Strategic Plan
Lisa Schultz, Tarek Shraibati, Jim Crane, Andy Schaafs, Mike Martus
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
The enhanced support model now consists of two dedicated roles:

Team Engagement Manager (TEM) and Event Engagement Manager (EEM).
ESTABLISHED VEX PROGRAMS

LISA SCHULTZ
VP of VEX Programs

ANDY SCHAAFS
Director of Team Engagement

MIKE MARTUS
Director of Event Engagement

Team Engagement Managers

Event Engagement Managers
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

1  5
2  6
3  7
4  8
9

Kam Yee
OPEN

Carol Kujawa
OPEN

Diana Fultz

Leslie Cruse

Ashley Phipps

Dan Troy

2021 VIRTUAL REC FOUNDATION SUMMIT

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

- Developing Programs
- International
- Diversity and Inclusion
# INTERNATIONAL REGIONAL SUPPORT MANAGERS

<table>
<thead>
<tr>
<th>Location</th>
<th>Managers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia Pacific</td>
<td>Crystal Zhang and Jason Kang</td>
</tr>
<tr>
<td>Africa, Europe and Middle East</td>
<td>Lyndsay Baron</td>
</tr>
<tr>
<td>Canada</td>
<td>Richard Seniuk</td>
</tr>
<tr>
<td>Central and South America</td>
<td>Karina Garcia</td>
</tr>
<tr>
<td>Oceana</td>
<td>Jessica McGaffin</td>
</tr>
</tbody>
</table>
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
CLOSING REMARKS