



2021 VIRTUAL

**REC FOUNDATION
SUMMIT**

MARKETING OVERVIEW

Ruby Pontbriand and Holly Nguyen

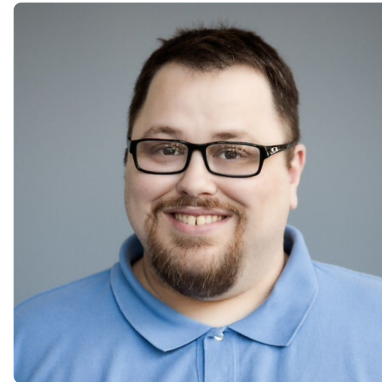
MEET THE **MARKETING TEAM**



Ruby Pontbriand
Marketing Manager
MA



Holly Nguyen
Content Marketing Specialist:
Social/Email
TX



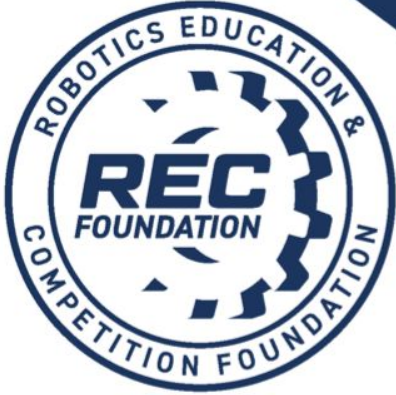
Jay Allbritton
Content Marketing Specialist:
Web/Digital
FL



Amy Magazzu
Graphic Designer
MA

The Marketing Team is here to serve our community with a diversity of ideas and perspectives, ranging across the US with the goal of engaging students in STEM through REC Foundation programs and initiatives.





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SUMMIT

Share your questions in the
meeting chat - we will review them
at the end of the presentation.

MARKETING GOALS

ENGAGE, EMPOWER, ENERGIZE



ENGAGE

Develop and share engaging content for our community.



EMPOWER

Provide resources, materials and content for the community to be ambassadors of the REC Foundation mission and vision



ENERGIZE

Share the excitement and energy that robotics education and STEM provides to educators, students, and communities and the Globe



MARKETING TEAM

WHAT WE DO & WHY WE'RE HERE

Media Opportunities

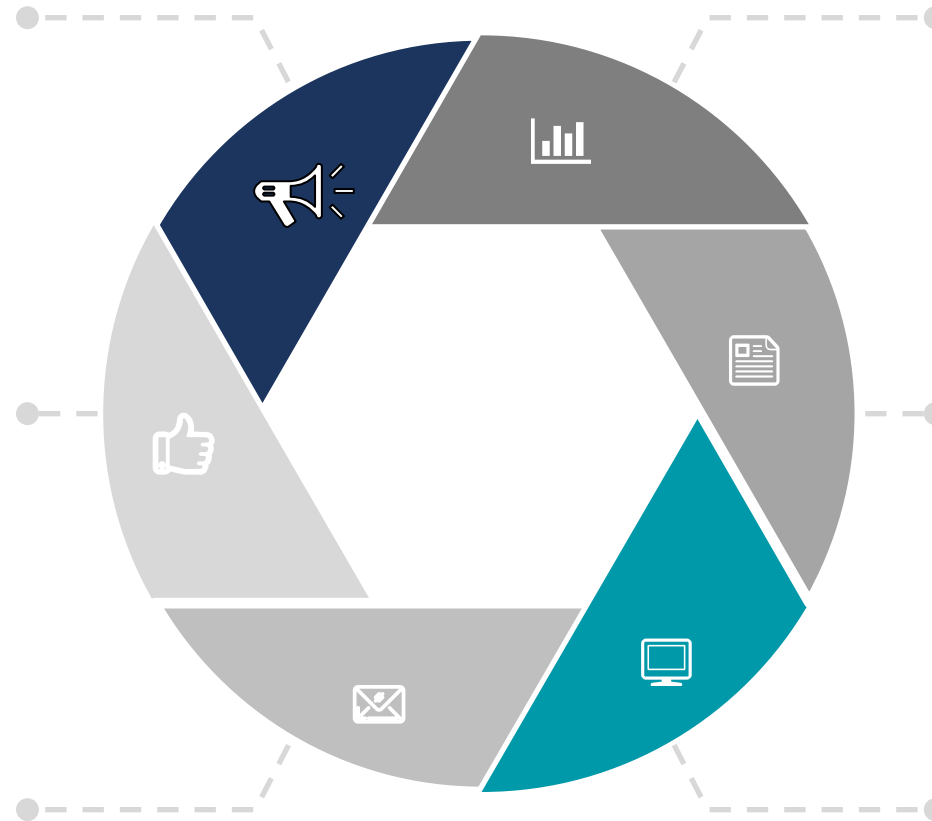
Secure media opportunities to share our mission and leverage thought leadership across our Foundation.

