Welcome!

Thank you for your interest in UR@B's Business & Operations subteam.

Previously, members joined the Business & Operations subteam through an application and interview process. This year, we are using an intro project system to train and recruit new members. No prior experience or major requirements are necessary to complete the intro projects.

Business & Operations covers a wide range of responsibilities, ranging from corporate outreach to public relations to logistics and finance. Our members typically need to specialize into one or two areas.

The intro projects are meant to train new members in the types of duties and responsibilities our team typically covers. Throughout the semester, we will have duties and responsibilities similar to those covered in the intro projects. Pick two of the projects from those listed below to work on and submit.

List of Tasks

- Task 1: Media (1-2 hours)
  - We want our team's name and logo to be more publicly known. Marketing methods can include stickers, posters, video advertisements, et cetera.
  - The purpose of this task is to familiarize you with existing means of gaining publicity as well as potentially gaining new skills in this area.
  - Pick *one* marketing strategy with decent reach (which can be from those listed or another one), an design and create media to accompany this strategy.
- Task 2: Community Outreach (2-3 hours)
  - We want to be able to hold activities to give back to our community while simultaneously improving our public image.
  - The purpose of this task is to help you learn how to develop new outreach strategies and activities, and also learn about the types of things UR@B works on.
  - Create an activity/lesson plan spanning about 1 hour, related to underwater robotics (programming, hardware or otherwise) suitable for middle or high school students.
- Task 3: Corporate Outreach (1 hour)
  - Our team has to be able to effectively reach out and connect with other companies to receive monetary as well as in-kind donations and grants.

- ○ The purpose of this task is to ensure you have some experience reaching out to a mock corporate figure while also receiving some critiques on the way you reach out before actually speaking with a corporate representative.
  - ○ Write a mock email to a mock representative at the company requesting some kind of donation. It could be monetary, in-kind, or other kinds.
- Task 4: Finance (1-2 hours)
  - ○ Managing finance is an important part of Business & Operations, and we want to be able to ensure our team can remain financially solvent.
  - ○ The purpose of this task is to ensure we have people on hand who know how to navigate the UC Berkeley system of requesting finances.
  - ○ [Take the bCourse](#) on becoming a Stage II financial requestor. You do not actually have to obtain the Stage II status, this bCourse is simply intended to familiarize you with the procedures and tools we use when managing our finances through the University.

Submission

There are two ways to submit the intro projects.
- Email your completed projects to communications@urobotics.berkeley.edu. If needed, you can upload them to Google Drive and include the link to the folder in an email.
- Send it in the #business channel on our Slack server.

Questions or Concerns

If you have questions or concerns regarding the intro project that weren't addressed in this document, please forward it to communications@urobotics.berkeley.edu or the #business channel on our Slack server.