2021 Summer Research Academy

Elevator Pitch Sessions -Scholar Instructions

Introduction

What is an Elevator Pitch? An Elevator Pitch is a short (60 second) statement about your research interests and experience. Elevator pitches can be shared informally & orally in various professional contexts. During BUILD EXITO SRA, you will have the opportunity to learn more about Elevator Pitches, then develop, practice and present your own pitch. If you want more information on how the SRA sessions related to elevator pitches will be facilitated, you can review this document. Additional references include the Elevator Pitch Guidance Handout (basic pitch information) and the Elevator Pitch FAQ may answer many questions you have. The SRA Google Site Elevator Pitch Page also has video examples of alumni giving elevator pitches.

ADA Accommodations

If Scholars have Americans with Disabilities Act (ADA) accommodation needs, please let the SRA team know! Email us at exito@pdx.edu so we can help with accommodations so that you may fully participate in and/or enjoy virtual Summer Research Academy programming.

Developing Elevator Pitches by Dr. Blackwell- Day 1

Dr. Tory Blackwell, a Biology faculty member from Clackamas Community College, will present *Developing Your Elevator Pitch* on Day 1 of SRA. Dr. Blackwell will explain the purpose of an elevator pitch and give tips on how to write your own pitch. Scholars will have the chance to ask questions at the end of Dr. Blackwell's talk.

The recording of this session will be posted on SRA Google Site as soon as possible after Day 1 is complete. **Link: Coming Soon!**

Optional Elevator Pitch Help/Practice Sessions- Days 2 & 3

Background

Since the 2021 Summer Research Academy schedule was cut from 5 to 4 days there are 4 optional elevator pitch practice times. The practice times outlined in this section are ***optional***

but highly encouraged practice sessions that will be facilitated by an Engagement Facilitator or EXITO Staff/Faculty Members.

Format of Optional Help/Practice Sessions

The format of optional sessions will depend on the number of Scholars attending and what they want to work on. The sessions are generally planned to be small-medium group work with other Scholars and 1-2 EXITO Faculty and Staff. In these sessions you can ask questions, brainstorm, get feedback, practice, and more!

When & Where

On Days 2 & 3 the optional practice sessions will start immediately before synchronous content begins for the day and immediately following the conclusion of synchronous sessions

- Days 2 & 3 from 2-3pm PDT*
- Day 2 from 6:15pm- 7pm PDT*
- Day 3 from 5:55pm - 6:45 pm PDT*

If you are not in the Pacific time zone, use this Timezone Converter to convert the day/time to your local time

To attend an optional help session, just hop into the SRA Main Zoom Room anytime during the hour! EXITO Staff will direct you to a separate Zoom meeting (not a breakout room) where staff will assist you. Changing Zoom rooms helps us organize students without encountering technology issues common with breakout rooms.

Scholars are not required to stay for the entire optional meeting and can arrive late! *These are optional assistance times. We strongly encourage Scholars to use these sessions, but they will choose whether or not to attend and how long to stay.*

Required Elevator Pitch Practice Time- Day 3

The required Elevator Pitch practice time on Day 3 will take place across 5 separate Zoom meetings, each with a different topic. Scholars choose which room(s) they want to go into based on their needs and are free to change rooms during the session.

Below are the details about the rooms. EXITO staff will explain everything verbally before the start of the session. The Main SRA Zoom Room will remain open if you have questions, are having issues with the topical Zoom rooms, or get “lost.” Additionally, the topics and Zoom links for each room will be posted in the chats for the Main and Topical rooms on a regular basis.