Social Media

Create and share relevant and timely content for our robotics community to share with their networks.

Email Communications

Monthly email blasts and dedicated messages to keep the community in-the-know.



Analytics

Close attention to how our marketing efforts are performing, making sure we're delivering the best possible content to you.

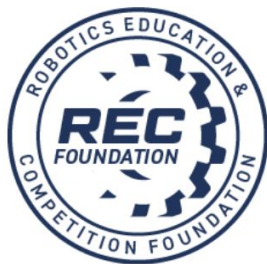
Printed/Digital Collateral

Provide collateral items for our community to share our programs, initiatives and raise awareness of engaging students in STEM

Web / Digital / Video

Develop accessible and simple ways for our community to access our content and information.





We're pleased to provide REC Foundation brand guidelines, logos, and digital program collateral for our Event Partners, Volunteers, Staff, and Partners.

Logos

PR & Media Templates

Brand Guidelines

RECF General
Brochure

roboticseducation.org/media

Media Resources

MARKETING MATERIALS & WHERE TO FIND THEM



ROBOTICS EDUCATION & COMPETITION FOUNDATION
Inspiring students, one robot at a time.

2021 VIRTUAL REC FOUNDATION SUMMIT

MARKETING MATERIALS



Brand Guidelines

Inspiring students,
one robot at a time.



**BUILD.
LEAD.
ACHIEVE.**

Robotics Education & Competition Foundation
2020-2021



**2020-2021
CLASSROOM
COMPETITION
ACTIVITIES**

Keeping Students Engaged

Many schools are struggling to implement a robotics program this season and may not have the opportunity to attend an event either remotely or in-person. The REC Foundation recognizes the importance of:

- Keeping students engaged
- Continuing the momentum and excitement for robotics
- Understanding the additional workload mentors/teams



FOR USE BY TEAMS POST-EVENT



[Insert School Name] Students [Crowned Champions/Ranked] at Robotics Education & Competition (REC) Foundation's Live Remote VEX Robotics World Championship 2021

Local Team Wins Coveted [Award/Ranking] at the Largest Online Robot Championships According to GUINNESS WORLD RECORDS ®

CITY, State – Month Day, Year – [Insert school name]'s students from [insert team name] [insert team number], secured [award/ranking received] at the [Robotics Education & Competition \(REC\) Foundation's Live Remote VEX Robotics World Championship 2021](#) that has been recognized as the Largest Online Robot Championships record holder by Guinness World Records®. During the live remote event, over 1,600 teams from 30 countries and 49 US states competed in timed, heart-pounding robotics competition matches with their custom-built robots.

[Insert school name]'s VEX [team level] team consists of [insert team member names and corresponding ages].

[Insert advisor's first and last name], the team's advisor said, [insert reflection on what the team/students have accomplished].

Example: "I am proud of these young innovators for their ability to take what they've learned through the year and apply it to building and programming a robot, and then going through the rigors of competing with their creation. The team persevered during a challenging year to successfully compete against teams around the globe."

