

# Forgotten Coast Robotics Alliance

A blueprint for the new fc-robotics.org home page

Prepared May 2026 · Rebuilt from scratch around three ideas you raised · Home page treated as a blank slate

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## Starting over — what's different in this version

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This is a clean rebuild, not an edit of the first draft. You raised three ideas and asked me to use them only if they're actually good. I think **all three are good** — in fact two of them are stronger than anything in the original draft — so the new home page is built *around* them rather than treating them as add-ons. I also did my own research into the FIRST outcomes data and verified every number against the official source. My honest take on each idea is below, then the full section-by-section blueprint.

## Your three ideas — my honest take

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### **Use it** 1. Make a big deal of Left Brain vs. Right Brain

This is your single best asset, and I'd go further than "feature it" — I'd make it the **spine of the whole page**. You've named a real problem: kids who think "I'm not a tech person" never walk in the door, and parents who don't feel technical assume they can't support a kid who does. Your model answers both worries directly — there's a whole half of the team built on writing, design, media, finance, and strategy, and it's treated as equal, not as "the kids who couldn't do the robot."

The research backs the instinct, too: FIRST's own data shows the biggest gains go to students who *don't* start out as the stereotypical "robot kid," especially girls. So leading with "there's a place here for every kind of kid" isn't just warm messaging — it's where the measurable impact actually is.

### **Use it** 2. Host the 3-minute FTC robot showcase video

Worth doing — a mesmerizing video is the fastest way to turn a curious click into a "wait, *this* is what FTC is?" moment. Two conditions to get it right. First, **frame it honestly**: label it as "what FTC robots can do" or "the world your student is joining," not as your team's own robot, so a rookie team never looks like it's overpromising. Second, **it supports real photos, it doesn't replace them** — the video shows the dream, your own photos show that the dream is happening in your town. Also confirm the video is public and embeddable before you rely on it.

Yes — this is exactly the hard proof the current site has none of, and it's aimed straight at the parent asking "is this worth my kid's time?" and the sponsor asking "is this worth my money?" Rather than uploading a screenshot of FIRST's page, I'd recreate the four headline stats in your own styling and cite the source — cleaner, on-brand, and it won't break if FIRST redesigns their site. See the data note below for the exact numbers and one discrepancy you should know about.

#### A note on the data — please read before you publish numbers

I checked the figures against the official FIRST Impact page ([firstinspires.org/about/impact](https://firstinspires.org/about/impact)). The four headline stats from the *FIRST Longitudinal Study* — a 10-year study run by Brandeis University, final report released September 2024 — are:

- **83%** of FIRST alumni pursue STEM majors by year four of college
- **51%** of female FIRST alumni declare a major in engineering or computer science by year four of college
- **63%** of FIRST alumni are currently employed in a STEM field
- **\$62,000** average salary of early-career female FIRST alumni, compared with a \$43,000 peer average

**The discrepancy:** the Google AI summary you used cited **\$74,000** for that salary stat. The official FIRST Impact page — and the screenshot you pulled from it — says **\$62,000**. Use **\$62,000** with FIRST's exact wording; it's the figure you can actually source. Similarly, the Google summary's other claims (an "80% retention" figure, "\$80M in scholarships," "10% of MIT's first-year class are FIRST alumni") trace back to Reddit and assorted secondary pages, not the official report — I couldn't confirm them, so I'd leave them off a public page. The four official stats above are more than enough, and every one of them is defensible.

## What the home page needs to do

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Your interior pages are genuinely strong — learning paths, youth protection, costs and time commitment, the honest "Not a Drop-Off Program" page. What's missing is a front door. A home page has about **ten seconds** to tell a stranger who you are, prove you're real, and point them to one clear next step. It serves four visitors at once — **prospective students, parents, mentors, and sponsors** — and this version is designed so the first thing all four of them feel is "this is for someone like me (or my kid)."

# The new home page, section by section

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Top to bottom. Sections 3, 4, and 5 are your three ideas — they're the heart of the page.

## 1 Header & navigation

Collapse the current eight-dropdown, ~35-page menu into about five plain-language items — for example *About · Join the Team · How We Work · Support Us · Blog*. Keep every existing page, just nest it. Logo top-left linking home; one persistent high-contrast **"Get Involved"** button top-right on every page.

### NOTE

Rename the current "Help!" menu — sponsorship and mentoring are hiding behind a label nobody would click. "Support Us" is clearer.

## 2 Hero — lead with the open door

The first screen. A real photo of *your* students at work, beside a headline that does the inclusive work immediately.

