  – By doing everything you could appear as scattered
  – Allows you to grow your image in targeted demographics
So how do the Power Hawks embody our mission?

• Students before robot
• Each student is required to complete a certain amount of community service
• Students are encouraged to help grow younger programs
• Selective in outreach opportunities
  – Have to differentiate between outreach and potential sponsor opportunities
Building an Identity
Building a Team Identity

• A clear and consistent team identity helps you to accomplish your mission efficiently
• Team identity is both internal and external
• All individuals, students, parents, mentors, school, etc., have to be on board
• Building a strong team identity will open the team to more student opportunities
Building an Identity

Your team’s identity should consider four functions:
1. Should provide visibility and “recognizability”
2. Should symbolize the organization
3. Should be consistent with your surroundings
4. Should reflect and relate to the members of your team
Team Organization

• Strong team organization will help lead to a stronger identity
• Assigning student leaders to “real-world” positions allows for students to gain more experiences, reduce mentor workload, and help to develop a stronger public appearance
• Leadership unifies through mindset and in appearance
Team Organization

Power Hawks organizational chart:

CEO
VEO

Business Operations Officer
Finance Events Public Relations

Build Operations Officer
Competition Management Controls Design Robot Fabrication
Public Identity

• A strong and unified public identity will help with building a stronger community, better sponsor support, and help develop students

• Full team must be on board
  – Ensure expectations for the appearance of the team are made in the beginning
  – Create documentation to help with unity
    • Team handbook
    • Identity standards document
Team Handbook

- Gives team members clear expectations of what they are to do and their role
- Covers what makes an ideal member, and the reasons for being one
- Briefly covers public identity
- Anne Shade has a great presentation on the topic
- Our handbook is available on our website and Chief Delphi—Welcome to use as you wish, just make it your own and give credit where it's due
• Corporations use them to ensure a consistent product is being delivered to the consumer
• Documentation intended to standardize everything the public may see
• Includes required information for everything from logos, to color palettes, to literature
• May be a bit excessive for a robotics program
Identity Standards Document

• Only two teams that we’ve found that have publically available documents
  – 254 The Cheezy Poofs
  – 1111 The Power Hawks

• We see it as a valuable resource
  – Helps create a concrete identity both for team members and public
  – Creates a database that can be used to easily find files and resources
  – Helps control proper logo and color usage
  – Gives students real-world experiences
Example Identity Standards Document

- Many many types and formats
- We went through a few and pieced them together to create our layout
- Many examples can be found here:
  - http://goo.gl/bEOZTr
Example Identity Standards Document

Contents

• Purpose
• Name standardization
• Team logos
• Color Palettes
• Typography
• Publications
• Sponsor recognition
• Contact information
Projecting your Identity
Projecting your Identity

• Now that you’ve developed your identity, get everyone on the same page
• Ensure team knows of any team literature
• Ensure team is consistent in all public areas
  – Website
  – Social media
  – Team wear
  – Robot
  – Pit
  – Demo events
  – Etc.
Public Appearance

• Uniform Appearance
• For example, the Power Hawks Allow:
  – Team T-Shirt
  – Team Spirit Wear ONLY
  – Pants: Khakis and Jeans, no shorts, capris or leggings
• Professional and appropriate
• Reflects team identity more than you’d think
• Displays unity and togetherness
Starting Fresh

- When developing your identity, may be best to start fresh
- Keep only the bare minimum (name, primary logo, primary colors)
- Create a package for identity
  - Name
  - Logos
  - Colors
  - Document formats
  - Emails
  - Social media
Identity Package

• Name
  – Ensure its appropriate. What would the public think if they don’t know you?
• Logos
  – Formal, informal, text only, etc
  – Color, grayscale, black and white
• Colors
  – Recommend two primary colors, multiple secondary
  – Adobe Color CC can help here
• Document formats
  – Word, PowerPoint, letterhead, etc
• Emails
  – Services such as Mailchimp allow for tracking and look better
• Social media
  – Ensure whoever is in charge embodies your mission and standards
Next Steps

- Reevaluate routinely
- Be flexible
  - Allow for minor changes as season progresses
  - Allow image to represent students
  - Continue to enforce the image you created
Questions?

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