

# Roseau High School



## Student Design Challenge



## 2023 / 2024

- Cronus LE color challenge (designed but not applied to a vehicle)
- Sketched on 2 accessories (never built)
- 6 Students involved

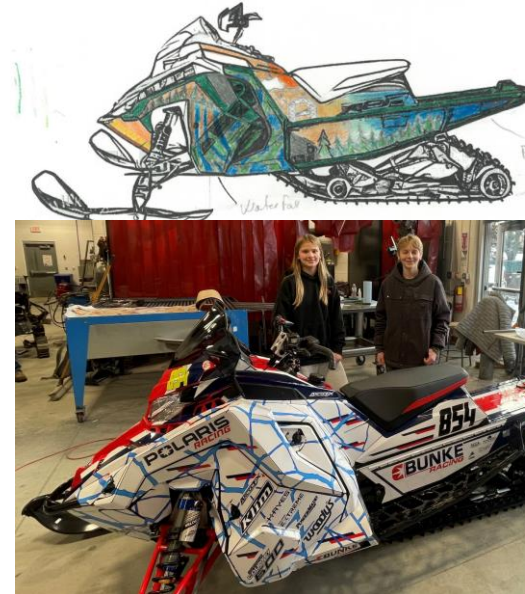
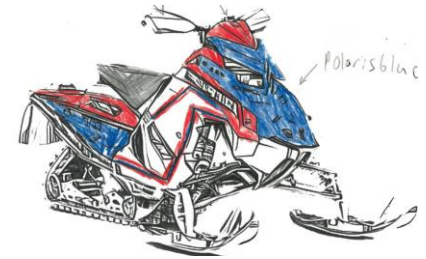
### Details

Our polaris accessories will include a 150 gallon tank, a shaver/flooder, and a plow. The tank will be mounted on the front end of the box (closest to cab). It will be 150 gallons, and will have a hose attachment on the side for an easy refill. It will also have a hose attachment on the bottom, back side of the tank. This allows for the shaver/flooder to receive water from the tank. The tank will have an electric shut off valve for when the machine is stationary.



## 2024 / 2025

- 2 sleds wraps were designed and applied
- Heavy focus on "voice of the customer"
- Partnership with Bunke Racing & Arctic FX
- 8 Students involved
- Rapidly gaining student attention



**Strong support from Roseau school board & administration**



# LOTS of Requests to use the sleds



Currently in  
WYO

Professional  
Marketing  
signage for  
MN State Fair





**850 INDY VR1 DYNAMIX 137**

ULTIMATE TRAIL PERFORMANCE WITH THE MOST ADVANCED SUSPENSION ON SNOW.

**DYNAMIX SUSPENSION**

High speed dampers, rigid leading trails, track guides, full size skis and 137 inch long 1.5 inch diameter track. All these features work together to give you the most advanced suspension on snow.

**UNRIVALED ACCELERATION**

Our lightweight 850i engine delivers class leading performance with precise, high performance throttle response.

**INDUSTRY-LEADING TECHNOLOGY**

Power, track, and more power. The ultimate in snowmobile technology. The ultimate in snowmobile technology. The ultimate in snowmobile technology.

**FEATURES & OPTIONS**

MATRIX PLATFORM

**137"**

TRACK LENGTH OPTIONS

**BOOST, 850, 850**

PERMIT ENGINE OPTIONS

**DYNAMIX 850i ACTIVE SUSPENSION**

SHOCKS

**1.55X ICE RIPPER, 1.5X CHAIN, 1.5 CORBA**

TRACK OPTIONS

**AVAILABLE COLORS**

SPECIAL EDITION COLOR AND CUSTOM DECALS

**POLARIS**

**Roseau High School**  
**2025 STUDENT EXPERIENCE PROGRAM**

**OBJECTIVE:** A 10-12 grade student design project that focuses on learning to understand the "voice of the customer", creative thinking, teamwork, and unique career paths.