### HEADLINE DIRECTION

Something that breaks the "robotics = the kid who codes" assumption on contact. For example: *"Robotics isn't just for the kid who codes."* — with a sub-line: *"Forgotten Coast Robotics Alliance is a student-led FIRST Tech Challenge team on Florida's Forgotten Coast. Whether your strength is engineering or writing, design, strategy, or people — there's a real role here for you."*

### TWO BUTTONS

- **Primary:** "Join the Team"
- **Secondary:** "See What We're About" (jumps to the video)

A wide, embedded player for the 3-minute showcase — the emotional hook of the page. Give it an honest frame so a rookie team never looks like it's overpromising.

#### HEADING + FRAMING LINE

Heading: "*See what's possible.*" Caption underneath: "*This is what FIRST Tech Challenge robots can do — built by students, over the last decade. Here's how our team learns to build them too.*" — with a link straight into your learning paths.

#### NOTES

- Confirm the video is public and allows embedding before building around it.
- Don't let it crowd out real photos of your own team — the video is the dream; your photos are the proof it's happening locally.
- Use a clean poster image and don't autoplay with sound.

The centerpiece. Present the two halves of the team side by side, as equals — Left Brain (engineering, code, building, driving) and Right Brain (writing, design, media, finance, strategy, outreach). The point a visitor should leave with: you don't have to already be technical to belong here, and both halves are how the team wins.

#### SPEAK TO TWO READERS DIRECTLY

- **To the student:** "Not sure you're a 'robot person'? Half this team's roles have nothing to do with code — and they're not the back seat, they're how we win awards and earn sponsors."
- **To the parent:** "You don't need to be an engineer to support your kid here. The team is student-led, and there's a role for every kind of strength — including yours, if you want to help."

#### STRUCTURE

A short, visual two-column block on the home page, then a button to the full "How We're Organized" page (your current front-page content, moved to where it belongs). Tie it to the data: the kids who gain the most from FIRST are often the ones who didn't see themselves in STEM to begin with.

## 5 Proven STEM Outcomes — the FIRST impact data

★ YOUR IDEA #3

The credibility band. Four big stats, in your own styling, with a clear citation. This is what converts a hesitant parent and a skeptical sponsor.

THE BAND (RECREATE, DON'T SCREENSHOT)

**83%**

of FIRST alumni pursue STEM majors by year four of college

**51%**

of female alumni declare an engineering or CS major by year four

**63%**

of FIRST alumni are currently employed in a STEM field

**\$62K**

avg. early-career salary, female alumni — vs. a \$43K peer average

CAPTION / CITATION LINE

"Source: *FIRST Longitudinal Study, a 10-year study by Brandeis University (final report, 2024)*." Link it to [firstinspires.org/about/impact](https://firstinspires.org/about/impact). Add one human sentence so it doesn't read as cold data: "*FIRST changes where kids end up — and it changes it most for the students who didn't expect to land in STEM at all.*" That line is the bridge from Section 4.

## 6 Four doors — "Get Involved"

Four side-by-side cards, one per audience, each leading into content you already have:

- **Students** → "How to Get Started," "Open to Everyone," team roles
- **Parents** → "Not a Drop-Off Program," "Costs and Time Commitment," "FIRST Youth Protection"
- **Mentors** → "Tech and Non-Tech Mentors Needed"
- **Sponsors** → "Finances, 501(c)(3), and Fundraising," plus a clear donate path

## 7 Recent news — proof you're active

The two or three latest posts from your existing Blog, each with a photo, headline, and date. Recent activity tells a parent or sponsor the team is alive and moving; a stale page does the opposite.

## 8 Sponsors & supporters

Sponsor logos with a genuine thank-you, plus a short invitation to new sponsors. No sponsors yet? Replace it with a direct "Be our first sponsor" panel — and let the Section 5 data do the persuading.

## 9 Closing call to action

One full-width band, one invitation, one button — most likely "Ready to join? Here's how to start." Don't dilute it with competing links.

## 10 Footer — and this one is critical

The current site has **no contact information anywhere** and only a placeholder social link. For a youth org recruiting kids and asking for money, that's the most important gap to close. The footer must carry:

- A real team contact email (not a personal one)
- Meeting location(s) and general schedule
- Real, working social links — or none until they exist
- 501(c)(3) status line and the copyright line

## Wireframe

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The same ten sections, stacked the way a visitor scrolls. Your three ideas are highlighted.

## HEADER

Logo | About · Join · How We Work · Support Us · Blog | [ Get Involved ]

## HERO

Real team photo + "Robotics isn't just for the kid who codes."