To ensure the safety of its robotics community due to the pandemic, this unique event adapted to a virtual format. Typically, the annual VEX Robotics World Championship attracts more than 30,000 attendees from all 50 states and more than 70 nations. The newly created Live Remote Tournament (LRT) and Live Remote Skills (LRS) interfaces leveraged interactive and real-time video streaming to unite teams from around the globe with their competition fields and robots to crown champions like never before.

Brand guidelines
Logos
Digital Collateral
PR & Media Templates

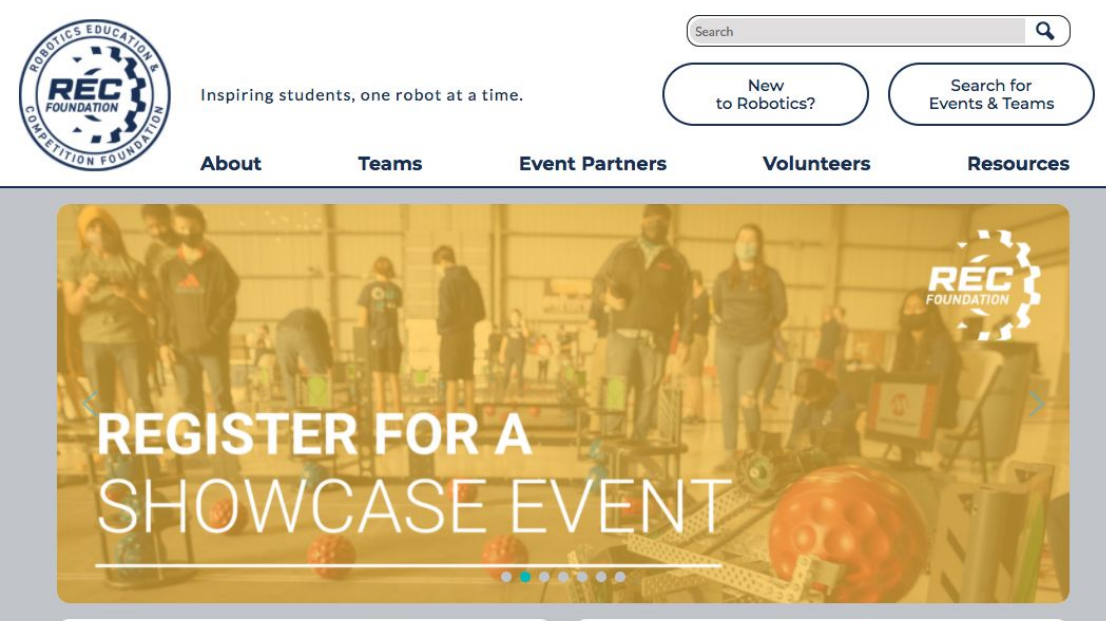


ROBOTICS EDUCATION & COMPETITION FOUNDATION
Inspiring students, one robot at a time.

2021 VIRTUAL REC FOUNDATION SUMMIT

COHESIVE CAMPAIGNS

- Website
- Email
- Social Media



REGISTER FOR A SHOWCASE EVENT

Experience an end-of-season event to showcase your team's accomplishments with a Showcase Event!

Registration opens tomorrow, March 17, 2021 at 9 AM CT. Don't miss your opportunity to play in-person tournaments with multiple organizations.

- Only two teams per organization may register for each Showcase Event.
- Each individual team may select only one Showcase Event to attend.
- Excellence Award winners will qualify to VEX Worlds 2022!