**October 23, 2024**  
Voice of customer briefing by the Polaris Snowmobile Product and Accessories team



**November 25, 2024**  
First sketches, down selection of ideas and refined sketches



**January 22, 2025**  
Final digital rendering by ArcticFX



**March 17, 2025**  
Installed!



- **Mission**

- Empower students to explore unique professions that are often overlooked and underexplored
- Showcase the possibilities of bridging business with student education
- Foster the Roseau community's relationship with Polaris

- **Overview of the program**

- Program is in its 3<sup>rd</sup> year (run from Sept. – May)
  - Student participation is expected to be 10-20 students
  - Significant community awareness and excitement for the next student project from Polaris
- RHS & Polaris to host an after-school club for 9-12<sup>th</sup> grade students of all professional interests
- An annual challenge which challenges students on how to work together with various specialized interests, capture and execute the voice of the customer, and present this work in large audiences
- Students will have the opportunities to....
  - Manage a club and finances
  - Be creative, sketch, design and develop ideas
  - Challenge one another and learn the value of teamwork and professional critiquing of each other ideas
  - Learn how to present and convey ideas and the project In front of large audiences and corporate leadership

**Promoting a wide range of career possibilities in Polaris**





- **Women leaders of Polaris**

- Showcase the values and mission of Women Leaders of Polaris and the powersports industry
- WLP will provide vision to students
- Will consider interviewing young women in in Roseau school whom are active riders/racers in power sports

- **2 custom wrap vehicles**

- One ATV
- One Snowmobile
- Common Theme

- **1 or 2 Accessories to complement both vehicles**

## WOMEN LEADERS OF POLARIS

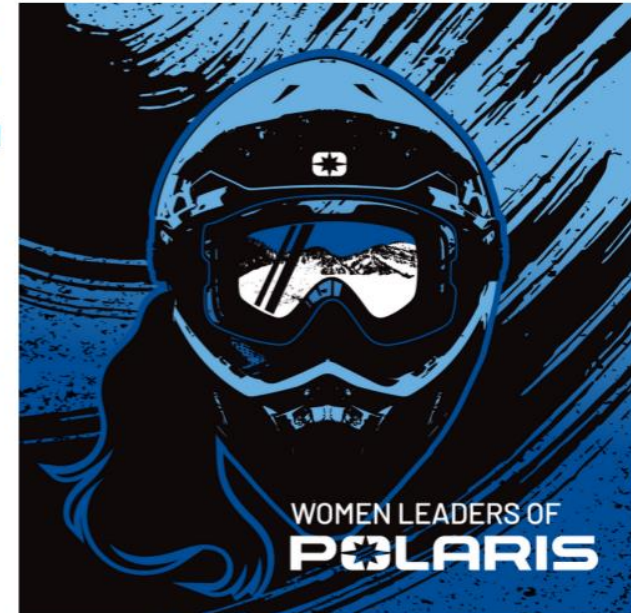


### What is Women Leaders of Polaris?

Women Leaders of Polaris (WLP) was founded in 2014 as an employee resource group (ERG) that promotes the value of women's perspectives and provides development opportunities. Our ERG is open to all employees with interest in the core mission without qualification to sex or gender.

### Our Mission

It is our mission to cultivate a community where women can learn and advance in the business of powersports by supporting the recruitment and retention of female employees at Polaris. We strive to develop strong relationships with external groups to leverage volunteer, educational, and business opportunities to give back to the community, share knowledge and learn from women leaders.





## Roseau High School

- **Advisor (Leaders)**
  - Soren Olesen - [soren\\_olesen@roseauschool.org](mailto:soren_olesen@roseauschool.org) – Shop teacher
  - Mary Vatnsdal - [mary\\_vatnsdal@roseauschool.org](mailto:mary_vatnsdal@roseauschool.org) – Art Teacher
- **High School Principal (Involved)**
  - Chad Gerlach - [chad\\_gerlach@roseauschool.org](mailto:chad_gerlach@roseauschool.org)
- **RHS Superintendent (Informed)**
  - Tom Jerome – [Tom\\_Jerome@roseauschool.org](mailto:Tom_Jerome@roseauschool.org)

