

# 2021 VIRTUAL REC FOUNDATION SUMMIT

Strategic Plan

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### **Customer Service**

Provide the highest level of customer service to our Teams and Event Partners

### **Engagement**

Re-engage our current organizations



### **Programs**

Develop new and engaging programs for students

# **2021-2022 SEASON STRATEGY**





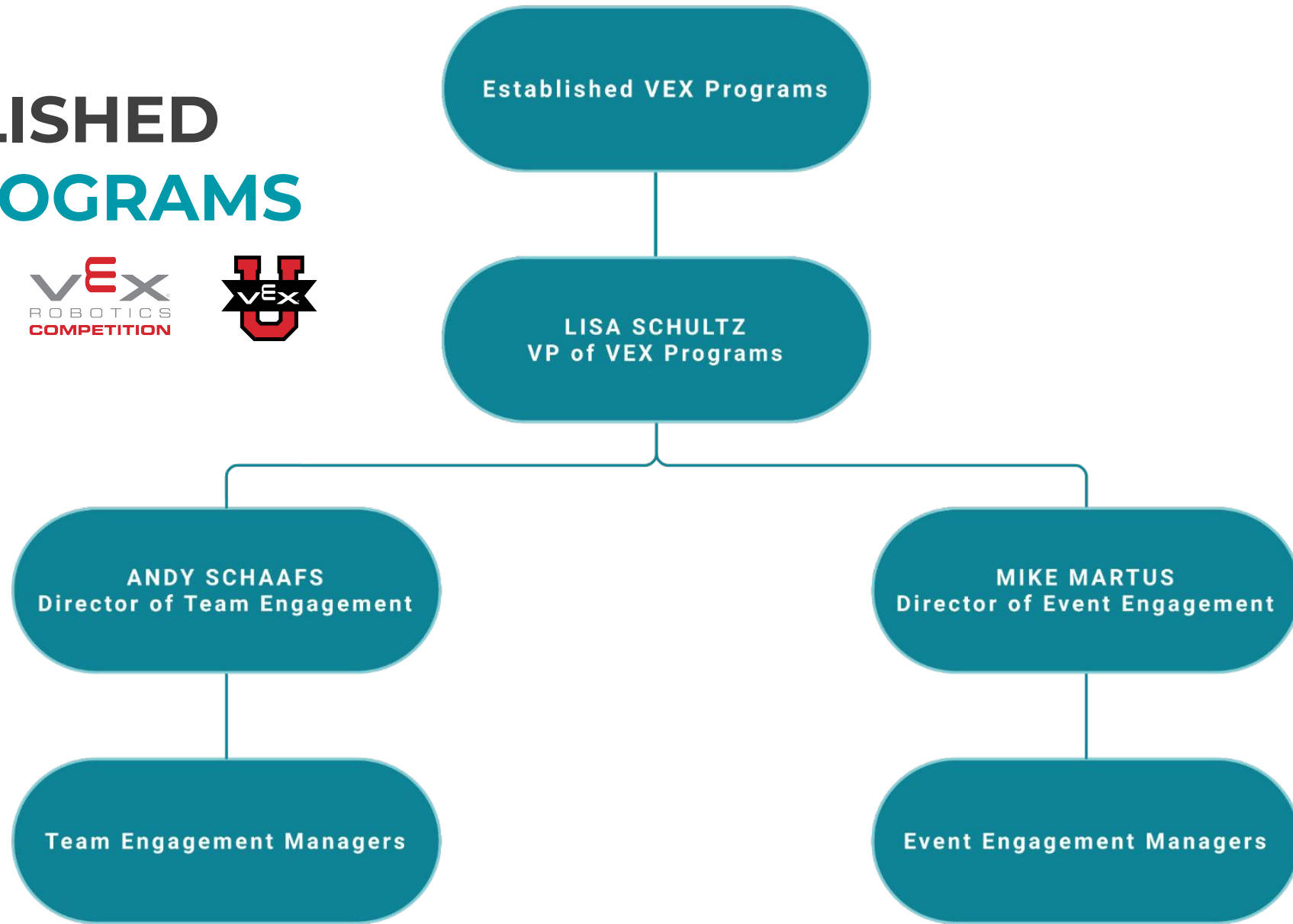
## ENHANCED SUPPORT **MODEL**

The enhanced support model now consists of two dedicated roles:

**Team Engagement Manager (TEM)** and **Event Engagement Manager (EEM)**.



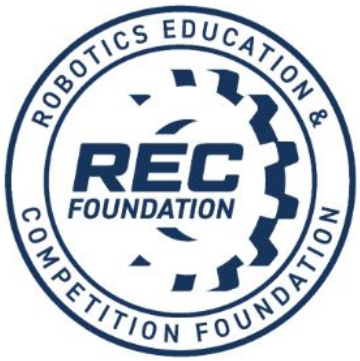
# ESTABLISHED VEX PROGRAMS



# WHAT DOES A TEAM ENGAGEMENT MANAGER DO?










- Engage and support current teams
- Grow new teams
- Answer team-related questions
- Provide valuable team resources
- Advocate to local communities and elected officials
- Deliver sponsored grant opportunities

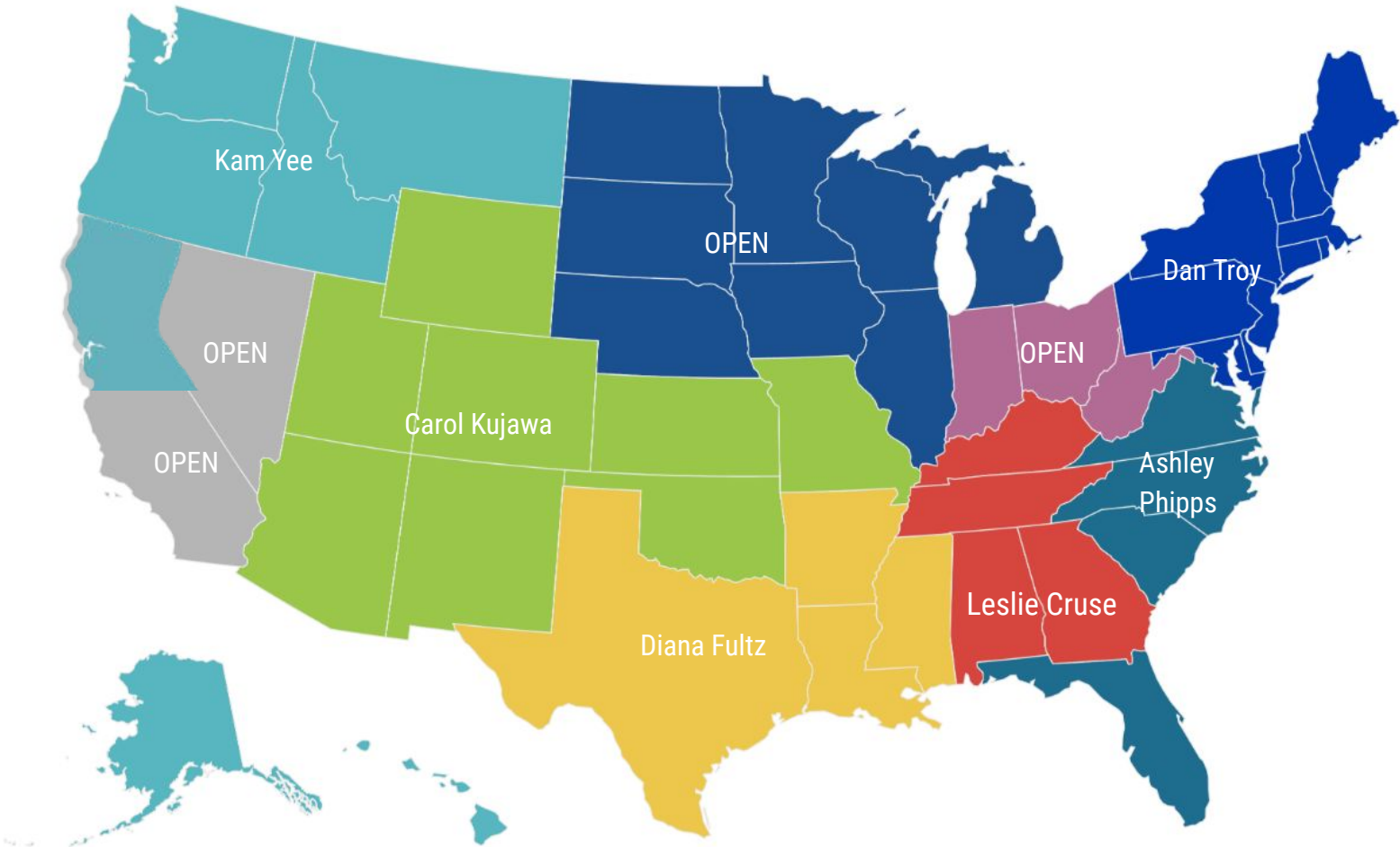




# TEAM ENGAGEMENT

## 9 Territories

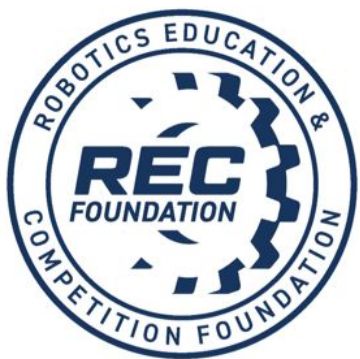
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|   | 2 |    | 6 |
|   | 3 |    | 7 |
|  | 4 |   | 8 |
|   |   |  | 9 |



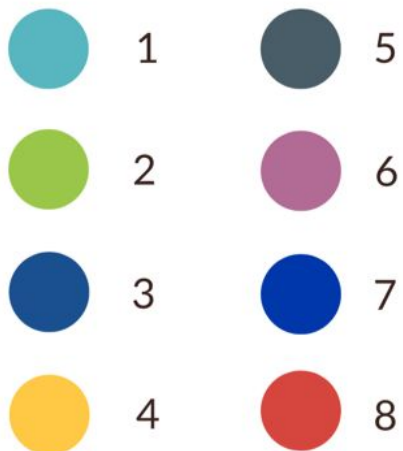
# WHAT DOES AN EVENT ENGAGEMENT MANAGER DO?

- Engage and support current Event Partners
- Grow new Events to meet the needs of teams
- Answer event-related questions regarding process and procedures
- Provide access to valuable event partner resources
- Advocate to local communities and elected officials
- Develop strategies to enhance the growth of the VEX program with quality events.