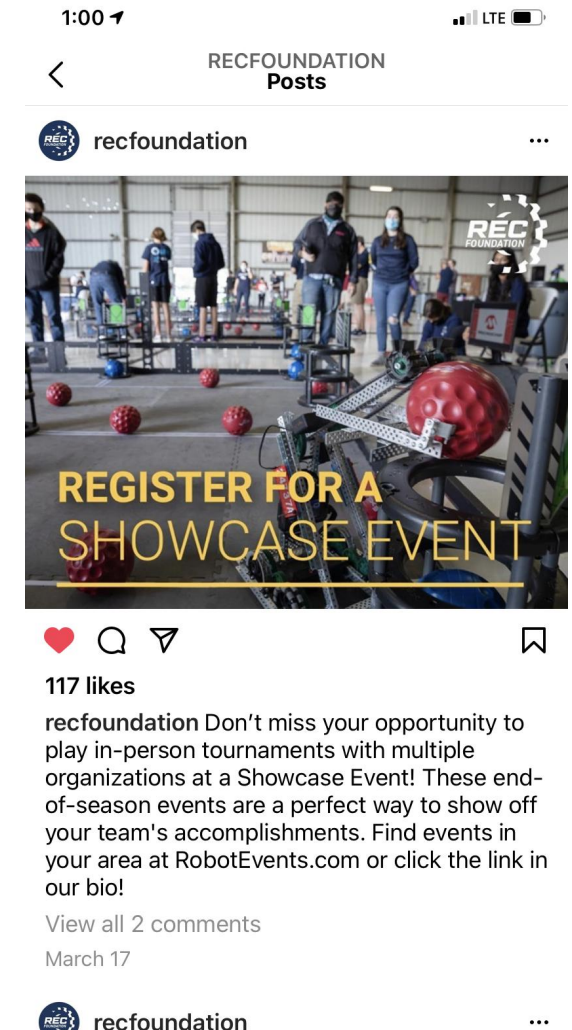
To explore the Showcase Events in your area, login to RobotEvents.com and explore the links below.

[VEX IQ Challenge](#)

[VEX Robotics Competition](#)

Please Note: To return to the list of Showcase Events, simply type "**showcase:**" into the Event Name field to reveal the events available. Complete your registration as you normally would for any event.

If you have any questions, please [contact your Regional Support Manager](#).





ABOUT OUR EMAIL COMMUNICATIONS

We send email blasts via MailChimp to our robotics community. Every month, we send Team Updates, Event Partner Updates, Partner Updates, and RAD Team Updates. We also send various email blasts on upcoming events, reminders, announcements, and more. Above are some examples that we've sent out.



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EMAIL ANALYTICS



89 email blasts sent this year



33.83% average open rate
(21.33% industry average)



9.06% average click rate
(2.62% industry average)





ABOUT OUR **SOCIAL MEDIA**

You can find the REC Foundation on Twitter, Facebook, LinkedIn, Instagram, and YouTube. We rely on social media posts for quick reminders on upcoming events, shortened announcements to capture our audience's attention and direct them to a news page to learn more, and to show the robotics community our appreciation through shoutouts, interactions, shares, and more!

