FIRST Impact Award Definitions

All teams are required to adhere to the following Definitions in their submission and interview for the FIRST Impact Award.

> The spirit of the *FIRST* Impact Award celebrates the efforts of an entire team, and as such, we encourage submissions to focus on activities as a team, rather than the efforts of a single individual.

Team Support Definitions:

Started - A team has ***Started*** a team if they have met one of the following requirements:

1. Helped the team form & ensure sustainability. For example, by guiding a new team on how to be organized, managed, training students or mentors or helping recruit students or mentors
   OR
2. Funded or sourced funding (i.e. grants or sponsorship) for at least 50% of the team registration fee.

AND ALL of the following:

3. The ***Started*** team agrees that the ***Starting*** team did in fact ***Start*** them.
4. The ***Started*** team competes in an official *FIRST* event during the season.
5. The team provides guidance and support to the ***Started*** team(s) throughout their first season.

> The intent of this definition is to make it clear when a team is responsible for bringing a new group into a specific *FIRST* program. Teams are encouraged to loop in local support when starting new teams so the partner can provide additional support.
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> Teams are encouraged to provide documentation (e.g. a letter from the team that has been ***Started***) supporting the fact that they did indeed ***Start*** each team referred to in the submission. All provided documentation must be listed on the *FIRST* Impact Award Documentation Form (editable word doc) that is entered with the team's submission.

Mentored - A team has ***Mentored*** a team if they have met BOTH of the following requirements:

1. Providing consistent communication, either in person or via phone/email/video conference, to the ***Mentored*** team helping with technical or non-technical *FIRST* program specific issues.
2. The ***Mentored*** team agrees that the ***Mentoring*** team did in fact ***Mentor*** them.

> ***Mentoring*** a team is a consistent and ongoing relationship. To be considered a ***Mentoring*** team, you must be providing regular help to the ***Mentee*** team during the season within their schedule. We understand that all teams may not meet as regularly as once a week, however this is a general standard. For some teams communication may be more infrequent and still considered consistent. We encourage teams to use their best discretion when

evaluating these edge cases. Helping teams on a less consistent basis is still immensely valuable and important, however it would simply be considered assisting a team.

Teams are encouraged to provide documentation (e.g. a letter from the team that has been **Mentored**) supporting the fact that they did indeed **Mentor** each team referred to in the submission. All provided documentation must be listed on the _FIRST_ Impact Award Documentation Form (editable word doc) that is entered with the team's submission.

Examples (but not limited to) of consistent communication for **Mentoring** a team include:

- Team A regularly sends students to a nearby school to help their _FIRST_ LEGO League team(s) with their robot design and project presentations.
- Team A sends an email to Team B asking for advice on future robot design. The two teams email back and forth over a period of time exchanging questions and answers.
- Team A meets Team B at a competition. Team B expresses concern their team is struggling to keep the team going and is looking for help. The two teams live far away from each other, but over the next year, they exchange many emails, they video chat a few times during the off-season and even meet in person.

Examples (but not limited to) that do **not** qualify as **Mentoring** a team:

- Answering a single email question.
- Inviting a team to your shop so they may make parts on your machinery.
- Hosting a team in your build space during inclement weather when they are unable to access their own facilities.
- Giving a robot part to another team.
- Allowing a team to practice at your practice facility

Published Resources − A team has **Provided Published Resources** to a _FIRST_ team if they have met BOTH of the following requirements:

1. The team has created resources designed to aid teams with technical or non-technical _FIRST_ program specific issues.
2. The resources have been published or presented publicly. (e.g. presented at a conference, published on a team website, posted resources on social media, etc.)

Many _FIRST_ Robotics Competition teams have created a wealth of resources that benefit numerous teams. This kind of assistance is enormously valuable to our community and is heavily encouraged. However, these acts do not meet the definition of **Mentoring** since they lack consistent communication involved in mentoring. In an effort to recognize and encourage these important efforts, the definition of **Published Resources** was created.

While **Publishing Resources** is helpful, teams should include information about the **Reach** (see definition below) of the resources. Any team can **publish resources**, and many do, but how much actually gets used is what is more important. All provided documentation must be listed on the _FIRST_ Impact Award Documentation Form (editable word doc) that is entered with the team's submission.

Examples (but not limited to) of **Published Resources**

FIRST

FIRST ROBOTICS COMPETITION

- Team creates and publishes a scouting database compiling statistical data from competitions, and the database is downloaded and used by 100 other teams
- Team creates and gives a presentation on *FIRST* fundraising to an audience of 15 local *FIRST Robotics Competition* and *FIRST Tech Challenge* teams.
- Team develops and publishes a mobile app that contains *FIRST* LEGO League tutorials, and the app is downloaded and used by 50 *FIRST* LEGO League teams
- Team creates and publishes *FIRST* Robotics Competition drivetrain video tutorials on YouTube, and videos are watched by 2,000 users.

Event Support Definitions:

Host - A Team has *Hosted* an event if they have met ALL of the following requirements:
1. Team members are involved in the majority of the planning of the event.
2. Team members are involved in the majority of the on-site event execution or have arranged for and are supervising the volunteers to handle the majority of the on-site event execution.
3. The Hosting team holds primary accountability and takes ownership for the successful operation of the event.
4. Both mentors and students must be involved in the event.

