



Standard Operating Procedure (SOP)

How to be a Lifeguard of 4118
- Outreach -

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Definitions

- CAD -- Computer-Aided Design
- RR -- Roaring Riptide
- FRC -- FIRST Robotics Competition
- AT -- Assistive Technology
- Demo -- Robot Demonstration
- SOP -- Standard Operating Procedure

Purpose

In this document, you will learn how to embody the role of a Lifeguard of 4118 and effectively participate in outreach events. Key topics include how to present yourself professionally and engage with others in a meaningful way. You will also learn how to lead with compassion, learn from your mistakes, and build confidence in both yourself and how you represent your team. Ultimately, you will develop the skills to represent our values of empathy, gracious professionalism, and always leading with your heart.

To us, being a lifeguard means never giving up; it means you are always respectful, responsible, and reliable to everyone you meet.

Key Learning Objectives

After reviewing this SOP, you will be able to:

- Confidently engage with attendees and represent your team professionally
- Adapt your communication style to different audiences
- Demonstrate proper body language and networking skills
- Handle common questions and challenges effectively
- Understand post-event responsibilities and reflection practice
- Communicate passion for the team with clarity and confidence

Procedure

1. Preparing for the Outreach Event

- 1.1. Know the objectives of the event. Understand what your role is in achieving them.
- 1.2. Familiarize yourself with the event, its layout and possible interests of attendees.

2. Professional Appearance

- 2.1. Dress appropriately by wearing the required attire for the event. It may vary on what's required depending on the location, weather, type of event, etc.
- 2.2. Always act professionally and respectfully towards anyone and everyone you meet, as you are representing the entire team and our values.

3. Engage with Event Attendees

- 3.1. Be approachable -- Use open body language, make eye contact, no hands in pockets, no electronic devices out at any time during the event, and ultimately be friendly and welcoming.
- 3.2. Introduce yourself to the attendee(s). An introduction that includes your *first name only* and your role or connection to the event. (*Part of the P.K. Yonge Varsity High School Robotics Team, FRC Team 4118: Roaring Riptide*)
- 3.3. Pay attention to what attendees are saying and asking, and show genuine interest in their questions/concerns. If it's a child, get to their height level to be connected to them when speaking and not make them feel uncomfortable with having a taller individual speaking down at them.
- 3.4. Engage with the person who you are talking to. Hand them props such as prototypes, AT devices, game elements, or anything else you might be talking about in which they can interact with. This keeps your audience more engaged and want to talk more.

4. Communicate Effectively

- 4.1. Read individuals who pass by and notice if they are in a rush to get somewhere, or notice if they are looking at what you have with you.

Use this body language from people to know if you need to talk to them, and what to talk about. Remember, people might show interest but are too shy to come up to us, we are there to engage with them.

- 4.2. Adjust how you communicate to the attendee(s) based on the audience's level of familiarity with the topic.

5. Provide Team Information

- 5.1. Share information relating to the team. Be prepared with facts, statistics, and/or insights. Remember, your teammates around you are also valuable resources you can use if you get stuck.
- 5.2. Distribute team materials like brochures, flyers, or other materials to attendees who have an interest in learning more about what we do. Give materials based on interest, age, profession, etc. Know your audience and what they would like to know about the team.

6. Connecting with the Attendees

- 6.1. Answer questions by providing accurate information relating to what is asked. If you don't know the answer to the question, don't lie, direct the attendee to a teammate that you know will know it.
Ex: Returning member of the team, team lead, Coach, etc.
- 6.2. Always offer to help attendees locate team resources and guide them in the right direction of what they're trying to find. *Ex: If a parent would like to know how their child could participate in FIRST Robotics, direct them to our team website, roaringriptide.com, where they can contact us and we'll provide further information.*
- 6.3. Share personal stories or connections if the opportunity arises. Discuss your "why" for something, or something that relates to you and your passion on the team. *Ex: Someone who wants to participate in a program like ours and wants to learn more about what they would get out of it. Share what this program has done for YOU.*

7. Network with Attendees

- 7.1. Give out team business cards to attendees and inform them that they can contact us with any questions that they may have or learn more about what we do through our social media or website that's listed on the business cards.

- 7.2. Don't ever give out your personal email, phone number, or social media. Always refer to giving someone all of the team's information or the coach's information.

8. Remain Professional and Calm

- 8.1. If any issues or conflicts arise, stay calm and seek assistance from the head coach, adult mentor, and/or team lead.
- 8.2. Don't mention topics that may arise conflicts while speaking with attendees. *Ex: politics, global conflicts, effects of artificial intelligence on the world, and the economy.* You're at the event to showcase and represent your team as the best version of yourself, not to cause trouble.

9. There's Always Room for Improvement

- 9.1. After each event that you participate in, you will learn from your mistakes and improve on how you represent yourself and your team. Each event brings a different perspective to how you see outreach. You'll learn to adapt how you act and what things you say depending on what type of event it may be. *Ex: professional conferences, elementary school demos, faires, museums, etc.*
- 9.2. Ask any returning members or mentors for feedback. Take this constructive criticism with you to future events so you can be more confident in talking with people about our team.

10. Post-Event

- 10.1. Thank the volunteers (if there's any present) and organizers of the event for their support and how much they've helped us with spreading what we do in our community.
- 10.2. Ensure that while packing down or leaving the event, you have all of your belongings. Follow our event specific packing list, put everything back where it belongs, and be sure to double check the set-up area before leaving, and that all of our team belongings are packed properly.
- 10.3. Go over how you did at the event and see if there's any areas that you can improve on in embracing the Lifeguard of 4118 embodiment.

Resources

- Website: roaringriptide.com
- Instagram: [@fcriptide4118](https://www.instagram.com/fcriptide4118)
- *#FIRST*withAT Initiative Instagram: [@FIRSTwithAT](https://www.instagram.com/FIRSTwithAT)
- Facebook: [Roaring Riptide: FRC Team 4118](https://www.facebook.com/Roaring-Riptide-FRC-Team-4118)
- Twitter: [FRCRiptide4118](https://twitter.com/FRCRiptide4118)
- Youtube: [@FRCRiptide](https://www.youtube.com/@FRCRiptide)
- GitHub: [FRC-Riptide-4118](https://github.com/FRC-Riptide-4118)