SOCIAL MEDIA ANALYTICS



Followers
10,643



Followers
4,616



Followers
7,449



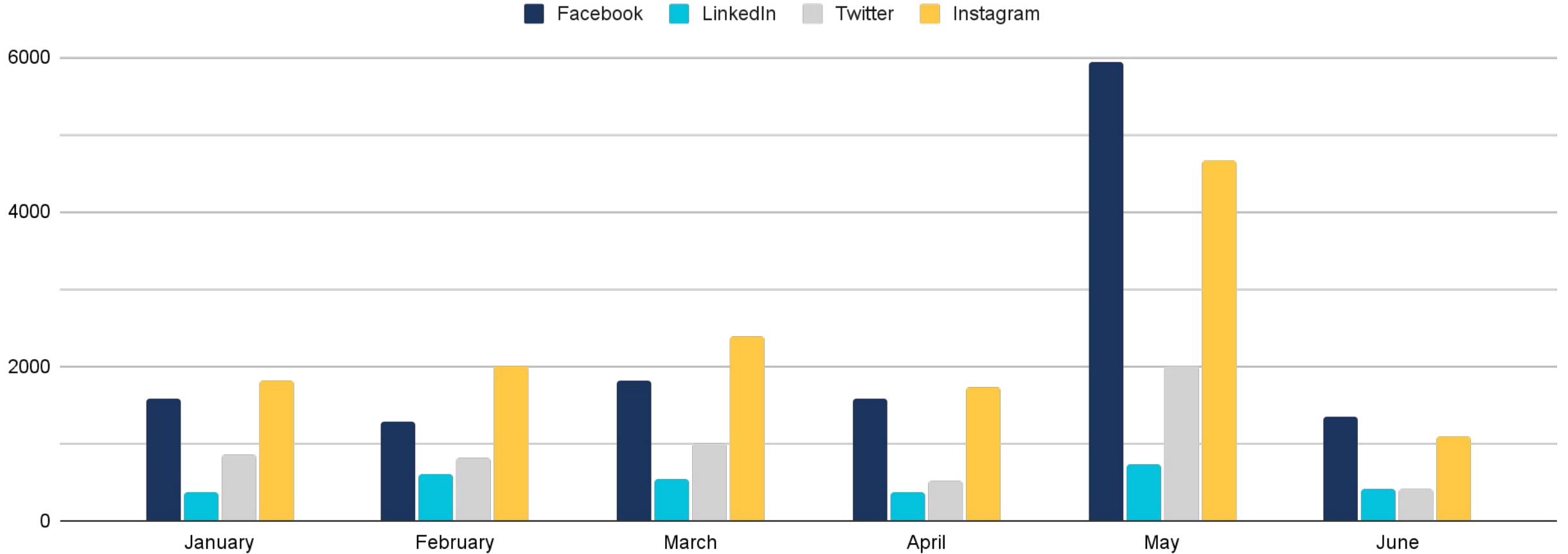
Followers
2,940

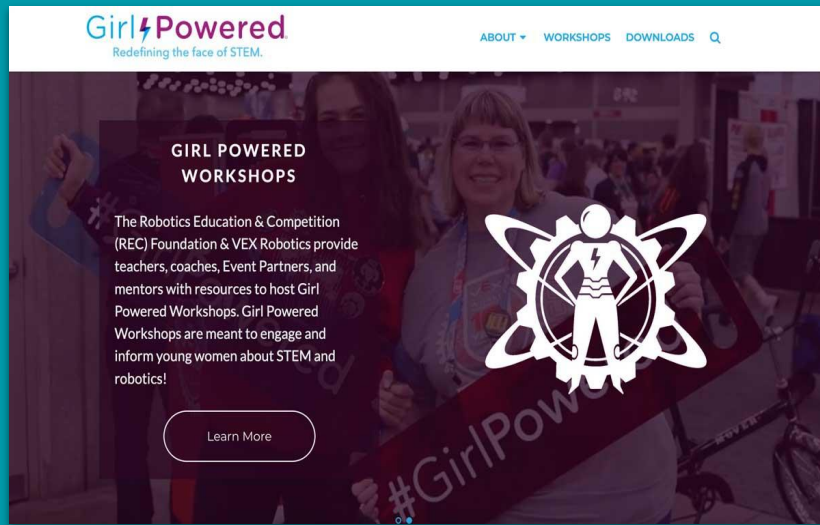


Followers
1,703



SOCIAL MEDIA ENGAGEMENT

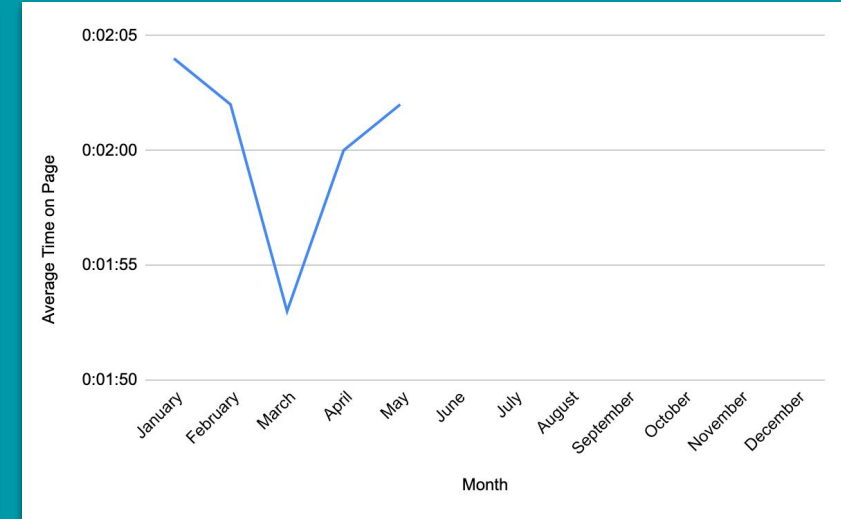
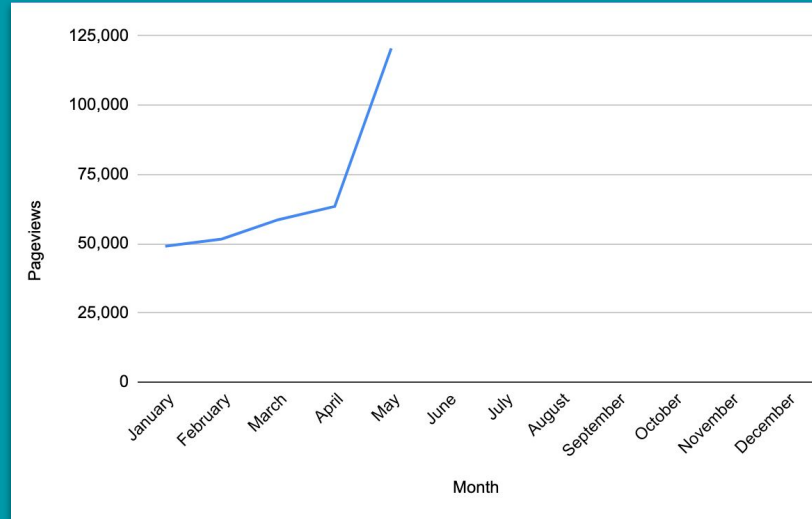




ABOUT OUR WEBSITE

RoboticsEducation.org provides information about the REC Foundation's programs for the robotics community. The website is divided into the following sections:

- About – Learn about the REC Foundation and our sponsors and partners.
- Teams – Find everything necessary for teams to participate in our programs.
- Event Partners – Resources and directions for running REC Foundation events.
- Volunteers – Learn how to volunteer to help make these great programs possible.
- Resources – Additional tools and program information for the community.



WEBSITE ANALYTICS

Using Google Analytics, we track analytics to measure engagement from the community. Google Analytics allows us to see the number of people visiting our website, where they're visiting from, what device they're using, and more.



WEBSITE STATISTICS

