

FIRST Impact Award - Team 6606

2025 - Team 6606
Team Number
6606
Team Nickname
Prepa Tecmilenio Pink Hawks 6606
Team Location
Metepec, MEX - Mexico
Describe the impact of the <i>FIRST</i> program on team participants within the last 3 years. Think about percentages of those graduating high school, attending college, in STEM careers, leadership skills, and serving as mentors/sponsors in <i>FIRST</i> programs.
Over the last three years, 100% of our FIRST graduates have chosen to study a career in college, 95% of our girls received scholarships from prestigious colleges in Mexico like ITAM, Tec de Monterrey, Ibero, Tecmiilenio, amounting to a total of 15 million pesos. 84% of last year's graduates went into STEM and 75% of Pink Hawks alumni stayed in FIRST programs as team mentors.
Describe your community along with its unique opportunities and circumstances. Think about your geographic region, diversity of town/school, language barriers, socioeconomic barriers, and cultural expectations.
Women in Mexico represent only 20% of annual graduates in engineering fields, and only 1.3% of people with disabilities have access to higher education. As the first and only all-female team, we have the mission of empowering vulnerable groups to dive into the world of science and technology. For example, since 2022 we have organized 12 workshops to create opportunities for vulnerable girls at the detention centers of Toluca and Atlacomulco.
Describe the team's methods, with emphasis on the past 3 years, for spreading the <i>FIRST</i> Mission in ways that are effective, scalable, sustainable, and creative.
Our methods can be described as conferences reaching 2,000 people, workshops reaching 300 people, nationwide interviews, and published media for over 3,000 followers. We have appeared on national TV 3 times in the last 3 years, last year we appeared in the broadcasting Chanel "ForoTV" in which we reached more than 2.4 million people. Lastly we have written a children's book about FIRST and engineering that we distributed to more than 30 schools.
Describe your team's goals and the progress you have made towards them to fulfill <i>FIRST's</i> Vision.
Our goal is to break barriers in STEM by fostering inclusion and accessibility. Through education, we empower underrepresented communities like women, people with disabilities, indigenous people, and children to explore STEM. In the last 3 years we have done 78 workshops, 38 youtube videos, 1 book, started 13 new FTC teams, and 27 conferences for middle school students.
What impact has your team seen from your efforts described in the above question? How does your team measure impact?
More than just numbers, our impact is seen in the smiles, confidence, and curiosity we've sparked reaching over 14,000 people with our commitment to inclusion and accessibility. Through workshops we have reached 300 people,

our videos have garnered over 10,000 views, with our book we reached 1,200 children and later translated it to Mazahua and distributed to an indigenous community, the FTC teams make up 195 children, and through conferences we have reached 1,935 students.
Please provide specific examples of how your team and team members act as role models within the <i>FIRST</i> community with emphasis on the past 3 years. How do you share these best practices with other teams?
6606 combines unique talents for effective collaboration. As a generous and respectful team, we inspire through perseverance and dedication. We hosted 13 FIRST events, including the FRC Kick off since 2017 and an FTC regional since 2018, and since last year, have supported FTC Mexico's championship as queuers and referees, amounting to over 3,500hrs of volunteering. We're proud ambassadors for FIRST Ladies in Mexico and led the first Robot in 3 Days event with over 100 students from 10 teams.
Describe your team's initiatives to Assist, Mentor, and/or Start other <i>FIRST</i> teams with emphasis on activities within the past 3 years.
We know how hard financing can be, that is why since 2023, we have assisted 16 teams with \$17,000 USD, impacting 720 students. In 2024 we created Pink Help, assisting 8 teams answering questions and mentoring 7 teams closely. But that is not all, we have started over 20 new FTC teams providing funding and mentorship through their first season.
What other initiatives have you created, grown, sustained, or participated in (<i>FIRST</i> or otherwise) to help inspire young people to be science and technology leaders and innovators? What outcomes have you seen from your efforts in the past 3 years?
We organized robotics and programming workshops at Lázaro Cárdenas Technical Secondary School, where over 100 kids participated. Additionally, we provided mentorship and helped form FTC teams, 23898 and 23899. As a result, the students increased their interest in STEM, developed technical skills.
Describe the partnerships and relationships that you've created with other organizations (teams, sponsors, educational institutions, government, philanthropic entities, etc.) and what you have accomplished together, with emphasis on the past 3 years.
Cooperation is one of the most important values for our team, which is why we have collaborated with “Vemos con el corazon IAP” an organization that helps provide resources and specialized education to blind people, with them we created a workshop to help introduce blind children to STEAM. Additionally, we have partnered with DOW to bring LEGO classes for girls from the children’s home “Casa de las Mercedes”, and with “Sanando Heridas” we have done more than 16 different Steam related events.
Describe your team's efforts in the past 3 years to promote equity, diversity, and inclusion within your team, <i>FIRST</i>, and your communities.
In the last 3 years, we’ve reached over 14,000 children, elders, and women through broadcasts, workshops, classes, conferences, and books, increasing their knowledge and skills. Every team member has learned basic Mexican sign language and braille. Last year, we launched the initiative #SmartIsTheNewPretty, promoting 50/50 gender inclusion in FRC teams via resources and interviews. And this year, we created #EllaCreainspiraTransforma to encourage women’s involvement in FRC teams.
Explain how you ensure your team and the initiatives you have created will be sustainable.
At Pink Hawks, sustainability is key. We integrate rookies early, assigning them responsibilities to ensure continuity. We maintain strong ties with partner organizations, ensuring lasting impact. To prepare new members for FRC, we created and mentor FTC teams 23897, 23898, and 23899, providing a structured pipeline for leadership and technical growth.