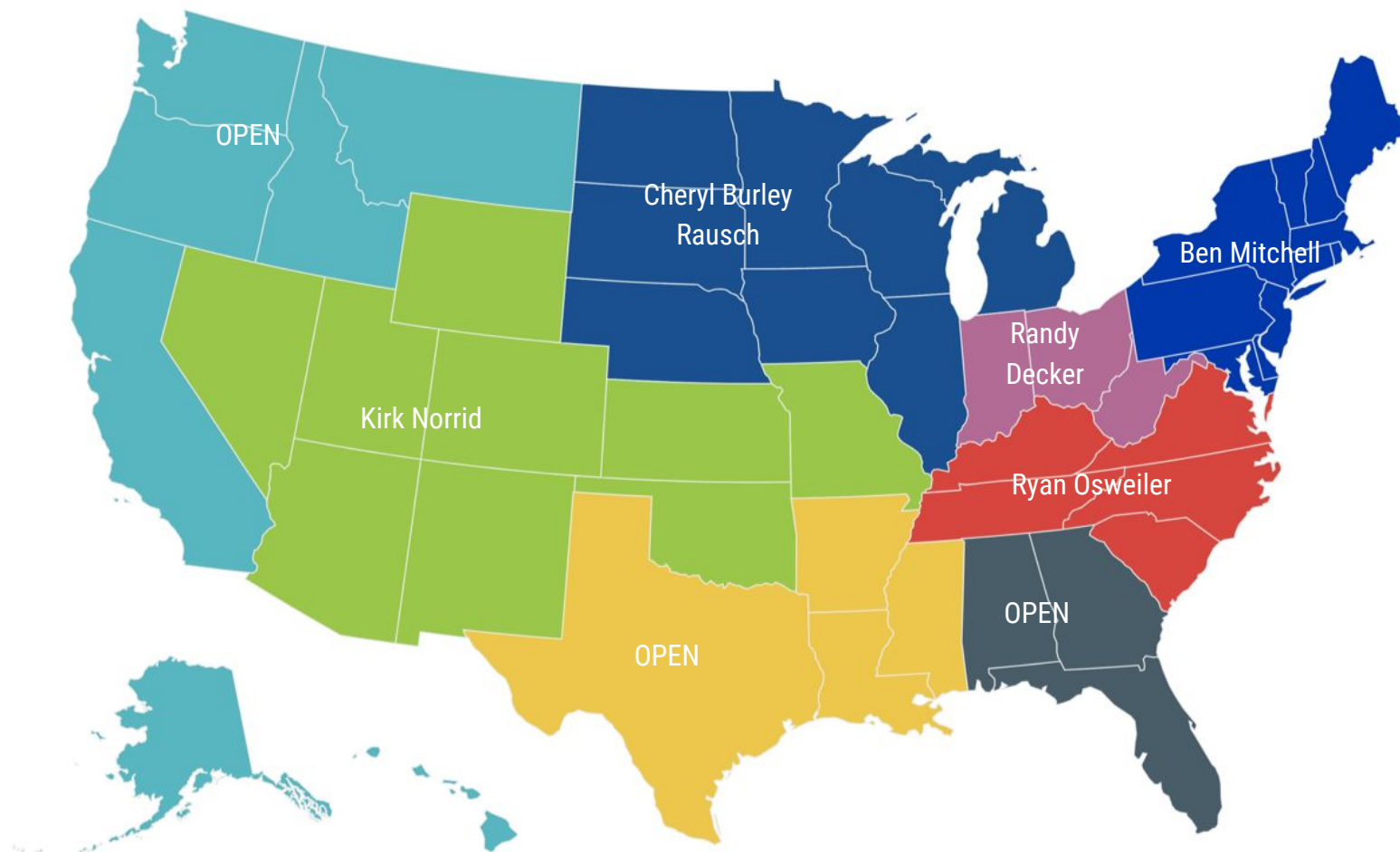




## 8 Territories



# EVENT ENGAGEMENT





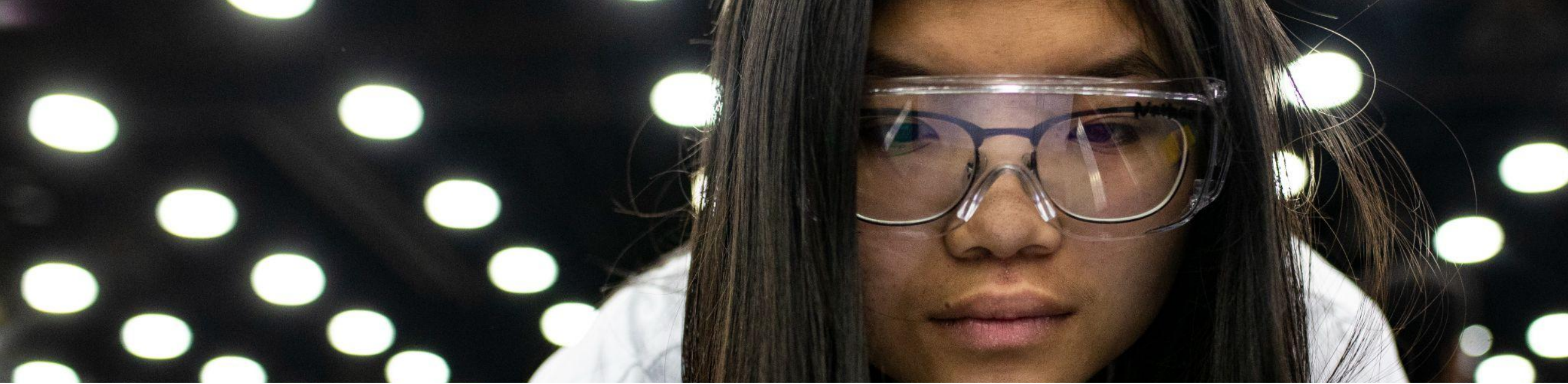


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DEVELOPING PROGRAMS

# DEVELOPING PROGRAMS





# DEVELOPING PROGRAMS & INITIATIVES

- Developing Programs
- International
- Diversity and Inclusion



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Inspiring students, one robot at a time.



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# INTERNATIONAL REGIONAL SUPPORT MANAGERS

Location	Managers
Asia Pacific	Crystal Zhang and Jason Kang
Africa, Europe and Middle East	Lyndsay Baron
Canada	Richard Seniuk
Central and South America	Karina Garcia
Oceania	Jessica McGaffin







## PROGRAM DIVERSITY AND INCLUSION INITIATIVES

- Girl Powered
- Native American Outreach
- African American Outreach
- Hispanic Outreach
- Deaf and Hard of Hearing Partnership
- Special Olympics Texas
- Special Olympics Arizona
- Rural Students