112,164 website visitors

408,129 pageviews

Top 10 Pages

Live Remote VEX Worlds	75,891
VEX Robotics Competition	17,125
Register for Live Remote VEX Worlds	16,221
VEX IQ Challenge	13,032
Scholarships	9,150
Grants	8,280
Important VEX Worlds Documents	7,389
New to Robotics	7,204
Competition History	7,040
VRC Change Up Game Manual	6,171



60%
of visitors
are female

35%
of visitors are
18-24 years old

65%
of visitors are
using a desktop

Visitors Finding Our Website

Through Searches



...



45%

Directly Typing URL or Clicking a Bookmark



...



28%

YOUTUBE CHANNEL



Subscribe to our YouTube channel
[**youtube.com/recfoundation**](https://youtube.com/recfoundation)



HOW TO REACH US

We love hearing from you! Please contact us at marketing@roboticseduction.org with any questions, comments or feedback.

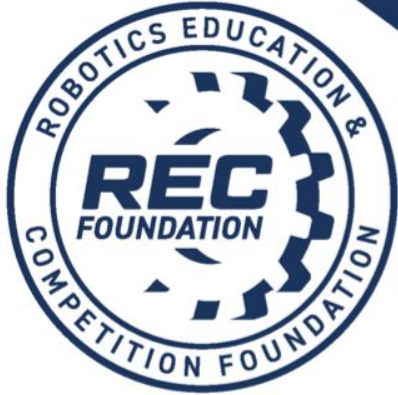
Share your team accomplishments or events with us on social media by tagging the @RECFoundation in your posts.



Email



Share & Tag



2021 VIRTUAL
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Q&A

THANK YOU



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