

# Onboarding Introduction

## Admin Subteam

Arctos Autonomous Robot 2023  
September 9th, 2023  
ETLC 3-002



### **Description:**

The responsibility of the Admin Subteam is to facilitate the background and foreground work for maintaining the club; including acquiring funding, planning events, preparing for competitions, and promoting ARVP. The Admin Subteam is made up of a variety of projects that require different skill sets which can be applied across numerous tasks.

This document is the introduction to the Admin Subteam, and holds the onboarding information for each of our main projects. Inside the onboarding documents, you will find tasks for different areas within that project that you can choose to get started with for onboarding.

Please reachout to the respective onboarders (listed on Discord in the [#admin-onboarding](#) channel) if you have any questions or have completed the onboarding tasks to get feedback and/or additional material to work on!

## **Funding, Finance, & Procurement**

### [Onboarding Document](#)

Centers around applying for grants, gaining sponsorships, and dealing with purchases Includes managing club funds, managing relations and emails, gathering more potential sponsors, and handling and tracking purchases and inventory.

## **Outreach, Recruitment, & Events**

### [Onboarding Document](#)

Develops + runs showcases, recruitment, promotional materials, and team socials. Includes finding and booking spaces to host, handling emails, acquiring volunteers, and facilitating all processes to run the events.

## **Website**

### [Onboarding Document](#)

Implementation and maintenance of the website as our main competition deliverable. Includes content gathering, updating, and accuracy/quality checks.

## **Media & Marketing**

### [Onboarding Document](#)

Promotes our club through various social platforms and coordinated posts. Includes our team video, maintenance of the monthly newsletter, and our main socials.

## **Design & Promotion**

### [Onboarding Document](#)

Provides logistical and design support for all aspects of the team. Include merch design, physical marketing designs, and website or presentation design.

## **Documentation**

### [Onboarding Document](#)

Provides and maintains records and documentation for the club. Includes general documentation for internal and external use, alongside the technical report.

## **Safety**

### [Onboarding Document](#)

Provides administrative support on matters related to the University, documentation, and maintenance of the workspace, in addition to equipment shipping. Includes communication with the University, handling emails, attending meetings, and being on top of inspections.

# Funding, Finance, & Procurement



## Admin Subteam

Arctos Autonomous Robot 2023

January 13, 2024

ETLC 3-002

### Description:

The Admin Subteam is responsible for: acquiring funding from potential sponsors, in-kind donations, and other benefits from partnerships; managing relations by maintaining our promises for their respective sponsorship tiers; managing the clubs budget; and helping streamline the procurement process.

These projects involve developing a great deal of soft-skills that many companies look for so it will help set your resume apart. Examples of skills you will be able to develop include:

- Persuasive writing skills by catering an email to potential sponsors
- Professional relationships and communication with sponsors
- Budgeting and financial planning
- Basics of double entry accounting

Lastly, there will be multiple people on this team so you will not be responsible for all tasks but rather will select a sub section of this team.

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### Main Responsibilities:

- Acquire Grants
- Acquire Sponsors/Partners
- Maintain Sponsorship Package
- Email Prospective Sponsors
- Maintain Relations & Promises
- Manage Budget
- Manage Procurement

## Tasks

- Procurement Order
- Budget Mockup

### **Budget Plan Mockup**

As a general Admin member, you have been tasked with printing [promotional material](#) for an upcoming recruiting event. In the clubroom there is currently a stack of 20 ARVP business cards, a binder containing QR codes for important links, tri-fold boards from the last recruiting event, and a broken banner. In a new document, create a mockup budget plan to purchase the items using the template provided. Which items should you purchase and why?

[Template](#): Purchase Cart

### **Sponsorship Email**

For this onboarding task we will get you to make a mock email to a company that we were able to successfully acquire. A large shift in our new sponsorship strategy was trying to create a fruitful partnership with the company rather than hoping for handouts. This included a revamped benefits tier that provides real value to a company.

Before you are able to write a sponsorship email you will need to learn about ARVP. To do this a great resource is our website and especially our sponsorship package. Please read over it, understand our history and success, and the benefits we can offer a company.