## Polaris

- **Advisor (Leaders)**
  - Keith Severson - [Keith.Severson@polaris.com](mailto:Keith.Severson@polaris.com) – Program Leader, Design
  - Jason Cumming - [jason.cummings@polaris.com](mailto:jason.cummings@polaris.com) – HR Generalist - Roseau
- **Consultant (Involved)**
  - Michael Leighton – [Michael\\_Leighton@polaris.com](mailto:Michael_Leighton@polaris.com) – Dir. Design
  - Liz Curran – [Elizabeth.Curran@polaris.com](mailto:Elizabeth.Curran@polaris.com) – Sr. Mgr - CMFG
  - Dave Bagnariol - [david.bagnariol@polaris.com](mailto:david.bagnariol@polaris.com) – Mgr. Industrial Engineering
- **Voice of Customer (Involved)**
  - Gabe Bunke – [Gabe.Bunke@polaris.com](mailto:Gabe.Bunke@polaris.com) – Spvr. – Event Support
  - Nels Eide – [Nels.Eide@polaris.com](mailto:Nels.Eide@polaris.com) – mgr. Snow Marketing
  - Josh Malz - [Joshua.Malz@polaris.com](mailto:Joshua.Malz@polaris.com) – Off-road Accessories
  - Mckenzie Jones – [McKenzie.Jones2@polaris.com](mailto:McKenzie.Jones2@polaris.com) - ATV Marketing
  - Caleb Willi – [Caleb.Willi@polaris.com](mailto:Caleb.Willi@polaris.com) - ATV Product Manager
  - Marlys Pilarski – [Marlys.Pilarski@polaris.com](mailto:Marlys.Pilarski@polaris.com) - Women Leader of Polaris
  - Rachel Kendall – [Rachel.Kendall@polaris.com](mailto:Rachel.Kendall@polaris.com) - Women Leader of Polaris
  - Kara Heggedal – [Kara.Heggedal@polaris.com](mailto:Kara.Heggedal@polaris.com) - Women Leader of Polaris
- **Roseau Human Resources (Informed)**
  - Kellie Roth - [kellie.roth@polaris.com](mailto:kellie.roth@polaris.com) – HR manager - Roseau



**Direct – Dept. 745**  
**Total: \$11,500**

- **\$2,000 – Design Travel**
  - Design Travel to ROS to support project and educate students
- **\$4,500 – Student Travel**
  - End of project (May or June) students travel to Metro to showcase their projects and tour and experience the facilities
- **\$1,000 – Fabrication Expenses**
  - Supports materials and resources for fabrication needs
- **\$1,000 – Marketing and Signage**
  - Professional, all-weather, displays to use for presenting projects
- **\$2,000 – Asset Transportation**
  - Moving vehicles from different sites
- **\$1,000 – Misc.**

**Indirect**

- **\$8,000 – Marketing Snowmobile**
  - Reuse 2024/25 sled
  - 850 VR1 Dynamix
- **\$5,000 – Marketing ATV**
  - Continuing to search for asset
    - *(do not need until Nov. '25)*
  - Ideally looking for sportsman 850

**Opportunities**

- **2024/25 sled project was escalated to wanting projects on display at corporate marketing events. This project may result in the same and have additional costs**

**NOTES:**

- This year the request is to have all expenses out of one department account vs. 4
- Project will be centrally funded through the Design organization (745) – Michael Leighton (July 10)
- ROS MFG will support technical expertise and staff support (Jason Cumming and others)

# Schedule – High Level



	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July		Notes
School Board Kick-off	■													
Student Engagement – Promote	■	■												
First Club meeting		■												
Design workshop “how to”			■											Design staff come to ROS and spend day in school
VOC meeting			■											WLP to talk theme, product and marketing team to talk about customers
Sketching and concepts			■	■										
Sketching and concept – Down Selection				■										
Sketch and concept Refinement				■	■									
Sketch and Concept – Final Selection					■	■								
Final Design and Concept work						■	■							
Digitize / AFX draft							■	■						
Final Design Approval								■						
Wrap Production / PG&A Fabrication								■	■					
Vehicle Installation / Application									■					
<b>Unveiling</b>									■					How does this tie into a WLP event?
International Female Ride Day										■				First Weekend in May – Polaris does events across sites throughout the week
<i>**Roseau School – end of school year</i>										■				1 <sup>st</sup> half of May is finals and tough for kids
Student Experience Trip and project Demo											■			Trip to metro and present projects (typically June but is flexible)
Roseau county fair display												■		3 <sup>rd</sup> week of July
Key WLP events?														What dates are important to WLP to display the project?
International Woman’s Day?								■						March event – something to consider?
Additional Project event opportunities?														Hay days? State fair? Other Polaris marketing events?
	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug	



# Team Picture





# Wyoming – Team Ride



























# Bass Creek – Team with Jenny Nack





# Bass Creek – Team with Reid Wilson





# Bass Creek – Site Presentation





# Bass Creek – Site Presentation

















