Goal: Become increasingly confident, familiar, and communicative with your research study through the delivery of clear yet informal elevator pitches to a diverse audience.

Directions: Find some time to briefly deliver a relevant, dynamic iteration of your elevator pitch to four different audiences (i.e. a teacher, a guidance counselor or campus security staff member, an administrator or member of the clerical staff, and either a family member or a classroom of students). At this stage, be sure to include the following elements: 1 your research question and/or project goal, 2 what is currently known in this field of research (broad summary of secondary sources), 3 the gap you hope to address/fill, and 4 your intended methods (how you will gather and then analyze primary data).

Log: Please be respectful of others’ time, and plan ahead to complete four pitches in two weeks’ time. Give this your best, and consider tailoring your pitch to your audience while still covering all relevant elements.

TEACHER
Name (print): ________________________________
Name (sign): ________________________________
Date of Pitch: __________________

COUNSELOR or STAFF MEMBER
Name (print): ________________________________
Name (sign): ________________________________
Date of Pitch: __________________

ADMINISTRATOR or STAFF MEMBER
Name (print): ________________________________
Name (sign): ________________________________
Date of Pitch: __________________

TEACHER (of class you pitched to) or FAMILY MEMBER
Name (print): ________________________________
Name (sign): ________________________________
Date of Pitch: __________________