# DEVELOPING PROGRAMS

Director of Developing Programs Jim Crane

VEX.123

VEX  
FACTORY AUTOMATION  
COMPETITION

RADC  
COMPETITION

VRAD  
VIRTUAL

VEX.GO

VEX.AI  
COMPETITION



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# PROGRAM MANAGERS

Shelli Brasher

VEX.123

VEX.GO

Dylon Caudill

VEX  
FACTORY AUTOMATION  
COMPETITION



Louann Cormier

RADC VRAD  
COMPETITION VIRTUAL

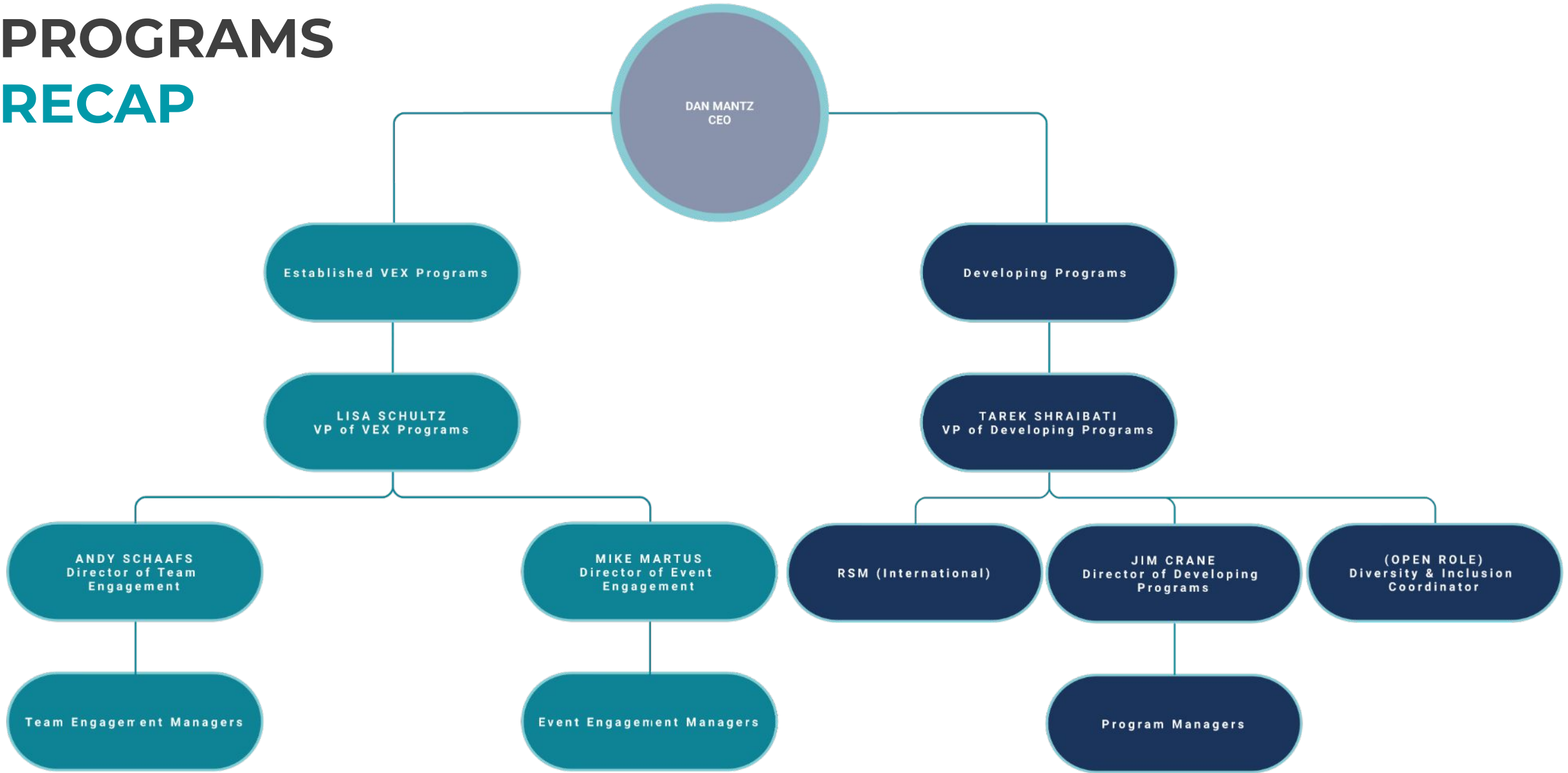


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# PROGRAMS

## RECAP







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**CLOSING REMARKS**

**THANK YOU**



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