This package will also give a brief overview of the competition we participate in “Robosub”. It is important to add context to what Robosub is. If you tell someone ARVP came third at Robosub that means nothing. You must add context such as schools like Cornell, University of Singapore, Duke, etc {look at robosub website for past teams- <https://robosub.org/programs/2023/>}

Please view a sample of our old email for a reference if you are stuck.

Please reach out to { } if anything is not clear and do not worry about pages 5 and 10 for this task.

## **Grants**

### **Procurement Order**

Compile a procurement order

For this task we will do a mock merch order.

Before making any merch order it is important to get an idea of interest and numbers as often prices are volume dependent.

The easiest method to do this is to create a google poll

- Sample from mine

-

It is important to reduce the amount of words typed up as often people will just scan over it. Bold important information like date deadlines, costs, or any other information you feel is critical.

Also try to include images or quick mock ups of the product. It does not need to be perfect and can simply be an image imposed over the product or a mock drawing. See my past work for the engineering physics club below

Once we have the poll set up

The club Treasurer and Procurement Manager (PM) work together to plan, facilitate, complete, and record all of ARVP's financial transactions in the [Balance Sheet](#). This requires some basic bookkeeping skills, and the positions are filled by Executive Members, typically the Admin or Team Leads. Other members have the responsibility of submitting complete and accurate budgets to the Treasurer and PM when a purchase is to be made

# Outreach, Recruitment, & Events



## Admin Subteam

Arctos Autonomous Robot 2023

January 13, 2024

ETLC 3-002

### **Description:**

The Admin Subteam is responsible for running social, promotional, and educational events that the club members can partake in. These events vary and can require research for booking appropriate spaces – on-campus or off-campus. Settling fees for the space, ensuring the materials needed are acquired to run the event, and that there's enough volunteers to set-up, run, and set-down the event.

Social events are typically informally planned throughout the school year and often consist of members hanging out, getting food, or doing a fun activity together. Over summer, Admin typically runs more elaborate social events such as a BBQ or a Formal dinner.

Promotional and educational events fall under two categories: events run by the university that are meant to showcase clubs, and events that Admin coordinates - often in collaboration with other groups or organizations. The focus of these events is to promote the club to students, potential sponsors, and/or the general public in order to recruit new members, land sponsorship deals, or create a positive community presence. These events can be: running a booth at Clubs Fairs; company visits, which help members expand their network and gain insight into the industries they're interested in; or showcasing robotics and STEM to younger students. Doing all of this requires us to maintain good relations with our partners and sponsors, as well as our outreach ties with highschools and other non-post secondary schools.

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**Main Responsibilities:**

- Plan & coordinate events
- Handle external communication and emails
- Create checklists for materials and volunteers needed
- Acquiring materials and volunteers
- Planning logistics such as transportation if needed, time(s) and date(s), as well as interest
- Being on top of opportunities to promote the club and our members to attend and host events
- Having a set budget and looking for ways to get discounts

**Tasks**

- Event plan mockup



## **Event Plan Mockup**

Create a mock event plan for the scenarios below. You can choose to do just one scenario, but it is recommended to try both as they focus on different aspects and skills. Make use of the basic templates for useful documents linked at the end of this document to help you organize your plan.

### **Learning Outcomes:**

- Communicate professionally with businesses, vendors, media, the general public, and/or other third parties by phone and email
- Become familiar with the club, our work, and our members
- Understand the general structure of planning, running, and attending events

1. ARVP is a relatively close-knit community that often gets together informally after worksessions. This can make it intimidating for new members to get comfortable in the group. Plan a social/team building event for members to get to know each other. The budget is \$2-5k for the entire event, including potential venue fees, food or catering, decorations, activities, and any other supplies. Expect 20-40 people to attend.