[ Join the Team ] [ See What We're About ]

## ★ IDEA 2 — SHOWCASE VIDEO

3-min FTC robot showcase — "See what's possible"

honest caption: "what FTC robots can do — here's how our team learns to build them"

## ★ IDEA 1 — LEFT BRAIN / RIGHT BRAIN

"There's a place for every kind of kid here"

LEFT BRAIN — engineer, code, build, drive

RIGHT BRAIN — write, design, media, finance, strategy

## ★ IDEA 3 — PROVEN STEM OUTCOMES

83% · 51% · 63% · \$62K vs \$43K

cited: FIRST Longitudinal Study (Brandeis, 2024)

## FOUR DOORS — GET INVOLVED

Students

Parents

Mentors

Sponsors

## RECENT NEWS

Blog post

Blog post

Blog post

## SPONSORS & SUPPORTERS

Logo Logo Logo · "Become a sponsor"

## CLOSING CALL TO ACTION

"Ready to join? Here's how to start" [ Get Started ]

## FOOTER

Contact email · Meeting location · Social links · 501(c)(3) · © 2026

## A little more research worth knowing

Two extra findings from the official FIRST sources that strengthen your case and can be used on interior pages even if they don't go on the home page itself:

- **You're part of something large and credible.** FIRST reports 4 million+ youth participants since 1989 across 114 countries; FIRST Tech Challenge alone had 109,000+ students in 81 countries in the 2024–

2025 season. For a small team, "we're the local chapter of a global program backed by NASA, Boeing, Google.org and 200+ Fortune 500 companies" is a real trust signal — useful on your About or Sponsor pages.

- **The gender story is your strongest single thread.** Two of the four headline stats are specifically about female alumni, and FIRST's own summary of the Brandeis study says STEM gains are "even more significant for female participants." That dovetails exactly with your goal of reaching kids and families who don't see themselves as "technical." Consider a dedicated interior page on it.

Primary source for everything above: the FIRST Impact page and the Brandeis 10-Year Longitudinal Study final report (2024). Links are in the footer of this document.

## Content & assets to gather first

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Most of the redesign is blocked by missing raw material, not design. Collecting these is the real first step:

- Real photographs** of your own students, robot, and competition days — 8–10 usable shots, including Right Brain roles in action (presenting, designing, fundraising), not just the robot.
- The showcase video link**, confirmed public and embeddable.
- A team contact email** that forwards to whoever handles inquiries.
- Real social media accounts** — set up only the ones you'll maintain; remove the placeholder x.com link.
- The four FIRST stats** recreated in your styling, with the Brandeis citation line.
- Team facts** — founding year, member count, league (AeroCoast), any awards or events so far.
- A one-paragraph mission statement** in the team's own voice.
- Meeting location(s) and schedule** in a form you're comfortable publishing.
- Sponsor names and logo files**, if you have sponsors yet.

## Writing & tone

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- **Speak to the visitor.** Write "you" and "your kid," not just "we" and "our team."
- **Lead with the open door.** Every section should make a hesitant reader feel included before it asks anything of them.
- **Fix the basics.** Run a spell check (the current site has "preformance"), remove the duplicated paragraphs on the current front page, use real bullet lists.

- **Be honest about scale.** You're a young team — that's not a weakness if you frame it as "get in on the ground floor." Don't borrow a big team's voice.
- **Cite the data plainly.** Numbers with a named source read as credible; numbers without one read as marketing.

## Priorities — where to start

TIER	DO THESE
<b>Must-have before launch</b>	Hero with the inclusive headline and a real team photo · contact info in the footer · one clear primary call to action · simplified navigation · the Left Brain / Right Brain section (it's mostly writing — you already have the content).
<b>Soon after</b>	The showcase video · the Proven STEM Outcomes stat band · the four-door "Get Involved" section · the recent-news feed from the blog.
<b>Polish</b>	Sponsor logo strip · a designed Left/Right Brain graphic · a photo gallery · an interior page on FIRST's outcomes for girls · ongoing fresh blog posts.

### The one-sentence version

Build a front door that says "robotics is for every kind of kid" — prove it with an honestly-framed showcase video and four hard FIRST outcome stats — and, above all, give people a way to actually reach you.

Prepared as a planning document for the Forgotten Coast Robotics Alliance website redesign, May 2026. Site recommendations are based on a full review of [fc-robotics.org](https://fc-robotics.org). Statistics verified against the official FIRST Impact page ([firstinspires.org/about/impact](https://firstinspires.org/about/impact)) and the FIRST Longitudinal Study 10-Year Final Report by Brandeis University, released September 2024 ([full report PDF](#)). The \$74,000 salary figure from the Google AI summary could not be confirmed against the official source, which states \$62,000; use the official figure. Bracketed items (founding year, member count) are placeholders for facts the team should confirm.