Room Topic	Room Goal
I want to practice in front of a group	This room will run in the same way as the presentations on Day #4 click here for those instructions. The only difference is that the order of presentations will go based on Scholars raising their hand rather than alphabetically
I want to practice in front of 1-2 other people	Participation in this room will allow Scholars to practice their elevator pitches in front of 1-2 other people. When you enter this meeting, the Room Leader will put you into a breakout room with 1-2 other people to practice.
I need extra assistance or help choosing a research topic	In this room you can get help developing your elevator pitch, choosing a topic, or narrowing down the scope of your pitch. If you feel like your pitch needs a lot of help, this is the place to start! Using the hand-raising function, let the Moderator and Room Leader know what you need help with. They can give you guidance on your next steps. Remember, your pitch does not have to be perfect! We all need help sometimes and we have to start somewhere. Once you have guidance please work independently while staying in the zoom room (on Mute).
I need help on one part of my pitch/fine-tuning	In this room, you can raise your hand to ask your question or state the portion of your pitch you are having issues with. The Moderator and Room Leader can offer guidance. By asking your question you may be helping other Scholars who would have asked the same question or Scholars who hadn't thought of the question.
I need help working on my anxiety	This room can help Scholars take a breath, name what they are struggling with, reconnect to what makes them feel inspired and passionate, and remember that this is just the first step in their journey of discovering research - nobody is expected to be perfect! Scholars can type in the chat or raise their hands to talk. The Moderator(s) and the Room Leader can help normalize anxiety, share personal tips on how to work

	through it, and how to have anxiety become your friend as you present.

How to Use “Hand Raise” function in Zoom

Here are detailed instructions on how to raise your hand in a Zoom meeting, but here are the basics:

- Click on “Participants” on the Zoom toolbar
- Click “Raise hand” or on the hand icon. Or click “More” then click on the raise hand icon

Switching Rooms

If you find that you would like to switch to a different Zoom room during this session, you can! The Moderator can put the links to the other rooms in the chat so you can switch.

Work on Your Pitch Asynchronously

Scholars should work on their pitch outside of SRA for a minimum of 1 hour before presenting on Day 4.

Scholar Elevator Pitch Presentations- Day 4

We will be splitting up the Elevator Pitch presentations into 4 separate Zoom Meetings, with 15-20 Scholars per room. Each Scholar will be assigned to a Zoom room where they will present their elevator pitches for each other.

Elevator Pitch Presentation Groups

Each Zoom meeting will have 15-20 Scholars from multiple EXITO Sites (PSU, PCC, UAA, etc.) Don’t worry! There will be at least two Scholars from your site in the Elevator Pitch groups. The list of Scholars in each Zoom meeting will be posted on the SRA Google Site Elevator Pitch Page by the end of Day 1. Scholars will give their Elevator Pitch in alphabetical order. This way, each Scholar will know when they are up next. Any Scholars who arrived late or needed to step out will have time at the end of the session to present their pitch to the group. Scholars are expected to stay in their assigned Zoom room for the entire Elevator Pitch Presentation session to avoid distracting speakers by moving rooms.

Room Moderators and Room Leaders for Pitch Presentations

Each Zoom meeting will have a Room Leader and Moderator (EXITO faculty or staff). The Leader will introduce themselves, provide context for the presentations, and will introduce the next

Scholar to present their Elevator Pitch. The Room Moderator will assist the Room Leader and keep time.

Scholar Instructions for Pitch Presentations

Each Scholar will have 60 seconds to give their Elevator Pitch with extra time to get set up (turn on your webcam (if applicable), unmute, etc.).

To ensure the best recording, Scholars should give Zoom a moment to acknowledge you as the speaker. You can do this by saying "Hi" to the group and waiting for the thumbs up from the Room Leader.

Webcam Language

Please be sure you have updated your Zoom name so the Room Lead can match you with your time slot (Participants > your name > more icon/three dots > change name.

Don't forget to mute yourself after you have finished presenting your Elevator Pitch.

Since everyone will be muted, you can show your appreciation for your fellow Scholars by snapping or clapping when they finish their pitch (while on mute), or using the applause reaction button in Zoom. There will be time to clap and congratulate each other while unmuted at the very end of the session.

Scholars are expected to stay in their assigned Zoom room for the entire Elevator Pitch Presentation session to avoid distracting speakers by moving rooms.

Recording Elevator Pitches

All Elevator Pitch Zoom meetings will be recorded and shared within the EXITO community (on an unlisted YouTube link) with Scholars' permission. This will give you a chance to watch elevator pitches for your friends assigned to other Zoom rooms. If you don't want your pitch shared, please email EXITO@pdx.edu by 6/27 or you can let us know on your response to the final Daily Reflection questions after Day 4.

Missed Presentations

If you were unable to present your Elevator Pitch on Day 4 of SRA, you will be required to submit a written or recorded pitch and submit it on a Google Form (**Link Coming Soon!**). This must be done by the event requirement deadline. If you want your pitch included in the video we would need it by 6/27.