### **Scope:**

- Choose a venue to host the event and include instructions on how to book, reserve, and/or access the space
  - Create a schedule for the day of the event
  - Plan team building activities for members to get to know each other
  - Create a mock budget plan detailing line item costs, quantities, and vendors
2. As a member of the club, clearly you have a significant interest in STEM fields. One of ARVP's purposes is to foster interest in STEM at all levels in society. We have been invited by [APEGA](#) to attend a fair held at a local highschool as educators. Plan an educational booth for an event catered to high school and elementary students as well as their families. \$200 has been allocated for you to create educational materials. Expect to interact with people of all ages and backgrounds

### **Scope:**

- Communicate with the event organizers through a mock email chain
- Talk to other subteams to learn more about our work
- Plan and/or mock educational content (eg tri-fold display, pamphlets, displays)
- Plan transportation to and from the event, as well as who will attend
- Create a mock budget plan detailing line item costs, quantities, and vendors

## Resources

- [Writing Professional Emails](#)
- [SU Event Organizer Training](#) - not 100% applicable to ARVP nor necessary to complete, but does provide good insight into all aspects of event planning
- Event Budgeting Example - *Coming Soon*
- Event Schedule Example - *Coming Soon*
- Attendance, Transportation, and Other Logistics - *Coming Soon*
- Current ARVP [visuals](#) and [educational](#) content

# Website

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### **Description:**

The Admin subteam is responsible for developing and maintaining ARVP's website. This includes managing the backend, developing pages, and creating content. Having some experience with HTML, CSS, JavaScript, and PHP is recommended, but not required to complete onboarding.

Currently, [arvp.org](http://arvp.org) uses Wordpress as a content management system (CMS) with the plugin Oxygen Builder to structure and design pages. The first stage of onboarding is learning how to use the Wordpress backend. Later, there will be tutorials on how to build pages with Oxygen Builder.

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### **Tasks**

- Post Creation
- Page Creation

See [Website onboarding](#) for more detailed instructions and additional resources

### **Post Creation**

Learn the basics of making posts in Wordpress by creating a post featuring an Executive member.

### **Page Creation**

Make a page with content featuring a previous robot. Include a photo of the bot, when it completed in robosub, a club achievement during that time, and a short blurb on its' features and capabilities.

# Media & Marketing

## Admin Subteam

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### **Description:**

The Admin Subteam is responsible for maintaining and promoting the club by updating the general public, members of the club, and sponsors/partners through our social media platforms. By establishing ARVP's online reputation, this project builds our image through our Instagram, LinkedIn posts, and our big monthly overviews with our newsletter.

One of the biggest tasks aside from coordinating posts and newsletter updates, is collecting content to post. Being on the lookout for photo opportunities – capturing something engaging or important that can be used for documentation or a social media post is crucial.

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### **Main Responsibilities:**

- Photography
- Photo Editing
- Media Post Curating
- Caption Writeups
- Newsletter Maintenance
- Networking
- Promotion
- Social Media Management

### **Tasks**

- Image Collage
- Idea Pitch
- Media Post
- Newsletter Assembly

## **Collage**

Make a collage from images in the drive

## **Idea Pitch**

Pitching an idea

# Design & Promotion

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### **Description:**

The Admin Subteam is responsible for creating and updating its graphic, promotional, and logistical design content. Following, streamlining, and improving the club's brand language, helping produce posters, packages, presentations, and the website's UI/UX to designing merch. This project involves anything visual that gets presented to the general public, sponsors/partners, and club members.

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### **Main Responsibilities:**

- Design promotional materials
- Update existing content
- 

### **Tasks**

- Logo Design
- Yearbook Design
- Website Page Design
- Merchandise Design
- Poster Design
- Banner Design
- 

### **Logo Design**

Make a mockup budget plan, balance sheet

Copy the template below into a new document to get started on it:

### **Yearbook Design**

Dev log

### **Website Page Design**

Page design for the website

### **Merchandise Design**

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# Documentation

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### **Description:**

The Admin Subteam is responsible for writing, gathering, and updating documentation for the club – including other Subteams. Documentation ranges from gathering information on a project members are working on to helping

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### **Main Responsibilities:**

- Maintain documentation cycle
- Collect documentation
- Clean & refine
- Extract information for content delivery
- Write documentation

### **Tasks**

- Member Profile Highlight
- Development Log
- Technical Paper Outline mockup

### **Member Profile Highlight**

Make a mockup budget plan, balance sheet

Copy the template below into a new document to get started on it:

### **Development Log**

Dev log



## **Technical Paper Outline**

Technical Paper Outline mockup