Highlight one area in which your team needs to improve and describe the steps actively being taken to make those improvements.	
We need to improve our organization, particularly in the materials purchasing process. We know that efficiently managing resources is key to optimizing our time and efforts. Currently, this process can be more complex than we would like, leading to delays or difficulties in planning. However, we are committed to improving in this area by seeking solutions, making it more organized, ensuring we have what we need at the right time to continue achieving our goals.	
Briefly describe other matters of interest to the <i>FIRST</i> Judges, including items that may not fit into the above topics. The judges are interested in learning about aspects of your team that may be unique, particularly noteworthy, or had a large impact.	
Last year we were awarded with the “Premio Mujer Tec” by Tecnológico de Monterrey in the She4She category for our impact on women. And in 2022 we received the “Transformación 2030” from Universidad Tecmilenio, for the workshops we imparted to the girls of the detention center in Toluca. We were also finalists for the “Eugenio Garza Sada” Award, the most prestigious award given by Tecnológico de Monterrey.	
Judge Feedback	
	-What additional data or documentation would be beneficial to showcase our impact? -An area the team has an opportunity to improve. -Something that really impressed the judges. An area the team has an opportunity to improve. Something that really impressed the judges.

Essay	
Pink Hawks 6606: Navigating STEM to New Depths In a country where only 8% of women pursue STEM careers and just 1.3% of people with disabilities access higher education, Pink Hawks 6606 from Metepec, Mexico, rises as a beacon of transformation. As the first and only all-female FRC team in our community, our mission is clear: to empower vulnerable groups and break down barriers in science and technology. Over the past three years, we’ve turned this mission into action, impacting over 14,000 people through education, mentorship, and advocacy. But beyond the numbers, our story is one of resilience, community, and unwavering belief that STEM is for everyone. Riding the Waves of Transformation Our team, currently composed of 17 students and guided by 8 dedicated mentors, thrives on collaboration and leadership. We believe in learning by doing, and our team structure reflects that. Every member plays an active role in both technical and outreach projects, ensuring that everyone develops a wide range of skills—from programming and mechanical design to public speaking and project management. One of our most impactful outreach projects is Pink Talks, our podcast dedicated to amplifying the voices of women in STEM. In the last 3 years, Pink Talks has garnered over 10,000 views on Facebook and YouTube, becoming a platform for inspiring stories and practical STEM advice. This season, we expanded its reach by integrating a basic Mexican Sign Language (LSM) workshop, making STEM education more accessible to the deaf community. Our visibility extends beyond digital platforms. In the last four years, we’ve appeared on national television three times, including a feature on ForoTV, a channel viewed daily by over 2.4 million people. These opportunities have allowed us to share the message of FIRST with a national audience, inspiring young girls across the country to explore STEM. Diving Deep into FIRST Since our start, we’ve been deeply committed to the FIRST community. Hosting events has become a tradition for us—every year, we organize the FRC Kickoff in Toluca and the FTC regional competition. Since 2022, we have also volunteered at the FTC National Championship, further solidifying our role as community leaders in FIRST. One of our proudest initiatives is Robot in 3 Days, launched in January 2023. This event brought together over 50 students from 10 different FRC teams to build a functional robot in just 48 hours. The goal was to foster collaboration and inspire teams worldwide with a simple, effective robot design. The event was a success, showcasing the power of teamwork and creativity within the FIRST community. Sponsorship is another	