Hosting an event essentially means that this event would not be possible without the efforts and actions of the given team. The team in question must be responsible for the majority of the work that goes into the event.

A *Host* team must demonstrate ownership of a successful event outcome. A team does not qualify as the *Host* team simply by providing more volunteers than any other team at the event.

Teams are encouraged to provide documentation (e.g. a letter from organizing body/Regional Director/Affiliate Partner that the event was *Hosted* for) supporting the fact that they did indeed *Host* the event. All provided documentation must be listed on the *FIRST* Impact Award Documentation Form (editable word doc) that is entered with the team's submission.

Examples (but not limited to) of *Hosting* an event

- Team acts as the majority of the planning committee for a *FIRST* LEGO League event, and team members recruit and train the event volunteers.

Supported - A team has *Supported* an event if they have met any of the following requirements:
1. Multiple team members are involved in some part of the planning of the event.
2. Multiple team members are involved in the on-site or online event execution for the entirety of the event (i.e. team members have volunteered for the entirety event)

Teams *Support* events by helping with the planning or execution of the event. This is less encompassing than *Hosting* an event.

Examples (but not limited to) of **Supporting** an event

- Having multiple team members volunteer at the entirety of an event
- Having a few mentors serve on a large planning committee for a *FIRST* Robotics Competition district event
- A majority of the team helping with setup or tear down of the field at the event

Examples (but not limited to) that do **not** qualify as **Supporting** an event

- Having 1 team member volunteer at an event
- Helping 1 team member assist with tear down at the end of an event
- Having 1 mentor serve on a large planning committee for a *FIRST* Robotics Competition district event

Teams are encouraged to provide documentation (e.g. a letter, etc.) supporting the fact that they did indeed **Support** an event. All provided documentation must be listed on the [FIRST Impact Award Documentation Form](#) ([editable word doc](#)) that is entered with the team's submission.

Advocacy and Audience Support Definitions

Reached - A team's **reach** is the quantity of people that have observed or interacted with the team whether it be digitally or in person.

Reach is the quantity of people who became aware of your team via a stated medium/event. **Reach** requires tangible metrics or interaction with the team, not merely seeing the team in the background of a show or public exhibit.

Examples (but not limited to) of **Reaching**:

- 6,000,000 people watch a TV show that features a team's robots. This team has **Reached** 6,000,000 people.
- 1,000,000 people attend an event where the team has an exhibit. However, only 500 of those people see the team's actual exhibit. This team has **Reached** 500 people.
- 30,000 people attend a football game, where the team performs with their robots during the halftime show. This team has **Reached** 30,000 people.
- 700 people follow a team on Instagram. This team **Reached** 700 people.
- Please note that not every post is seen by followers. As such, any reach on specific posts should follow this style: Social Media post to 1,000 followers, with 500 who engaged with it (liked, forward, share, etc.), has **reached** 500 people.

Examples (but not limited to) that do **not** qualify as **Reaching**:

- 6,000,000 people watch a TV show in which the team's robots are used as background props. Since the robots nor the team have been featured, this team has not **Reached** the audience.
- 30,000 people attend a football game, where the team's name is shown on the big screen at the stadium. This is not a tangible interaction or observation of the team; thus, this team has not **Reached** the audience.

The goal with using **Reach** in submissions is to accurately convey the number of people who have become aware of your team. However, it is very difficult to provide exact numbers

when it comes to the numerous public demos team participate in every year. That being said, it is important that teams do not embellish or exaggerate these numbers, as doing so would paint a misleading picture of the team's accomplishments. When in doubt, teams should try and estimate on the low end.

Teams are encouraged to provide documentation that shows the basis of their estimates of *Reach*. (e.g. Letters from event organizers stating event attendance and specific area attendance) Documented evidence and breakdowns of *Reach* numbers are far more compelling than simply stating the team's estimated *Reach*. All provided documentation must be listed on the *FIRST* Impact Award Documentation Form (editable word doc) that is entered with the team's submission.

Advocated - A team has engaged in *Advocacy* if they meet any of the following criteria

1. Met with government officials, community leaders, school administration, or business leaders (or their staff) to discuss and engage with and promote policy changes towards the promotion of STEM/*FIRST*.
2. Served as a resource for government officials, community leaders, school administration, or business leaders (or their staff) as they create policy changes towards the promotion of STEM/*FIRST*.

As an international program, *FIRST* recognizes that advocacy looks different across communities—shaped by local needs, cultures, and opportunities.

Examples (but not limited to) of engaging in *Advocacy* are:

- Attending an advocacy day where teams from the area met with local officials on after-school STEM engagement programs
- Working with leaders to craft a bill or resolution that was introduced
- Engaging with public officials to encourage them to provide funding for STEM/FIRST Opportunities

Examples (but not limited to) that do **not** qualify as engaging in *Advocacy* are:

- Using social media/tweeting to government officials
- Volunteering for a campaign
- Hosting a table/tabling/handing out flyers at parade or event (people have to engage not just a passive act)
- Going to your school and advocating for just your team's benefit

Teams are encouraged to be specific about when they started an initiative or participated in one. Teams are encouraged to provide documentation (e.g. a letter, etc.) supporting the fact that they did indeed *Advocate*. All provided documentation must be listed on the *FIRST* Impact Award Documentation Form (editable word doc) that is entered with the team's submission.