cornerstone of our involvement. Despite limited resources, we've provided financial support to 16 teams, distributing \$17,000 USD in sponsorship funds, thanks to our partnership with Magna. This initiative has directly impacted over 720 students, giving them the opportunity to participate in FIRST. Lastly, we have started 13 new FTC teams providing \$10,000 USD in funding and mentorship through their first season. But our commitment doesn't stop at sponsorship. We launched Pink Help in 2023, a program designed to provide continuous support to FIRST teams in our community. Through this initiative, we've assisted 8 teams with technical questions and mentored 8 teams throughout their seasons, fostering a network of collaboration and support. Bringing STEM to Every Shore At Pink Hawks, we believe STEM should be accessible to everyone, regardless of their background or circumstances. To this end, we've developed a series of educational materials and workshops tailored to different communities. In 2023, we published Pink Book, a children's book introducing robotics concepts to elementary school students. Recognizing the linguistic diversity in our region, we translated the book into Mazahua, an indigenous language, and distributed it to schools in our community, reaching over 1,200 children. Building on this success, we released Pink Book: Innovate and Design in 2025, a magazine featuring STEM facts and digital resources for aspiring engineers. Our educational outreach extends to vulnerable populations as well. In collaboration with the organization Sanando Heridas, we launched a robotics workshop for 16 girls from the Toluca preceptory, many of whom have experienced or are at risk of violence. The program has been transformative—one of the participants even joined us at the Puebla Regional and the FIRST Global qualifier, later becoming a member of our FTC team. Encouraged by this success, we expanded the program in 2023 to reach 20 children at the Atlacomulco preceptory; this year we are relaunching this program for a new generation in Toluca and extending it to Almoloya. Since 2018, we've also worked with Centros de Atención Múltiple (CAM), government-run schools for children with disabilities. We founded Robot 44, the first FLL team composed entirely of deaf students, and currently offer STEM workshops at CAM 43, where we teach FIRST Core Values through experiments and LEGO SPIKE activities. This year, our program will have impacted over 130 children. To further promote accessibility, we adapted our materials to braille for the foundation Vemos con el Corazón, providing STEM education to 40 children with visual impairments. Our commitment to inclusivity doesn't end there. In 2023, in partnership with Dow, we organized a LEGO workshop for 20 girls from Casa de las Mercedes, a shelter for survivors of sexual violence. Through this workshop, the girls learned to assemble and program LEGO SPIKE kits, developing critical thinking, creativity, and teamwork skills. Recognizing that learning has no age limit, we partnered with Pueblito de los Abuelos, a foundation for elderly care, to deliver workshops on the importance and risks of technology. These sessions reached 20 elders, fostering intergenerational learning and digital literacy.

Sustaining Our Journey To ensure the longevity of our initiatives, we've implemented a robust organizational structure. We have a dedicated leader for social projects who oversees all outreach activities, ensuring they run smoothly and sustainably. Our team also follows a meticulously planned calendar, coordinating all events and projects well in advance. We understand the importance of continuous learning, which is why all team members participate in weekly business classes led by our mentor. These sessions cover topics like scheduling, organization, and public speaking—skills that not only benefit our projects but also prepare us for future careers in STEM. Our team has also been recognized with the Transformación 2030 award from Universidad Tecmilenio for our workshops with vulnerable girls in Toluca, and we were winners for the prestigious Mujer Tec: SHE4SHE award from Tecnológico de Monterrey.

Charting the Course Ahead As we look to the future, our goals remain clear: promote STEM among women and vulnerable groups, spread the message of FIRST, and continually improve our competitiveness while staying true to our values of kindness and inclusivity. Our project #SmartIsTheNewPretty exemplifies this mission. Through interviews with over 20 FRC teams, we've created a support network to empower young women in STEM. Our efforts have already made a tangible impact—in Tecmilenio teams, gender inclusion has shifted from an average of 20-80 to 40-60. We aim to achieve a 50-50 balance across all FRC teams. We also created the hashtag #EllaCreaInspiraTransforma with the purpose of showcasing women in STEM fields. The impact of Pink Hawks extends beyond our community. Over the last three years, 100% of our FIRST graduates have chosen to study a career in college, 95% of our girls received scholarships from prestigious colleges in Mexico like ITAM, Tec de Monterrey, Ibero, Tecmilenio, amounting to a total of 15 million pesos. 84% of last year's graduates went into STEM and 75% of Pink Hawks alumni stayed in FIRST programs as team mentors.

Conclusion: Navigating New Depths At Pink Hawks 6606, we believe that STEM is for everyone. Our journey over the past three years has been one of growth, resilience, and unwavering commitment to making science and technology accessible to all. Through workshops, mentorship, and advocacy, we've touched the lives of over 14,000 people, breaking down barriers and

building bridges to a brighter, more inclusive future. As we continue to navigate the vast ocean of STEM, we remain anchored by our values and driven by our mission. We are Pink Hawks, and we are proving every day that with determination, compassion, and teamwork, there are no limits to what we can achieve. This essay was prepared with the assistance of AI tools for content organization and language refinement.;

